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The Billboard

The World's Foremost Amusement Weekly



—E. A. Arvell Photo.

HARRIETT AND CLYDE BEATTY

Wild Animal Trainers

FEATURED WITH COLE BROS.' CIRCUS

A Message of Importance To Every Artist on the Air

Eight weeks ago The Billboard published the first of a series of surveys★ of radio program popularity and listener preferences in the Kansas City area. Several little-known and important facts were brought out in these surveys. For instance, a local program, "Quizzer Court," was found to be as popular as quite a number of expensive big-name network shows.

● SPOTLIGHTS TALENT

Before long letters and telephone calls poured into the offices of The Billboard complimenting it on a really helpful and constructive trade paper service—a service which throws the spotlight of national recognition on worthy talent everywhere—a service which indicates to advertising agency, radio station and network executives trends in program popularity—and enables them to plan better programs.

Spurred on by the enthusiastic response to its first series of surveys in Kansas City The Billboard immediately conducted and published a similar series of surveys of program popularity and listener preferences in the Cincinnati market. Important men in radio hailed this series as a continuance of a really valuable trade paper service.

● ACCEPTANCE IN RADIO'S INNER CIRCLE

Upon completion of the Cincinnati survey The Billboard will go into a typical agricultural town, Watertown, S. D., and find out what programs the listeners of that city prefer. And so on and on and on . . . until many new stars have been brought to the attention of radio's bigwigs . . . until much data heretofore unknown about radio programs and their popularity is passed on to advertising agencies, stations and networks.

These surveys have won for The Billboard definite acceptance in the inner circles of radio. Advertising agency men, station and network executives read the surveys and The Billboard's live, newsy, accurate radio department every week.

● MAKING A BUSINESS OF DISCOVERING NEW TALENT

Artists on the air . . . whether on sustaining or commercial shows . . . who wish to call their talents to the attention of advertising agency, radio station and network executives can best do so by advertising in the trade paper which makes a business of discovering new talent; the trade paper which prints information, which radio executives cannot afford to be without; the "must" trade paper of the radio industry.

● MAIL COUPON TODAY

For advertising rates, free copy and lay-out service just fill in and mail the coupon today!

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I am interested in telling advertising agency, station and network executives about my talents as a radio performer.
Please send me full information regarding your advertising rates and your free copy and lay-out service.

NAME

ADDRESS

CITY STATE

(If now on sustaining or commercial program, please state name of program.)

The Billboard

Vol. L
No. 21

May 21,
1938

The World's Foremost Amusement Weekly

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

CIRCUS AND UNION BATTLE

McCoy Wild West Legal Adjuster Puts Up Fight for Ex-Employees; Horses Go Under Hammer for 24G

WASHINGTON, May 14.—Bitter and intense legal battles in the United States District Court are being waged between ex-employees and receivers of the defunct Col. Tim McCoy Wild West. Charges and countercharges are being hurled from one camp to the next and obscure points of law are to be threshed out before Justice Peyton Gordon, who originally ordered the receivership.

D. T. Bartlett, former legal adjuster for the show, has charged that the receivership had been carefully planned by stockholders to get the show into a favorable jurisdiction in order to defeat the wage claims. Acting thru Attorney Richard A. Harman, Bartlett is petitioning the court for the right to intervene in the receivership in order to obtain priority rights for the wage claims of himself and 24 other employees. For Bartlett to prosecute his claim before the court he had to have a claim in excess of \$1,500, which he obtained by having other employees assign their claims to him for collection.

Former employees who have wages due

now have two methods for settlement of claims. One advanced by Bartlett and the other by receivers who have obtained a court order to put their plan into effect.

Bartlett's method is thru assignment of the wage claim to him in order to prosecute the claim, whereupon he will deduct a percentage, if successful, for costs of prosecution in order to secure priority rights for the claims. In short, this plan promises to give wage claims their full value up to \$500 and these claims would have to be satisfied in full before any other creditor could be paid.

The receivers' plan, as worded by the court, provides "that August 1, 1938, be and it is hereby fixed as the date on or before which the claims of employees and creditors and the claims and interests of stockholders may be filed or evidenced and after which no such claim or interest (See MCCOY WILD WEST on page 73)

Heavy Suit by Hagenbeck-Wallace Follows AFA Warrants for Arrest

Actions outcome of picketing in Pittsburgh—union attempts writs of attachment for \$100,000 but fails—circus claims "unfair propoganda"—closing false

PITTSBURGH, May 14.—War raged this week between Hagenbeck-Wallace Circus and American Federation of Actors. In Pittsburgh, thru Attorney Charles Prichard, H-W filed a suit in trespass against the AFA, AFA Outdoor Organizer Guy Magloy, AFA Pittsburgh Agent George LaRay and five other AFA representatives, seeking damages which in preliminary computations by the circus auditors total \$635,342. Outcome of the AFA's two-day picketing against the show here in an attempt to unionize all employees, the suit is result of "unfair propoganda intended to paralyze, collapse and ruin our business," Prichard said.

In New York AFA President Ralph Whitehead is conferring with other American Federation of Labor heads to set defense against the libel suit, while at the same time deciding the course of efforts to force a closed-shop contract

(See CIRCUS AND UNION on page 71)

Car Company Gets Judgment Against Dodson

WARREN, Pa., May 14.—In Philadelphia Monday the Pennsylvania Supreme Court handed down a decision reversing the Beaver County Court's decision as of February 19, 1937, in case of Dodson's World's Fair Shows against the Warren Tank Car Co., of this city, for sum of \$7,850.20.

Case was an action in replevin by the local firm to recover possession of six pieces of rolling stock from C. G. Dodson, carnival owner.

Lower court, which convened in Beaver Falls, Pa., over a year ago, found for the defendant, Dodson, but case was appealed to the Supreme Court on points of law. S. D. Blackman, attorney, Warren, represented the Warren Tank Car Co. This decision by the highest court of Pennsylvania is final.

History of Case

The history of the case goes back to (See CAR COMPANY on page 70)

Handbill Resolution Dropped By Wilmington

WILMINGTON, Del., May 14.—The proposed resolution prohibiting distribution of circulars, handbills and other advertising matter on the city streets and which would have affected theater, vaudeville houses, circus, side-show and other business has been withdrawn by directors of the street and sewer department upon advice of the city solicitor's office.

Step was taken because the U. S. Supreme Court declared unconstitutional a regulation of Griffin, Ga., similar to the one pending here. The court held that distribution of leaflets may not be licensed much less forbidden.

U. S. Films Major Aid to U. S. Short-Wave Shows, Senate Committee Told; Govt. Station Hotter

WASHINGTON, May 14.—Observers in Washington do not believe that a government short-wave station will be constructed in San Diego, Calif., after hearings before a naval affairs subcommittee (Thursday) before Senator Bone (Washington). Federal officials, including one naval officer, one Bureau of Standards expert and one FCC engineer, gave Bronx cheers toward the proposal. "If we have to have a government station we better have it in the East," was the general trend.

One witness to insert favorable comment in the record was invited by Senator Bone to relate experiences in South America. Witness was Albert K. Dawson, just returned from a cruise around South America. Knowledge of Portuguese and Spanish stood him in good stead to observe the policies exercised by the Nazi and Fascist propoganda machines now booming radio programs into South America. Questioned on these broadcasts, Dawson said reception varied in strength and clearness, but he was able to hear music and news comment from Nazi stations at the extreme tip of South America when his ship was passing thru the Straits of Magellan.

Dawson believed that Nazi and Fascist powers were perfectly within their rights

HOLLYWOOD, May 14.—Final signing of pacts between the American Federation of Musicians and Motion Picture Producers' Association to end the practice of dubbing canned music on film sound tracks will be consummated in New York. Joseph Schenck, United Artists, representing Hollywood's producers, entrusted for New York to confer with Joe Weber, Federation prez. Eastern meetings between Weber and the heads of the major companies, originally scheduled, were discarded, negotiations still being carried on here between Pat Casey, producer labor contact, and J. W. Gillette, AFM exec.

While no official announcement is forthcoming, it is understood that all

difficulties relating to sound dubbing have been ironed out excepting the use of sound tracks for short subjects. Both sides anticipate that this detail will be settled at the next meeting.

In an effort to increase employment opportunities for musicians in Hollywood the AFM has centered its negotiations against the redubbing of sound for Class B pictures. Due to the fact that studios have built up vast sound-track libraries, it is not believed that dubbing will be entirely out, but rather reduced to an absolute minimum. Federation feels that the elimination of these practices will increase musician employment in the film industry by one-third.

to "put their own views across to South America" and we should do the same, he said. Bone asked Dawson what he thought the United States should do to counteract foreign stations. Dawson replied, "We are missing a very good bet if we don't put a government station in to promote our ideas in South America." Bone asked if a private station would not be as good, especially in the transmission of news and news comments.

Dawson said he believed a government station was "safest and most dependable." Bone raised the point about utterances on government station being on par with official statements of our government and that private operation would afford an excuse if broadcasts created offense. Senator then asked Dawson whether the federal short-waver would not be an indulgence in the same (See U. S. FILMS on page 13)

Brennan Defeat Still Mystery; Factions Deny IA Intervention

NEW YORK, May 14.—Clearing of the smoke of the recent elections of Local 1 of the IATSE finds defeated ex-president James Brennan, in office for five consecutive terms, in a surprisingly passive mood despite the two-tone trouncing he took at the hands of Bobby Anstett and the wild rumors that political pressure from the parent body was responsible for his downfall. When seen the day after the elections Brennan would say merely that the election result could only be laid to the pressing unemployment problem. He made it very clear that his defeat in the

local did not dampen his ardor for the coming national elections in June, nor was his position as vice-president of the IA in any way weakened. In fact, he pointed out that three members of his local administration won re-election, including Vincent Jacobi and James McDowell. Brennan's position now as vice-president of the IA without holding any title in a local places him in the same category as Richard Walsh. Both will seek re-election in June. Their ability to hold national titles without holding local (See BRENNAN DEFEAT on page 13)

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340-Grand Take At Pitt Nixon

Road theater closes highly successful season — Pitt rep group also in black

PITTSBURGH, May 14.—Nixon Theater gross for 25 weeks of legit approximated \$540,000, according to Manager Harry Brown, while more than 21,000 paying customers saw Pittsburgh Playhouse shows during 21-week season closed tonight, according to General Manager William W. Woodside.

Best Playhouse grosser was musical *Hold Your Hats*, original by Charles Gaynor, Biggest h. o. of six plays was *The Spiker*, followed by *Accent on Youth*, *Autumn Crocus*, *Libel*, *Excursion* and *Pursuit of Happiness*. All plays but *Pursuit* ran three weeks; *Hats* showed four.

Books read black for first time since Playhouse founding three years ago, although last year almost broke even. Nucleus of receipts was 1,500 subscription books selling seven transferable \$1 seats for \$6, under supervision of Business Manager Martha Arnold. Patron sale for 1938-'39 season is already under way under supervision of socialite board of directors, Woodside and Producer Fred Burleigh, who has been signed for his second year at an unannounced figure.

Minor changes in business staff are expected for next year, with production crew undergoing complete alteration.

Pitt Convention-Hungry

PITTSBURGH, May 14.—Aiming to eclipse last year's record, when Pittsburgh was convention scene for 188 organizations, more than 300 civic leaders have launched a drive for \$15,000 to complete an annual war chest of \$50,000 slated for promotional use by the convention and tourist bureau.

Visitors to Pittsburgh in 1937 spent approximately \$4,000,000, revealed convention bureau manager A. H. Skean, guest speaker at a banquet honoring new local bureau officers H. E. Lewis, president of the Jones & Laughlin Steel Co.; Frank R. Phillips, president of the Philadelphia Co., and Frank F. Brooks, president of the First National Bank.

J. I. Alexander is chairman of the Pittsburgh bureau's drive for funds; David Oimsted is executive vice-president of the bureau.

Robin Hood Dell Sked Set

PHILADELPHIA, May 14.—Annual season of concerts and opera at Robin Hood Dell in Fairmount Park opens June 23, running for eight weeks, Alfred Reginald Allen, Philadelphia Orchestra manager, announced this week. Initial concert will have Eugene Ormandy conducting the symphony group with other conductors at subsequent performances to include William Van Hoogstraten, Eugene Goossens, Alexander Hillsberg, Alfred Wallenstein and Charles O'Connell. Alexander Smallens will conduct the opera and Saul Caston the ballets, prominent in which will be Catherine Littlefield and Mary Binney Montgomery.

Soloists will include Zimbalist, Walter Oelsking, Maurice Rosenthal, Gladys Swarthout and Bruna Castagna. Operas scheduled are *Carmen*, *Aida*, *Nicoletta* and *Faust*. Another feature will be a repeat engagement for the Hall Johnson Choir.

Negro Guild Seeks Jobs

NEW YORK, May 14.—Negro Actors' Guild is trying to interest booking offices which handle colored orchestras and other talent in employing colored office workers. Fred Washington, executive secretary, argues the arrangement is economically just, since the agencies are supported to a certain extent by the commissions obtained from booking Negro acts.

Broadway Mother-Love

NEW YORK, May 14.—*Crime School*, recent Warner release featuring Billy Halop and the other Dead End kids, has considerable exposition in the early sequences, scenes showing how the kids threaten to slug their parents, maim one another, how they admire a condemned murderer and how they make money swapping things for a crooked pawnbroker.

Every time an incident is shown to bring out these points (such as one kid saying to his mother, "I'll sock you in the nush") the audience laughs heartily. A murder apparently would really lay 'em in the aisles.

Report Clarifies Warner Bros. Deal

NEW YORK, May 14.—Details of the deal whereby Warner Brothers Pictures, Inc. obtained control of Associated Music Publishers, Inc., from the North American Co. were clarified this week by reports to the Securities and Exchange Commission. Associated went out of existence as a subsidiary when the North American Co., holding 3,500 shares of preferred stock and 500 of common April 28 changed the common stock to preferred. Publishing company then sold 10,000 shares of voting common stock to others. At the same time the holdings of Wired Radio, Inc., in the Muzak Corp. were turned over to Associated Music Publishers.

According to Warners' report, the company, as of April 1, bought the outstanding common stock of AMP at par and then sold 49.99 per cent of it to the wife of one of its directors and to two British firms. Warners also stated it had formed AMP Recording Studios, Inc., April 5, a firm in which it owns 50.01 per cent—the same as in the case of AMP.

Pitt TMT Meeting Flops

PITTSBURGH, May 14.—TMT meeting called by Arthur Low, Nixon treasurer, to discuss organizing ticket sellers and allied jobs of amusement houses, hit brick wall last week when invited representatives of Duquesne Garden and concert halls failed to appear, and delegates of movie houses listened to proposals but declined to do anything about them. Net result, Nixon manager Harry Brown, Low and Nixon ticket seller Shanahan formed a three-man unit of TMT.

Agents Still Try To Straighten Field

NEW YORK, May 14.—L. Robert Broder, local theatrical attorney, on behalf of a few big agents, will be heading for Hollywood soon to study the Artists' Managers' Guild method of organizing agents and managers. Broder backers feel that the struggling Theatrical Artist Representatives and Agents' Association can't make much headway, having gotten off on the wrong foot when it started with small bookers. New plan is to enlist all big-time first, and then round up the small fry into an organization of influence.

Entertainment Managers' Association, meanwhile, has amended its by-laws, requiring its members to pay every entertainer and musician booked on their shows. Move was part of the agreement EMA is working up with Theater Authority and American Federation of Actors to reduce benefits and phony auditions to nil. Plans of the EMA officials involve trade agreement with AFA and a co-operative set-up with other groups in Boston, Pittsburgh and Philadelphia.

In Quakertown, EMA of Pennsylvania announced a clean-up campaign among agents and bookers operating without license. At a meeting called for Tuesday, Florence Bernard, president, expects to take up matter of chiselers and dodgers of the license fee with State representatives, aiming to get State legislation for the particular situation. In Chicago, Sheldon Krim has again revived agent organization idea and has resumed talks with AFA.

At local meeting between License Commissioner Paul Moss and managers and agents last Friday concave agreed that present city licensing measures were inadequate. Moss pledged support for State legislation along these lines at the next Albany session, but insisted upon going ahead with plan to force licenses upon local commission agents.

"Merchant" for Penn State

STATE COLLEGE, Pa., May 14.—Penn State drama department plans an innovation for its summer session, Shakespeare's *Merchant of Venice*, starring Sam Jaffe and directed by the Artel Theater's Benno Schneider, with a supporting cast chosen from the student body. Dorothy B. Scott will design settings. Production manager will be Frank S. Neusbaum, associate director of the Penn State Players.

Too Good To Be True

NEW YORK, May 14.—An unusual contract in show business, where the artist is given the jump over the producer, is reported to have been signed here by Jascha Heifetz and Samuel Goldwyn.

The violinist received \$50,000 for taking the part and will receive an additional \$50,000 when he starts working on a film now being selected for him. If, however, the script is not acceptable to him he does not have to make the picture and Goldwyn forfeits the original \$50,000.

TA Set on Coast; Benefit Take Up

HOLLYWOOD, May 14.—Success of Theater Authority, Inc., in the Los Angeles area is assured, according to L. S. Kornblum, head of the local branch. Alan Corelli, secretary, with headquarters in New York, has trained back to Manhattan after setting the wheels in motion out here. Since TA has been operating here it has been in control of virtually all the large benefits. Contracts to be signed this week include the police benefit and the benefit for the sheriff's office.

With only minor attempts at chiseling encountered, TA has made great strides, considering it has only been in operation here since April 1, officials stated.

Representatives from all branches of show-biz, include: Kenneth Thomson, Lucille Gleason, Ralph Morgan from Screen Actors' Guild; Sophie Tucker from AFA; Ernest Charles, AGMA; Norman Field, AFRA; Jean Hersholt, Motion Picture Relief Fund; Joseph Schenck and Jack L. Warner, representing the producers, and L. B. Kornblum, from Equity.

Officials here declare that benefit grosses have upped since TA stepped in despite the 15 per cent take for show-biz charities.

\$75,000 Charity Goal

PITTSBURGH, May 14.—Local Variety Tent 1 has set its charity goal for coming year at \$75,000 as its part of national quota of \$212,000. Almost all money raised is being spent for children, although fund is also available for needy members of theatrical profession. Local tent contributed \$45,000 toward Variety Clubs' charities of \$187,000 in 1937 under leadership of John Harris, of Harris Amusement Enterprises, national Chief Barker; John J. Maloney, of Metro-Goldwyn-Mayer, immediate past Chief Barker, and John McGreevy, of the Harris Co., present Chief Barker.

Harriett and Clyde Beatty

(This Week's Cover Subjects)

CLYDE BEATTY, one of the world's youngest and most daring animal trainers, was born at Bainbridge, O., June 10, 1905. His first circus connection was made in 1921, when he joined Hove's Great London Circus as a cage boy. The year 1922 found him assistant trainer on Colmar Bros.' Circus, and in 1923 he acted in the same capacity with the John Robinson Circus, the following season finding him working a mixed group of animals with the same show. He joined the Hagenbeck-Wallace show in 1925, where he worked his first lion and tiger act, enlarging his group each year.

In 1934 he joined the newly formed Cole Bros.' Circus, where he has been featured ever since. Entering his fourth season with this show, he is now working the largest group of lions and tigers (43) ever assembled in the world.

Beatty has also made several motion pictures and has been featured on winter circus dates.

Harriett Beatty (formerly Harriett Evans) got her first taste of circus life in 1930 when she joined the Hagenbeck-Wallace show as ballet dancer and acrobat. She married Beatty in 1933 and in the spring of 1935 she broke in with animals, working a small mixed group with the Cole Bros.' show. During the winter of 1935 she perfected her present act, consisting of an elephant, lion and tiger (considered the only act of its kind) and has been working this act in a featured spot with the Cole Bros.' Circus since the spring of 1936.

Possibilities

GLEANNED 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 FILMS

MARJORIE GAINSWORTH—coloratura soprano of streamlined rather than traditional diva proportions, with a repertoire ranging from operatic arias to Tin Pan Alley tunes, caught recently at the Hotel Walton, Philadelphia. Hits the high notes beautifully, and has a fine sense of a tune's melodic structure, which enables her to fashion it for pop appeal rather than the hard-to-sell classic pattern. A stately and statuesque blonde, she has plenty of eye-appeal, too. Had them begging for more when caught. Also recommended for the airwaves.

DONALD RANDOLPH—legit actor appearing in *The Man From Cairo* at the Broadhurst Theater, New York.

Personable and handsome, he makes a small role stand out with his suave and beautifully right performing. Ease of manner, fine readings, good looks and sock personality all make him an excellent possibility for the cameras.

For LEGIT DRAMATIC

JOSEPH MARTELL—actor who appeared recently in *Dark Clouds*, non-Equity production that lasted two days at the Bayes Theater, New York. Gave a polished performance in a gangster-type role. Has an excellent sense of timing, good diction and would be a natural for legit.

Operettas for Jones Beach

JONES BEACH, L. I., May 14.—Summer operettas at Jones Beach are scheduled on a large scale this season under the guidance of the Shuberts and Fortune Gallo. In past seasons the operettas have been among the most important features at Jones Beach, attracting thousands of patrons.

SPECIAL PRINTED ROLL OR MACHINE

100,000

\$20.00

RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS

TICKETS

ELLIOTT TICKET CO., 409 LAFAYETTE ST., N. Y. C. 127 N. DEARBORN, Chicago, 615 CHESTNUT ST., Phila.

STOCK ROLL TICKETS

ONE ROLL \$ 50

TEN ROLLS 3 50

FIFTY ROLLS 15 00

ROLLS 2,000 EACH

Double Coupons, Double Price

No. C. O. D. Orders Accepted



By GEORGE SPELVIN

LOCAL hotels are planning to ban all flashlights of banquets and other events because there's an AFL photographers' union and a CIO photographers' union and each is threatening to picket the hotels if members of the other are used to snap the pictures.

Eddie Etkins, musical director for the Group Theater of the Air, wishes that he could get his former vocalist back again; she's Dorothy Lamour. Carmello Molla, Spanish warbler on WHOM who is soon to be spotted in Castilian cinemas, is taking no chances; he's still hanging on to his old job, and even if he clicks in flickers he has no intention of quitting it.

Last week the mother of one of Mr. Spelvin's confreres visited a night club for the first time in her life. It was a big spot, and she took everything in silence for a long while—and when she finally commented she said, "My, what big pots they must have to cook the soup for so many people!"

TO KEEP THE RECORDS STRAIGHT: A reviewer for Film Daily got things a bit mixed up in a notice on "Malds and Music" in the May 6 issue. "Ray Fabing with her Ingenues" should have read Ray Fabing with his Ingenues, the reviewer mistaking Jessica Walker, fronting the band, for Ray, who doesn't appear. He manages and books the unit.

Add Marquee Dept.: Seen on the marquee of the Globe, "Lady in the Morgue—with Preston Foster." . . . The Piccadilly Circus Bar will give a champagne dinner for two and a pair of ducats to any show in town to the first one to name the winner of the Seabiscuit-War Admiral race, together with the time and the margin of victory.

The Post's sports department, looking around for a way to mix sex with athletics, has hit on what it calls "Broadway in Sports"—publicity poses of show business people that are the answer to a press agent's dream.

Coast FTP Project Accused Of Palm-Greasing by Actors

HOLLYWOOD, May 14.—Charges that Mrs. LaCoste, German actress, did some palm-greasing to get the lead in the Federal Theater Project's recent staging of Caesar and Cleopatra at the Hollywood Playhouse are expected to lift the lid off other asserted claims of heavy coin-kicking to certain FTP officials in order to secure parts.

Charles Goranson, chief WPA investigator, brought here from Salt Lake City by Colonel Donald H. Connolly, head of local WPA, has conducted his hearing in regards to the charges of coin passing. Goranson left for his home base with the findings locked in his brief case. When questioned as to the outcome of the investigation, FTP officials state they do not know what Goranson found, and claim further that Goranson will have to make an official report to Washington before the story can be released.

On top of this headache, local FTP officials are faced with the charge by R. D. MacLean, veteran Shakespearean actor, who claims that he is being given the run-around in regard to employment on the project.

officials are faced with the charge by R. D. MacLean, veteran Shakespearean actor, who claims that he is being given the run-around in regard to employment on the project. MacLean, who played the role of Junipero Serra in the Mission Play for nine seasons, is only one of many who claim that FTP is deliberately overlooking professional actors in favor of non-relief amateurs, many of them students in little theaters.

Attempts to have Senator William Gibbs McAdoo and Representative John Steven McGoorty intervene have been to no avail. An exchange of letters between McAdoo and Connolly brought out the fact that MacLean had never been on relief, therefore would stand no chance of employment on the project.

AFA Intrenching in Vaude and Night Clubs in L. A. and San Fran

LOS ANGELES, May 14.—Long-contemplated action against the Million-Dollar Theater here by American Federation of Actors has begun, with a general warning issued to AFA members against playing that house.

Harry M. Popkin, manager of the house, who also controls the Burbank burlesque house here, says he believes the trouble is due to APA's attempt to get his booking agent to take out an APA license.

Popkin says he has used the same booking agent for 15 years and had no intention of changing. It is claimed by AFA that agent booking the "unfair" theater has been paying the acts in "peanuts."

The agent states the trouble is due to APA trying to issue a blanket scale for all houses. His belief is that houses should be classified according to admission price, seating capacity and location.

APA claims full backing of the American Federation of Musicians and the International Alliance of Theatrical Stage Employees.

APA officials say no excessive demands are being made on the Million Dollar, claiming they are only seeking a fair scale and figuring weekly budget of \$450 to carry the show.

With AFA strength increasing every day, it is apparent that a stiff battle may be looked for. AFA now controls 67 per cent of all the acts in Southern California. Also out of 30 active booking agents APA has 20 of them licensed.

of AFM, stating that all singers and acts playing with union bands should be AFA members. According to AFA, the manager of the band wanted a clarification on the ruling. Wires have been sent to Ralph Whitehead and Weber.

With Weber's ruling effective, there is no alternative for the line girls. Either join AFA or the band will be pulled, states Corcoran.

Jackie Coogan, who is getting top spot on vaude dates now since his publicity over court battles, walked into local AFA offices and joined. Coogan is set to play the Golden Gate, San Francisco.

SAN FRANCISCO, May 14.—Thru negotiations with Bert Levey Agency, the AFA has secured a clause in contracts which identifies the performer as an AFA member. The AFA has experienced considerable trouble with acts playing the Golden Gate and spreading reports that they did not have to belong to the AFA.

Major Bowes' amateur units have escaped AFA demands clear across country only to be signed on reaching here. Units have always managed to steer clear of affiliations until they hit Coast city. A closed-shop agreement was reached with the Music Box night club this week.

Radio Tooters Turn to Parks

PITTSBURGH, May 14.—Amusement park band stands loom as profitable income source for radio musicians here. Last Saturday Val Garvin's WWSW-aided orchestra played the Kenwood Park ballroom; Sunday Ken Martin's Band with Ollie O'Toole and a WWSW revue entertained on the park concert stage, and tonight Luke Riley's WJAS staff crew, monickered, The Pittsburgers, plays the Kenwood dance. Tomorrow Earl Truxell's WCAE staff "Airliners" entertain, abetted by Nancy Martin and a studio cast.

KDKA Artists' Service Bureau regularly sends staff singers, actors and announcers to community celebrations, fraternal parties and convention meetings, last night having presented program for New Castle, Pa., consistory in Scottish Rite Cathedral stage, and Monday night being scheduled for half-hour stage broadcast before 1,200 Standard Oil Co. executives and guests in William Penn Hotel ballroom, featuring Maurice Spitalny's Orchestra and entertainers.

La. Tax Bills Watched

BATON ROUGE, La., May 14.—With opening of Louisiana Legislature this week amusement industry of the State keeps close tab on several proposed bills already introduced, all of which have administrative backing and are almost certain to pass. House Bill 84 calls for re-enactment for two years of 2 per cent levy on general amusements with admish above 40 cents in New Orleans. Money supposedly goes to relief work in the Crescent City, but recent cost of operating the collection division has left little to carry thru original plans.

In another move, present system of "luxury" tax of 2 per cent in State and another 2 per cent in New Orleans will be replaced by general sales tax on all retailing, with seller paying tax of 1 per cent in country and added 1 per cent in New Orleans and receiving 5 per cent of gross tax for cost of bookkeeping.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 198 City Federation Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

<p>STOCK TICKETS</p> <p>ONE ROLL... \$.50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 100 ROLLS... 29.00 ROLLS 2,000 EACH.</p> <p>Double Coupons, Double Price.</p> <p>No. C. O. D. Orders Size Single Tick. 1x2"</p>	<p>"For Anything or Anywhere Under the Sun."</p> <p>THE TOLEDO TICKET CO.</p> <p>TICKETS</p> <p>OF ANY DESCRIPTION.</p> <p>Nationally Known for Promptness and Accuracy.</p> <p>TOLEDO (Centralized Ticket Town), OHIO.</p>	<p>SPECIAL PRINTED</p> <p>Roll or Machine.</p> <p>10,000... 6.95 30,000... 9.95 50,000... 12.75 100,000... 20.00 1,000,000... 150.50</p> <p>Double Coupons, Double Price.</p>
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Cincinnati Radio Program Study

BREAKDOWN OF PROGRAM MENTION UNITS PROVIDES METHOD OF EVALUATING STATION EFFECTIVENESS . . . WKRC AND OTHER CINCINNATI STATIONS GIVE WLW TUSSELE FOR GRIP ON AUDIENCE . . . BASEBALL GAMES COMMAND PLENTY OF LISTENERS AND SHOW VALUE IN DRAWING POWER FOR LOCAL STATIONS . . . NEXT BILLBOARD SURVEY TO BE IN FARM AREA

By JERRY FRANKEN

IT IS axiomatic in radio that a station is as good as its programs. Program quality is not the only factor in creating audiences—power, obviously, is also a prime essential. But there are many cases (WHS, Kansas City, for example) where limited power or broadcasting time is overcome by shrewd showmanship and astute programming. Previous stories in The Billboard have listed, for both daytime and nighttime, programs mentioned by listeners queried during the course of The Billboard radio survey made by Market Research Corp. of America. These listings showed the programs with the actual number of mentions acquired during the survey and the stations over which programs were heard.

Another and simple way to show the effectiveness of the stations is to translate these program mentions into a basic unit. Basic unit taken is the quarter-hour program period, counting each quarter-hour program as a unit of one. An hour program is thus counted as four. If seven people said they heard a particular hour program this would mean a credit of 28 units to the station's total number of mentions. Research men agree that while this is the simplest and most effective way of bringing out comparative factors, the method also has a bias. Bias is provided in the possibility that, while a listener may have mentioned to survey investigators that he listened to an hour program, this does not necessarily mean the listener heard the whole show. Nevertheless, each unit in the hour would be credited. A possible leveling factor is the fact that the listener, if tuning to another program, would mention the second program and thus give the second program its credit.

WLW and WKRC

It is to be expected that WLW, Cincinnati's 500,000-watt station, would lead in this city, but the difference between the high-powered outlet and the other leading stations in Cincinnati is not as large as some might have expected. Thus, on nighttime network program mentions, WLW totaled 2,288. WKRC followed with 1,705 in this same classification. WLW is NBC and Mutual. WKRC is CBS owned and operated. There was a marked difference between these two stations and the third ranking station, WCKY, in national nighttime mentions, WCKY being third with 114. WSAI had 106. WOPO is a local station and carries no network programs.

In nighttime local mentions, WLW is also the leader, with 94 mentions. This number illustrates graphically that the stations, with the exception of course of WOPO, do not carry much local stuff after sundown. In nighttime local mentions WCKY is second with 26; WKRC third with 16; WOPO fourth with 13, while WSAI had 4. WSAI is WLW's little sister, owned by the Crosley interests.

Daytime Totals

Daytime tabulations offered two problems, both provided by the broad-

casts of the Cincinnati Reds' baseball games, carried by WSAI and WOPO. Stations do not carry them at the same time. The Billboard surveys use the recall method, and listeners queried are asked to name the programs they heard during the period being covered. However, they are not asked to identify the stations. When responses are tabulated, program schedules enable the mentions to be credited to the proper station. However, this cannot be done in the case of broadcasts when two or more stations have the same program.

The simplest solution would be to divide evenly between these two stations the total acquired thru the baseball periods, giving WSAI and WOPO 162 mentions apiece. This method, however, raised another problem. The 162 total to each station is an important figure in local daytime totals and, as a matter of fact, puts WOPO in the lead on daytime local mentions. Therefore the daytime figures are shown with and without baseball in the table published on this page. It must be remembered, however, that the figure without baseball mentions is not completely a true picture, since no allowance is made for programs that would be broadcast during the time the baseball staff is not on.

Without the baseball totals, the ranking of the stations on daytime local programs is changed considerably. WKRC scores more than any other station on locals only with 183, WLW following with 107. This, however, does not include WLW's mentions on spot programs, which came to a total of 214. WLW spot shows are mostly daytime

serials, on five times weekly. WOPO, without baseball, is third with 47 mentions, with WSAI and WCKY next. WCKY has a spot total of 46 mentions.

Network Daytime

On network daytime mentions, WLW is back in the No. 1 post. WKRC is again second, following WLW's 278 total with 205. The L. B. Wilson station, WCKY, is next, having 154 mentions, and WSAI completes the list. There is very little margin between WLW and WKRC on daytime network totals.

The next survey to be published in The Billboard will deal with program tastes in a typical farm town, Watertown, S. D.

Angie Pfaff's New Spot

DETROIT, May 14.—Angie Pfaff is slated to be manager of the new station, WJLS, under construction at Post Huron, Mich., according to reports in local radio circles. Pfaff, who has a record of spectacular stunts to his credit, such as broadcasting while perched on the back of a tight-rope walker a hundred feet in the air, is announcer at WJBK and also doubles under the air name of Bob McLean at WWJ.

Kate's New Policy

NEW YORK, May 14.—Kate Smith is inaugurating a "talent quest" on her program to bring local radio actors to the nets. Believes that many local stations produce performers of exceptional merit who rarely get a chance to appear on net programs.

Survey Figures

The story and table on this page, referring to program mentions made in The Billboard radio program survey of the Cincinnati area, were published in the April 30 and May 7 issues. Evening figures were in the April 30 issue; daytime program figures in the May 7 edition. Copies are available at the New York office.

Bitter Attack by Reform Group

Believe Catholic Church leaders active in new anti-radio organization

NEW YORK, May 16.—Newly organized American Radio Audience, which last week sent a press release to Washington newspapers urging that FCC make a scheduled meeting between the commission and an NAB group an open meeting, today lashed out again at the radio industry. Group stated it is a nonsectarian project, but the trade is firm in its belief that the Roman Catholic Church is strongly dominant in any policies it will decide upon. Principals in its organization are Rev. Edward Lodge Curran, president of International Catholic Truth Society, and James P. Kiernan, formerly director of WLWL, New York station, formerly operated by the Paulist fathers.

Radio today, it is claimed by the organization, illustrates "monopoly gone wild." There is a "radio trust," which has a corner on high power and choice frequencies, obtained by "suspicious and devious" means, "contrary to governmental regulations."

New organization has one aim which the Catholic Church has long supported, thus the assignment of "adequate" radio facilities to social, economic, agricultural and religious bodies. "It is further proposed," statement reads, "to expose existing evils in radio; the inconceivable tactics used by the radio trust to control this last and possibly most valuable of all public resources."

New group will invite other organizations to join in its battle. Other directors of the ARA, which is now being incorporated, are Clare O. Fenerty, former member of Congress and attorney, Philadelphia; John E. Cloud, New Jersey publisher and stock exchange member; Paul Bailey, publisher.

It is reported, without confirmation, that Commissioner George Payne, of the FCC, is supporting the audience faction.

WAPU Engineers End Strike, Sign Pact

CHATTANOOGA, Tenn., May 14.—International Brotherhood of Electrical Workers' 10-day strike at WAPU ended Tuesday with signing of a closed-shop union contract.

R. G. Patterson, general manager of the station, and Jean Paul Jones, Local 663 president of the union, announced the contract. Jones added that his union, which had placed WAPU on the unfair list, would lend every effort to help it regain any business lost because of the strike.

Under the terms of the contract covering radio engineers, operators, installation men, inspectors, maintenance and repair men, the six-day 54-hour week is granted, together with wage increases that the union said were "satisfactory." Patterson said the strike arose over a misunderstanding between the union and WAPU over the closed shop. Union, he said, had agreed to permit the bringing in of a non-union man to install new equipment in an event of an emergency.

Cincinnati Station Rankings

This table shows the number of mentions accorded the Cincinnati stations during the course of The Billboard survey. The basic unit is the quarter-hour program. An hour program thus credits a station with four units, so that if six people said they listened to an hour program the station gains a credit of 24 mentions.

The left-hand column lists network program mentions. The next column lists local program mentions, the third spot program mentions and the fourth the totals.

STATION	NIGHTTIME			
	NETWORK MENTIONS	LOCAL MENTIONS	SPOT MENTIONS	TOTAL
WLW	2,288	94	0	2,382
WKRC	1,705	16	0	1,721
WCKY	114	26	0	140
WSAI	106	4	0	110
WOPO	0 (unaffiliated)	13	0	13
DAYTIME				
WLW	278	107	214	599
WKRC	205	183	0	388
WCKY	154	6	46	206
WSAI	50	194	0	250
WOPO	0	209	0	209

(Note: This table presents the daytime local figures without baseball credits for WSAI and WOPO.)

Station	Local Mentions
WKRC	183
WLW	107
WOPO	47
WSAI	32
WCKY	6

FLY IN AFRA-NET OINTMENT

L. & T. To Keep Show on WEA

Agency makes survey of N. Y. stations and finds NBC station is preferred

NEW YORK, May 14.—Survey conducted by Lord & Thomas advertising agency to determine which of the Metropolitan stations is the most popular, ended this week, with the nod going to WEA. Consolidated Edison show, which would have been switched from WEA had the survey shown another station in this position, will now remain on WEA. Runners-up in the poll were WAIC, WOR and WJZ.

The immediate aim of the survey was to find a possible new station for the Consolidated program, it was pointed out that the statistics gleaned would possibly have a wide effect, in that the agency might use them as a guide for future placements. Conclusions as to stations' ratings in the Metropolitan area were obtained by mailing questionnaires to 1,000 radio homes.

Before the result of the survey was known, it was learned that other stations had already tried to peddle time to the Consolidated Edison sponsors.

Industry Puts Umph Behind Service Aim

CHICAGO, May 14.—Radio is moving towards a more independent policy in relation to other big ad media. Recent sharpshooting by newspapers at radio's press hand-outs has helped crystallize the new attitude. Another attack serving to make radio execs stiffen has been government control talk.

Result of this reaction is greater merchandising of radio from a service standpoint. Locally, it has been felt for some time by radio execs that a brush-off by newspapers is inevitable within the next five years, and managers are pointing with pride to steps taken to meet this. Stress is now being placed on public relations, which set-ups are being departmentalized into special events, education and straight station publicity, with one exec over all sections. Herebefore these departments operated without the right hand meeting the left.

Indicative of this is WBBM's handling of its baseball sessions this year. First three weeks an approximate \$25,000 has been spent on promoting WBBM's baseball gabfests in the form of box-seat giveaways, Western Union tie-ups, billboards, newspaper ads and displays in Sooney gas-and-oil spots and Wheatie-selling groceries. Neck and neck with WBBM on ball-game listeners is WGN, which has a man devoting full time to baseball this season. WJZD, WIND and WCFL follow closely, giving the games and shop talk more time than ever.

All this aims at establishing radio as indispensable as an instrument of entertainment and information.

Of course, radio chieftains are not losing sight of the fact that adaptation of this type policy is in the way of doing themselves and the industry a two-way favor. In the future they will be able to point with pride to a record of service to the people in the community, and patronage in the form of something concrete is a sure way of obtaining loyal and contented followers.

Catalina on CBS

HOLLYWOOD, May 14.—Resumption of summer shows from Catalina Island will be handled by CBS again this year when the season gets under way the latter part of this month. Initial adler will be called *Columbia Night of Catalina*, with 45-minute show featuring CBS entertainers and band remoting from the island. Gary Breckner will handle the mike.

Roger Frye and cck will open same night at the Casino, program to hit the air on CBS Pacific chain nightly. Breckner will handle a Men on the Street interview program daily.

Tea's the Limit

BOSTON, May 14.—A reminder is this bulletin posted by Gerard H. Slattery, manager of WCOB, indie station: "In order to comply with the ethics of good broadcasting, and State regulations, no liquor advertising will be accepted on Sundays. This applies to all references to liquor in any shape or form. . ."

Mass. Senate Kills Radio Libel Bill

BOSTON, May 14.—Senate has killed the bill to make radio station owners legally responsible for libel and slander. Vote of 21 to 15 referred the bill to the 1939 Legislature. Movement was to end the broadcasts of abuse in political campaigns.

Bill went to the Senate after the House Thursday (5) okeed the bill by an 88 to 31 vote. The House adopted an amendment of Rep. Charles J. Innes (Back Bay), reading: "Nothing in this section (1) shall apply to radio stations of corporations engaged in the transmission of intelligence by electricity using radio communication in connection with such transmission; provided, that such stations do not engage in broadcasting."

For the time being radio has won a hard-fought battle against the bill's passage.

WOR Changes Program's Name After Biow Squawk

NEW YORK, May 14.—Because of a squawk made by the Biow advertising agency, *What's in a Word*, WOR-Mutual sustainer, has had its name changed to *Say It With Words*. Program was given a one-time trial a few weeks ago under its original name. Station has since decided that it warrants regular presentation, and the series starts regularly the last week in May.

Allen Prescott, who does the *Wife Saver* act on NBC, is co-featured with Dr. Charles Earle Funk, etymologist and philologist.

Reason Biow squawked was that it has the Philip Morris guessing game show, *What's in a Name*, on WOR and Mutual.

WLW-WSAI Boom Biz

CINCINNATI, May 14.—The "Buy Now" contest on WLW-WSAI has been responsible for more than \$250,000 in new business, according to the broadcasters. Figures were revealed in about 5,000 letters received during the contest on the subject of "Why I Bought Now."

Deal for Accompanists Delays Contract Between Chains, AFRA

NEW YORK, May 14.—Successful conclusion of negotiations between American Federation of Radio Artists and the networks is temporarily blocked by problem of singing quartets. Fly in the ointment is the accompanist, of which there are about 25 on the staffs of the nets. Obstacle is that accompanists, contrary to rules of the American Federation of Musicians, often split their wages with the singers on the quartet. In Chicago, for instance, quartet plus accompanist is paid about \$200 per week. Of this the accompanist, according to the scale set by the musicians' union, gets \$110. But it is known in the trade that a part of this \$110 is divided among the four singers, who would otherwise make only \$22.50 per week.

AFRA has been mulling a scale of \$85 per man for quartets. This amount, together with the \$110 paid the accompanist, would boost the station's outlay considerably—especially in view that AFRA is also seeking to cut in half the number of shows done per week by

quartets. Last-mentioned fact would mean that in addition to the hiked salaries the stations would have to take on more men.

In the case of one Chicago station it was figured out that the arrangement as projected would mean a yearly cost of \$75,000 for three quartets and a trio.

AFRA figures this is too high and late this week was contacting the musicians' union in New York to try to work out a deal whereby AFRA could, in negotiating with the nets, represent the accompanist as well as the four singers in the quartet. Radio union figures it might be able to solve the problem this way, but whether the musicians' union would be amenable to such a suggestion is very doubtful. Angle is that also AFRA does not in any way want to take the accompanists into AFRA, yet, by virtue of negotiating for them, it could settle the problem.

Networks have already stated their willingness to pay up to \$280 for a quartet and accompanist. It is now three months since AFRA's national negotiating committee began confabs with the nets. As a result of meeting on April 27 the nets made AFRA a tentative offer, including a uniform scale for network sustaining shows in New York, Los Angeles and Chicago. Scale included rebroadcast fee, pay for overtime rehearsals and limitation of rehearsal hours. It was brought out in confabs that there was no uniform scale in the three major network cities, nor even in the individual cities themselves. Variation in fees for quarter-hour, half-hour and hour programs has ranged from \$5 to \$20.

Following settlement with nets and advertising agencies, the latter to take care of commercial shows, AFRA will try to establish a uniform contract for recordings and transcriptions. Indie station settlement will be last.

TORONTO, May 14.—American Federation of Radio Artists will try to effect an agreement with the American Federation of Musicians local here similar to that recently concluded in Montreal. By some sources this move is regarded as indicative of an attempt on AFRA's part to conclude deals throughout the country with the AFM. Music situation in Canada is such that the AFM has a lot to gain thru a tie-up with AFRA, as evidenced by aftermath of the Montreal business. Independent musicians' local there, numbering about 125 members as compared to the AFM's 300, lost six radio shows.

Lady Heads WCOP's New Artists' Bureau

BOSTON, May 14.—WCOB, indie station, has gone into selling talent. Station has created an Artists' Bureau, with Nona Kane, WCOB space buyer and former legit actress, as manager, town's first skirt in such a job.

Gerard H. Slattery, WCOB manager, planted \$10 for a ticket as a theatrical booking agent, personal agent and manager under the name of the Massachusetts Broadcasting Corp., WCOB. Miss Kane gets a salary and 10 per cent out on bookings.

AFRA Gets Decision In KFPY Firing Case

SAN FRANCISCO, May 14.—First Pacific Coast radio case before the National Labor Relations Board has been decided in favor of the American Federation of Radio Artists.

Complaint concerned Ralph Rogers, production manager and sportscaster at KFPY, Spokane. AFRA charged Rogers had been fired for union activities. In its decision the NLRB also certified AFRA as bargaining agent for the union.

While Rogers was ordered reinstated, he informed Via Conncea, AFRA executive secretary, he would not return to his former job.

N. Y. Station Publicity Chart

NEW YORK, May 14.—WNN, which in the last Publicity Chart published in *The Billboard* (issue of April 2, 1938) had slipped down to eighth place following WQXR, has regained its position as sixth, following WMCA. For some months now WQXR, high fidelity outlet, has been picking up in publicity mentions, but this tabulation, which is for the period starting March 20 and ending April 16, records a drop for the station.

WNYC, owned by the city of New York, came up in the publicity world, going from 11th place to 8th at the expense of WINS and WEVD.

Almost all stations, especially the leading major outlets, got more publicity mentions in this period than the one previously tabulated, the four-week period ending March 19. WOR, particularly, showed quite a spurt.

Column headed "F" is for feature or best bet boxes mentions; "C" is for mentions of call letters in the radio columns of New York and Brooklyn dailies.

STATION	F	C	GT	F	C	GT
1. WABC	907	243	1,150	1,054	434	1,488
2. WEA	688	164	852	868	340	1,208
3. WJZ	613	189	802	1,048	381	1,429
4. WOR	350	145	495	373	251	624
5. WMCA	331	149	480	364	230	594
6. WNN	139	39	178	155	111	266
7. WQXR	126	34	160	122	71	193
8. WNEW	103	50	153	164	39	203
9. WNYC	84	32	116	81	23	104
10. WINS	74	18	92	155	53	208
11. WEVD	71	9	80	47	18	65
12. WBNX	3	2	5	4	14	18
TOTALS	3,439	1,074	4,563	4,435	1,905	6,340

Radio Investigation About Set With White's Bill Favored; Attempt To Avoid "Head Hunters"

WASHINGTON, May 14.—Probing of the radio industry and the Federal Communications Commission seemed assured this week when both the Senate and House rushed investigation resolutions nearer to votes. Tuesday (10) the Senate Committee on Audits and Accounts returned to the Senate floor with the White Resolution, following the personal plea of Senator White on the previous day to free the measure for a vote. Audit committee made no recommendation on the radio probe and simultaneously reported in like manner six other investigation resolutions, none of which touched radio.

Within a few hours the House Rules Committee ordered hearings on the drastic Connelly resolution, backed by labor and church interests. Hearings Thursday morning (12) were cut short after a half-hour session, due to the House convening one hour earlier than usual. Congressman McFarlane, possessing some fame for his attacks on broadcasters, told the House Rules Committee that two ex-Senators had been bribed by radio interests to interfere with operations of the Department of Justice, which at that time was probing into the structure of the Radio Corp. of America and the American Telephone and Telegraph Co. His remarks were gloriously received by daily newspapers.

Prefacing his remarks to the Rules Committee with: "My interest in radio has been concerned entirely with the existence of a radio monopoly, which I believe will be admitted is a menace to the free institutions of America," McFarlane dived into a description of the Radio Corp. of America and its corporate structure back in the years of the 1931 consent decree drawn up in the Federal Court in Wilmington, Del.

"It has been my thought for some time to present to the House certain information, including data in affidavit form which conclusively suggests the existence of a criminal conspiracy which not only debauched a large corporation, persons holding high public offices but also court officials. I have been in doubt as to whether to move impeachment proceedings or to await action on the part of this committee."

"Bribery"

Declaring his information pointed to bribery of two "elected representatives of the people" for interference with activities of the Department of Justice, activities which brought about the Wilmington consent decree, McFarlane was interrupted by the question of Congressman Mapes as to the identity of the elected representatives. The Texas representative refused to name the persons accused, but answered that they are two ex-Senators. "I want to say, Mr. Chairman," continued McFarlane, "that I have checked the contents of this affidavit in two separate manners, and while I have not made nor been in a position to make the type of an investigation which is necessary, I want to say that both checks verified the statements made in the affidavit. That monopoly exists there can be no doubt. You, Mr. Chairman (O'Connor), on the floor of Congress admitted that you knew such monopoly existed. All 40 clear channels, almost all regional high-power stations, almost all radio stations that extend beyond the jurisdiction of one community are owned, controlled or operated in the interest of, or by, the radio monopoly."

Explaining the nature of the "affidavit," McFarlane said, "the signer of this document is recognized as competent and has or had a good standing in the financial world. His work was considered so sufficiently good that, following this analysis of RCA, I understand that Mr. Barnoff, who in this report is indicted most severely as incapable and inefficient, hired him as a financial analyst for RCA. This auditor's report indicated that RCA officials have defrauded common stock holders to an extent of millions of dollars. . . ."

"Head Hunters"

Regarded by radio men as a head-hunting expedition, the Connelly Resolution is feared by the industry as the most upsetting piece of legislation ever to come before Congress. In contrast, the White Resolution now pending in the Senate is anticipated as a constructive measure, because the incentive behind the resolution is fact finding, with a view to formulating a communication

policy "instead of creating news stories." Forty points are listed in the White Resolution to guide the Investigating Committee, if and when one is appointed, while the Connelly Resolution gives carte blanche to its proposed seven-man committee. A companion measure to the White Resolution is somewhere in the House Committee on Rules, introduced by New York Republican Representative Bacon. Radio circles believe that if a sincerely constructive job is in mind the House Rules Committee will uncover the Bacon proposal.

In the Senate it is believed that the future progress of the White Resolution is dependent upon Senator Burton K. Wheeler, head of the Interstate Commerce Committee. The Montana senator has shown much less interest in radio since his return from Montana at the beginning of the session. Prior to that he had been bitter toward the industry. Observers hesitate to predict Wheeler's attitude toward White's resolution now that it is in position for a vote. White,

Sally To Tell AFL In Broadcast on WLW

CINCINNATI, May 14.—Nine major programs and several special broadcasts will originate from WLW and WEAJ during the American Federation of Labor Union Trades and Industrial Exhibition, May 16 to 21. AFL tie-up will give the stations exclusive broadcasts of highlights of the exhibition. Programs will originate in the Music Hall. Broadcasts will include an address by William Green, AFL president, Sally Rand and Sophie Tucker.

CBS Cuts Cake

NEW YORK, May 14.—Board of directors of Columbia Broadcasting System this week declared a cash dividend of 25 cents per share on the present Class A and Class B stock of \$2.50 par value. Dividend is payable June 10, 1938, to stockholders of record as of close of business on May 27, 1938, CBS points out.

in drafting the measure, named Wheeler's committee as the investigating body and it was largely to Wheeler's interest that the Interstate Commerce Committee gave its nod of approval, thus sending it on its way to Senator Byrne's audit committee for a final once over. After languishing in the Audit and Accounts, the measure began to lose its appeal to Senator Wheeler and he turned the resolution loose for Senator White to worry about.

The current interest in investigation now displayed by the House may move Senate leaders to hasten the White Resolution in order to dampen the effect of the Connelly investigation. However, nothing is certain and observers are keeping their fingers crossed.

Oswald Schette once made a financial report for RCA. He is now in the RCA press division. David Rosenblum, once of Tradeways, Inc., became an NBC official after making a study of the network. He had since resigned.

In announcing dividend, that the company has been undergoing an expansion program calling for sizable capital expenditures.

KYA's New Faces

SAN FRANCISCO, May 14.—Several personnel changes were effected this week at KYA. Gerald J. Norton, formerly account executive or Allied Advertising Agencies, has joined sales staff, succeeding Dan Weldon, who joins NBC. Cleone Smith, formerly of KOLL, Omaha, is night hostess. Helen Hess is day hostess, replacing Frances Pike, who was transferred to the program department.

Babbit Quits "Guide"

PHILADELPHIA, May 14.—Oll Babbit has resigned from Radio Guide here to join the publicity and advertising firm of Shapiro & Bushman. Will handle radio accounts.

Songs With Most Radio Plugs

"Don't Be That Way" Carries Lead for Second Consec Wk.

Songs listed are those receiving 10 or more network plugs (WJZ, WEAJ, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, May 12. Independent plugs are those received on WGN, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
Last Wk.	This Wk.		Net.
1	1. Don't Be That Way	Robbins	34
3	2. Cry, Baby, Cry	Shapiro, Bernstein	30
6	3. Please Be Kind	Harms	24
2	3. Love Walked In (F)	Chappell	24
7	4. You Couldn't Be Cuter (F)	Chappell	23
9	5. Lovelight in the Starlight (F)	Paramount	21
6	5. I Love To Whistle (F)	Robbins	21
8	5. On the Sentimental Side (F)	Select	20
4	6. How'dja Like To Love Me? (F)	Famous	20
4	6. You're an Education	Remick	20
—	7. It's the Dreamer in Me	Feist	18
8	8. Something Tells Me (F)	Witmark	17
13	8. Girl in the Bonnet of Blue	Crawford	17
—	8. Why'd Ya Make Me Fall in Love?	Feist	17
6	8. I Fall in Love With You Every Day (F)	Famous	16
11	9. Sunday in the Park (M)	Mills	15
15	9. Garden in Granada	Southern	15
13	10. Goodnight, Angel (F)	Berlin	14
14	10. Says My Heart (F)	Paramount	14
12	10. You Leave Me Breathless (F)	Famous	14
11	11. At a Perfume Counter (M)	Donaldson	13
12	11. Joseph, Joseph	Harms	13
17	11. Little Lady Make Believe	Olman	13
8	11. Bewildered	Miller	13
12	11. It's Wonderful	Robbins	13
16	11. Moon of Manakoora (F)	Kalmar-Huby	13
15	11. In My Little Red Book	Marks	13
—	12. Ti-Pi-Tin	Feist	12
—	12. This Time It's Real	Spier	12
16	12. Heigh Ho (F)	Berlin	12
5	12. So Little Time	Shapiro, Bernstein	12
17	12. Toy Trumpet	Circle	12
—	13. Loch Lomond	Robbins	11
17	14. Whistle While You Work (F)	Berlin	10
13	14. Two Bouquets	Shapiro, Bernstein	10
—	14. In the Shade of the New Apple Tree (M)	Chappell	10

Material Protection Bureau

A Free Service for Readers

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Those wishing to establish idea or material priority are asked to include 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.

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Regional Group Fights Hi-Power

CHICAGO, May 14.—Some 54 station owners and managers of regional stations met here Tuesday, organizing on a permanent basis a new National Association of Regional Broadcast Stations and electing John Shepard III president of a new directors' board.

Topics coming in for plenty of stress were the unanimous opposing of power in excess of 50 kw.; approval of duplication on clear channels, and an okeh for five kw. nights for regional stations. Dr. Greenleaf Whittier Pickard, consulting engineer, and Paul D. P. Spearman, attorney, were chosen by the NARBS to argue the above points before the June 6 FCC hearing.

Philip G. Loucks, temporary NAB counsel, attended the morning sessions, when it was specifically stressed that under "present conditions" both organizations were "absolutely essential."

General opinion was that some of the newly proposed engineering recommendations would without doubt be opposed by NAB at the Communications hearing. Entire NARBS membership will hold a last-minute huddle, just prior to this hearing, to mobilize its defenses.

Attending the Chicago meeting were:

- J. J. Batzfelder, WFBZ, Baltimore; E. Verzen Anderson, WJBO, Baton Rouge; P. J. Meyer, KFYR, Bismarck; Edgar H. Teasdale, WIKN, Buffalo; Randall Ryan, KMMJ, Clay Center; William E. Hutchinson, WAAP, Chicago; Ralph L. Adams, WJJD, Chicago; Leonard Reinsch, WHIO, Dayton; Thomas W. Gavin, WEGC, Detroit; H. S. Shaw, WEAJ, East Lansing; William T. Welch, WEAJ, Fall River; Clarence Leitch, WOPB, Evansville; E. Mitchell, WIND, Gary; Miss N. G. Mason, WIRE, Indianapolis; Robert E. Beaman, WRR, Indianapolis; Wiley P. Harris, WIDX, Jackson; Don D. Davis, WBB, Kansas City; H. Dean Pizer, WDAF, Kansas City; Walter Demm, WTMD, Milwaukee; Campbell Arnold, WTAR, Norfolk; H. W. Slavick, WAG, Omaha; Hoyt Wooten, WIBC, Memphis; E. K. Cargill, WMAZ, Macon; John Sherman, WTGN, Minneapolis; Dr. George W. Young, WDCY, Minneapolis; Harold Wiselohar, WNSB, New Orleans; M. C. Jesson, WCAL, Norfolk; Don Seagrif, KOLL, Omaha; Don Wibychow, WFIL, Philadelphia; Edgar Hill, WABC, Peoria; R. Reed, WROK, Rockford; Walter M. Koesterer, WROK, Rockford; Thomas C. Cameron, WROK, Rockford; James C. McCarty, WROK, Rockford; LeMare G. Wheeler, WIBC, Rochester; Samuel H. Cook, WFLB, Syracuse; Harry C. Wilder, WSRV, Syracuse; W. A. Burk, WEW, St. Louis; A. S. Foster, WFV, St. Louis; Clarence Coffey, KWE, St. Louis; F. D. Shays, WSBT, South Bend; Ben Low, WIBW, Topeka; H. C. Nash, WBSW, Topeka; Joseph P. Wright, WLL, Urbana; C. B. McDermott, KPH, Wichita; R. K. Carpenter, WIK, Cleveland; WINK, Columbus; WLEB, Cleveland; John C. McCord, WKBK, Cleveland; KTRB, Cleveland; W. R. Crane, KOLB, KFFY, Spokane; Hugh M. Felts, KOMO/KJR, Seattle; Frank Palmer, WSNV, Washington, D. C.; WELF, Boston; WKRC, Cincinnati; Lewis Allen Weiss, KIB, Los Angeles; Al Deemer, Newark; John Shepard III, WJAO, Boston; WIBC, Bridgeport; WEAN, Providence.

Air Briefs

New York By PAUL ACKERMAN

WNEW is developing a social science. Stan Shaw, of Milkman's Matinee, became an honorary member of the Milk Wagon Drivers' Local 584. Nobody at the station seems to know whether the local is APL or CIO. But on the more serious side, the American Communications Commission, CIO affiliate, has been sending letters to the WNEW stenogs and office boys. . . . Some of the cast of Our Town, Jed Harris' legit, re-enacted a scene over NBC last week in connection with the Pulitzer award. Thespians then petitioned Actors' Equity for an extra one-eighth salary, and were upheld by council despite Harris' beef that the show was a non-profit affair. . . . Jimmy Jemall is due back on WHN starting May 23. . . . Morton Drew, of the Three Drews, WHN singing trio, marries Iris Levine in July. . . . Has B., B. D. & O. cornered the market on pretty receptionists?

Lennea & Mitchell's account. Sensation Cigarettes, heretofore only on KFBC, San Francisco, goes over the Don Lee network and the McClatchy stations, including Reno, beginning Tuesday (17). . . . Arthur Shestetter, of Peck ad agency, left town this week to lecture on radio merchandising at Bucknell. Talk will include show production. Shestetter, who was an instructor at Columbia 20 years ago, is slated for two gigs with NYU students soon. . . . Jack Raymond, one of the writers on the "Fish" series at CBS, replaces Hiram Hoober in the lead role of "Mr. Merchandiser's Lobster," production of the Federal Theater Radio Division. . . . "Trapper Roff" will now give racing results over WHN, replacing Jimmy Winchester, who goes to do a p.-a. stint for American Air Lines, Chicago. "Roff" is really Cy Morgan.

General Electric's "Hour of Charm" show, which now features Isabel Manning Hesson as commentator in

addition to Phil Spitalny's girl band, has about 150 dealer sponsors. . . . Dave Christman, formerly salesman for Mutual Broadcasting, back in New York after a winter in Miami, where he operated a booking office. What a tan! . . . Phil Brito, vocalist, back from Montreal after two years of recording and radio work. Goes on WJZ net Sunday with the Adrian Rollini trio and on WEAF Monday with Al Roth, both sustainers. . . . Dick Todd, 22-year-old Canadian singer, signed as a Victor artist, scheduled to do a series of broadcasts in this country within a few months. . . . Ben Bernie's last show for U. S. Rubber, as matters now stand, is slated to be July 6. Renewal to be decided soon, if not in the bag already. . . . Marjorie Norton, model, and Lillian Okun, formerly with Birmingham, Castleman & Pierce radio talent and commercial artists.

DO AND RE, of Do Re MI, of the airwaves, and Re's husband, Jules Alberti, are operating a resort, Sunset Inn, in South Coventry, Conn. Do and Re are Evelyn Rees and Maybelle Ross Alberti. . . . Joe Keeley, of N. W. Ayer press department, on a one-week vacation this week. Wife expects a bundle. . . . Casa Loma Ork to play for the Burns and Allen show in July. . . . Press boys at NBC seem to be having a glorious time with those parrot contest releases. WOR meanwhile has discovered a robin's nest with a length of wire attached to an old crystal detector which acts as a receiver. Claim the young robins are singing pop tunes. . . . Jack Hasty, who wrote for Jean Hersholt and Sheila Barrett's air programs, sails for Europe on the Normandie May 18. Will stay six weeks and will write for BBC as well as prepare material for Miss Barrett, who is now playing hotels in England. . . . Gilbert Mack added to the cast of WHN's Broadway Melody Hour. Will do impersonations.

Chicago By HAROLD HUMPHREY

EDWARD PETRY, reps. rounded up some 40 agency time buyers at the Drake Hotel so Hugh Felts, commercial manager for KOMO and KJR, could show them a sound film of his stations and Seattle's markets. . . . Another gathering takes place at the Drake next Wednesday when Niles (NBC) Trammel throws a dinner for General Mills execs and principals of GM's shows. . . . Jack Pul-ton, CBS tenor, scheduled to sing at George Livingstone's wedding next month. . . . Kaye Brinker planning a June trousseau. Will wed Alvin Sommerfeld, promotional manager for Collier's mag.

Lester Jr., son of the theatrical costumer, was interviewed over WGN Saturday on his recent Alaskan hunting trek. . . . NBC's "Girl Alone" came back to the ether as a sustainer and is expected to be sold later in the summer. . . . Cliff Souther is working on plenty of NBC shows after returning from Hollywood, where he has been in pictures for two years. . . . Gene Arnold and Don McNeil are in Fort Worth this week for the celebration of NBC's adding of KGKO to its net. . . . WBBM is to get a break in the ladies' day ball game spread being readied by Louk mag.

John H. Patrick, bass-baritone, who did a real job at Orchestra Hall

Wednesday night, may be signed for some radio commitments as a result and put off his pic assignment in Hollywood. . . . Bob (WOR) Barrett doing jury duty all week and suffering a headache since a friend told him about a case he was on once which lasted three months. . . . Chi's park district police are installing a two-way radio station to be opened Saturday amid much fanfare, with general outfits and WBBM picking up the opening demonstration. . . . Truman Bradley now being considered as a permanent baseball announcer since his pinch-hitting for the stricken Pat Flannagan, who will probably return soon to his old duties.

ONE of the local trade paper scribes had to be forcibly ejected on three different occasions from the Regional Broadcasters' closed meetings Tuesday. . . . Bernadine Flynn, of Vic and Sade, takes her first vacash in five years starting this week. . . . Bill Murray, William Morris Agency radio head, paid a visit to the local office this week. . . . Freddie Marshall, nitery emcee, doing a stint now at WIND. . . . Pen and Pencil scribblers' club is angling for somebody to sponsor an air shot of its monthly breakfast sessions. . . . Bert Swor and Lou Lubin, recent additions to the NBC Minstrels, are moving their families in from New York.

Los Angeles and Hollywood By DEAN OWEN

WILD rumors circulated around Hollywood were to the effect that new "no smoking" rule at Columbia Square was due to inability of CBS to get fire insurance for new building. Rumor was quickly snuffed. . . . Mutual to have three transcontinentals on new Hollywood Turf Club at Inglewood. First will be opening day, then American Handicap on July 4 and \$50,000 Hollywood Gold Cup race on July 14. . . . William Paley, CBS proxy, entrained

east from Hollywood after officiating at opening of Columbia Square. . . . Word is going around that some of the major stations may pare their praise staffs if the downtown dailies don't come to some agreement about handling radio news. For over a month all dailies have discontinued air columns, carrying only logs. . . . Workers at Columbia Square nearly went without lunch the other day when strike was called at Brittainham Cafe in the Square right at

26,666,500 U. S. Families Own Radios; 82% of Nation's Total

NEW YORK, May 14.—Joint Committee on Radio Research this week made public its figures on home radio set ownership of the United States. Committee, organized by broadcasters, advertisers and advertising agencies, figures that there are now 26,666,500 radio families as of January 1 this year. This represents an estimated 82 per cent of the estimated United States families, an increase of 17 per cent over the 1936 total made by the committee. The figure, however, does not allow for auto radios nor radios in restaurants and the like. Reliable sources give the automobile radio figure at 8,000,000 sets or more. The committee's estimate, furthermore, does not count more than once homes with more than one radio or homes in which receivers were out of commission for six months or more.

In the table below the left-hand column gives the estimated number of families made in July, 1937, by the United States Census Bureau; the percentage of ownership of these families and the estimated number of radio families.

State	July, 1937, Families	Total % Ownership	1938 Radio Families
Alabama	670,000	56	375,200
Arizona	104,000	77	79,600
Arkansas	501,000	51	254,800
California	1,818,000	95	1,719,800
Colorado	288,000	81	233,500
Connecticut	437,000	92	402,100
Delaware	67,000	86	57,600
District of Columbia	168,000	91	152,900
Florida	443,000	67	297,900
Georgia	716,000	52	370,800
Idaho	124,000	80	98,700
Illinois	2,063,000	90	1,857,100
Indiana	924,000	67	616,800
Iowa	680,000	85	577,800
Kansas	501,000	73	367,800
Kentucky	708,000	70	494,900
Louisiana	510,000	58	297,400
Maine	221,000	91	201,100
Maryland	401,000	87	355,100
Massachusetts	1,104,000	92	1,019,200
Michigan	1,220,000	92	1,122,200
Minnesota	652,000	85	556,900
Mississippi	494,000	42	207,000
Missouri	1,072,000	77	822,800
Montana	142,000	81	114,600
Nebraska	352,000	81	284,100
Nevada	30,000	95	28,500
New Hampshire	136,000	92	124,400
New Jersey	1,098,000	93	1,022,500
New Mexico	102,000	61	62,300
New York	3,372,000	93	3,132,300
North Carolina	736,000	55	408,600
North Dakota	156,000	77	119,600
Ohio	1,777,000	92	1,641,500
Oklahoma	619,000	73	454,300
Oregon	299,000	95	285,400
Pennsylvania	2,452,000	90	2,206,400
Rhode Island	169,000	92	155,500
South Carolina	407,000	51	207,300
South Dakota	167,000	80	132,900
Tennessee	689,000	67	459,900
Texas	1,516,000	68	1,033,500
Utah	123,000	90	111,000
Vermont	99,000	90	88,600
Virginia	613,000	65	400,200
Washington	468,000	95	443,300
West Virginia	417,000	84	348,300
Wisconsin	735,000	83	612,700
Wyoming	62,000	80	49,800

Al Pearce Takes General Foods Deal After Clash With Hill Jr.

NEW YORK, May 14.—Differences between Al Pearce and George Washington Hill Jr., vice-president and advertising manager of the American Tobacco Co., are supposed to have caused Pearce to change his mind from signing with ATO (Lucky Strike cigarette) and going over to General Foods. Deal between Pearce and General Foods came as a shock. Pearce had given notice to his present sponsor, Ford autos, following the offer made by Luckies. The General Foods deal will pay Pearce a little less than the \$6,500 he would have gotten from American Tobacco.

Pearce had already seen George Washington Hill Sr., American Tobacco's president. Hill has seldom if ever before

made any direct contact with performers either working for him or under consideration. It is known that Pearce and Hill Sr. became quite friendly and found they had mutual interests.

However, it is now stated that the conversations between Pearce and Hill Jr. led to the conclusion by Pearce that he might have difficulties working for Luckies and could not have full direction of his show, which feature considerable ad libbing. Sponsors heretofore have given Pearce carte blanche on his shows and material. Hill Sr. is now fishing on his estate in Scotland.

The next day (Tuesday) Pearce decided to accept the offer made by Young & Rubicam for General Foods last February. Neither the product nor the network is set yet and probably won't be until fall, when the show starts. Chances are the program will come from Hollywood. Pearce, who has a picture deal pending, and his acts, Ariene Harris and Bill Compton, are originally from the Coast. Carl Hoff's Orchestra will play the new show, sticking with Pearce in his switch.

lunch time. Differences between writers, cooks and dishwashers and management were ironed out at the last minute. . . . Hall of Fun waxed for NBC. Half-hour variety air show with Cliff Hall, Gogo Delys, Cliff Nazarro; Tom, Dick and Harry trio and Frank Rodek's Orchestra.

Jackie Goggan and Betty Grable on Cantor show. . . . Ken Miles was formerly amateur lightweight boxer of Montana. . . . Raymond Paige claims Jackie Hatch is only woman pianist in major radio orks in film city. . . . A short circuit in KNX transmitter at Sherman Oaks put station off the air for 45 minutes. . . . Paramount's press party at the Coconut Grove released over NBC a plug for "Big Broadcast."

NEW YORK, May 14.—The Script Library, division of Radio Events, Inc., will issue a series of dramatic scripts planned for television presentation. Firm points out that the scripts have been written primarily for sound broadcast, because "it will be years before there will be enough television receivers in homes to make it of equal importance with the spoken word."

Program Reviews

EDST Unless Otherwise Indicated

"Fashion Speaks"

Reviewed Thursday, 1:45-2 p.m.
Style—Fashions. Sustaining over WCKY (Covington, Ky.). Agency—Walter Heshels, Cincinnati.

In this 15-minute stint, heard each Tuesday, Wednesday and Thursday afternoon at the same time, Etienne (Etienne Fredericks), French fashion expert, outlines what the smarter women are wearing, discusses the popular colors and textiles and offers suggestions to milady on sports, street and evening apparel.

On this occasion he told having scouted fashions and well-dressed women at practically every famous horse-racing course in the world, and then outlined his fashion observations culled at the recent Kentucky Derby in Louisville. Etienne has a convincing manner, a pleasing voice and a sense of salesmanship. Program, naturally, is devoid of mass appeal, being aimed strictly at the women in the home, particularly those whose husbands are in the higher earning brackets. Etienne's air castings should make good commercial fare for a Grade A department store or a fashionable women's shop.

W. J. S.

Frazier Hunt

Reviewed Tuesday, 9-9:15 p.m.
Style—Commentator. Sponsor—Rogers Peet. Station WOR (MBS network).

While Gabriel Heatter recedes from an illness Frazier (Spike) Hunt is filling in for him. His delivery is not as effective for radio as is Heatter's, but his copy is every bit as good, which is plenty, since Heatter, in my opinion, has the best copy of any radio commentator. As a matter of fact it seems as tho on current history, especially as it pertains to or involves European or Asiatic leaders, Hunt excels Heatter by virtue of personal contact he has had with the leaders involved. Thus, for instance, he was able to give first-hand experiences involving Henry Pu-Yi, puppet ruler of Manchukuo, and Thomas Marsyuk, late Czechoslovakian president. Hunt's comments on the tragedy of Pu-Yi were especially effective. His human-interest material otherwise, however, was not up to the Heatter standard.

Quite by himself and without any comparison with Heatter, Hunt can stand on his own as a top-notch commentator. He speaks well and does not attempt to resort to any vocal gymnastics. A recent appearance on *We, the People*, plus these pinch-hitting dates, proves his ability.

J. F.

"Louis and Mark—The Two of Us"

Reviewed Wednesday, 5:45-6 p.m.
Style—Musical. Sustaining over KWOS (Jefferson City, Mo.).

Louis and Mark (Louis Kinmar and Mark Dewey) haven't a new idea, but their program has caught well and their telephoned and written requests indicate good listener appeal. Louis sings in clear but too sweet tenor. Mark accompanies with really striking piano work. One angle well handled is announcement of all selections in rhyme, verses having merit. Phil Gotschalk, young KWOS announcer, handles program.

When caught Louis sang four songs, all popular numbers, but appeal is lost to some extent in too much saccharine. Mark's piano accompaniment really good and he swung out on solo with enough stuff to keep the program from monotony. Program has great rhythm and Mark's piano keeps it from having too even a tempo.

A. B. J.

"Time Out for Fun"

Reviewed Tuesday, 7:30-8 p.m.
Style—Variety. Sustaining over KDKA (Pittsburgh).

Al Nelson's latest program innovation, refreshing altho not new in idea, fails to score as well as some of KDKA's other brain children of the past five months.

Time Out tries to make a homey comedian out of organist Bernie Armstrong, an actress out of singer Dorothy Busby, humor without jokes out of studio situations. The result's a little lame. Piecing the best together into a

more closely knit show might make a different story.

Formula tosses Bernie's patter and playing, wife Dorothy's chatter and chanting, Maurice Spitalny's studio awingators, a couple specialty acts and a community sing into an informal jamboree punctuated by studio audience applause. Solos were by Kenneth Walker, romantic-toned balladist who sounded very promising even tho hampered by sometimes uncontrolled phrasing, and Ed Hockenberry with a musical saw. Bill Sutherland announces. Script is publicized as collaboration of Armstrong and staff writer Bob Saudek. Both have done better things.

M. F.

Ray Sinatra's Orchestra

Reviewed Thursday, 9:30-10 p.m.
Style—Musical. Station—Sustaining on WOR (MBS network).

Tagged *Moonlight Rhythms*, Ray Sinatra's Orchestra presents danceable melodies without distortion or phony arrangements. When caught, seemed to be particularly excellent on waltzes and atmosphere numbers, leaving the more swingy stuff alone. As evidenced by Wayne King and other outfits, there's commercial value to this type of instrumentation. Rhythm is there, but is not placed above melody.

Two vocalists, Sylvia Pross and Jack Arthur, together with Sinatra's deft fingering on the piano, round out the show. Vocalists do two tunes each, well fitted to the slant of the cork.

Group has a rather distinctive talent.

P. A.

"Popeye the Sailor"

Reviewed Friday, 6:15-6:30 p.m.
Style—Cartoon dramatization. Sponsor—Joe Lowe Corp. Agency—Blackett, Sample & Hummert. Station—WABC (CBS network).

Show is on three times a week and is definitely limited to kid audiences. In view of the type of product sold, this is as it should be. Sponsor makes ice cream sticks.

Dramatization is of the simple adventure type, with Popeye getting the best of a villain, situation turns about a hunt for sunken treasure, with Popeye championing Captain Dick. A bad man named Shavey is the heavy. Olive Oyl

and Wimpy, comic strip characters, round out cast.

Script makes no attempt to complicate plot, and is serialized, providing a come-on for listeners.

Commercial includes a coupon gift offer and is presented strongly by Announcer Art Smillet.

P. A.

"Jewel Cowboys"

Reviewed Saturday, 10:30-11 a.m.
Style—Musical. Sustaining on WABC (CBS network).

Program is a contribution to the CBS network from its Memphis station, WREC. Show is much more expansive than the usual cowboy or hillbilly melange, and is fairly entertaining. Where the program falls down is in an excess of talk, especially when the script tries to introduce the next number in a comedy vein. Principal in this script angle is one of the cast playing a Negro character, somewhat along Stepin Fetchit lines. Foreman of the cowboys—in other words the emcee—does an ingratiating job, however.

Talent includes a band, a male trio and duo, a baritone, a tenor and a girl and boy doing Spanish numbers. Band plays with the accent on strings and brass, but quite often puts considerable emphasis on swing. This figures to be unique—a swing cowboy band. Comes off well.

Show manages to keep a good pace, moving from fast to slower and usually sentimental numbers, about rolling plains and the like. Trio and duo were good, but baritone and tenor not so forte. Baritone has a robust voice, but often slips into a noticeable nasal quality.

Ray Wooten is announcer.

J. F.

MGM Shorts

Reviewed Tuesday, 9:30-10 p.m.
Style—Dramatic. Sponsor—Metro-Goldwyn-Mayer. Station—WHN (New York).

MGM uses a rival entertainment medium to plug its shorts. First dramatization, *The Men in the Barn*, was a well-done inquiry into the true fate of John Wilkes Booth, assassin of Abraham Lincoln. Question as to whether Booth was killed by a searching party is a moot point among historians, and MGM claims to have found additional evidence proving that the man killed in a barn, supposedly Booth, was really not the assassin.

Dramatization is done by WINN's stock company, production by Eugene Ford. Technique involves a narrator, George Hamilton Combs Jr., giving explanatory comment between scenes enacted by the

Current Program Comment

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

Believe-It-or-Not is improving. The root of the improvement is in a miraculous change which has come over Robert Ripley. He's shaken off the sawdust and adapted himself and his oddities to the mike. In fact, his production Tuesday night for Bran Flakes was a swell demonstration of radio showmanship. He dovetailed a dramatic session, interviews, orchestral music and vocalizing into a show that made time fly. His subjects are less freakish but more timely, with a human-interest punch which Ripley has at last learned to deliver with a minimum of drag.

In between oddities B. A. Rolfe and Linda Lee's music comes in with a smooth gusto that's as easy to take as is the believe-it-or-not teaser Ripley touches upon at the end of the show to work up a serial climax with enough come-on to hold until the next installment.

Fibber McGee let us down last week. Hero and there his stuff had the semblance of pungent repartee, but he and his company lumbered thru their lines as if they were reading a foreign script. There was a labored addition conclave between Fibber as manager of the Bijou Theater and vaudevillians looking for bookings. List of applicants was wearing because they came on and went off at monotonous gait. A steady two-quarter time beat of the tom-toms should be no less irritating than the all too regular denouementless pun-pun-punning that

Johnson's wnx was pining for. Thanks to Clark Dennis and Billy Miller Band for a bit of a respite.

Five-Star Final, Kelp-a-Matt's show over WMCA, is shot thru with a strong dose of hate. Trouble seems to be an attempt to over-dramatize the news. Preceding each news item with a few bars of sad and weighty music might well induce an atmosphere of charlatanry rather than intense interest. Listener is apt to say "nuts," particularly when, in a dramatization of an international event, an actor steps to the mike and clothes himself with a foreign accent. Program is supposed to be a resume of the day's news. If the topics were carefully chosen they would have sufficient inherent drama to preclude excessive production.

Commercials are given plenty of time, and the sponsor's claims for his product—which is made of seaweed—would change the tide of empire.

Morris H. Segal, who galls over WMCA for Policy Holders' Advisory Council, is a pretty convincing talker. Advisory Council is a group of insurance consultants who charge a fee for advising policyholders. Claim they are not connected with any insurance company and can therefore advise people what to do about lowering premiums without reducing protection. Some stations are refusing to take this kind of business.

players. Production is a pretty light job and makes good use of sound effects.

Isola Forrester, granddaughter of Booth, was interviewed on the program, a grand idea and gave listeners a feeling—perhaps correctly—that it was inside stuff. Frank Nugent, pix critic for *The New York Times*, and Arthur DeBria, of the Rays office, spoke briefly on the importance of short subjects. Stock company participating in the business was led by Jean Marry.

Ray Saunders, announcer.

P. A.

"Ten to Twelve"

Reviewed Tuesday, 10 p.m. to 12. Style—Variety. Sponsor—Participating. Station—WNEW (New York).

Two-hour show over WNEW covers a wide range of talent and has in its quiz game a strong method of holding listeners through the long period. This is important, as program time is sold on a participating basis. The program is definitely on the musical side, quiz idea is so capably worked out that it looms as the show's outstanding feature. Richard Brooks, commentator, assisted by Lester Koenig, supplies clues to the identity of different people and the first listener phoning in with the correct answer gets a dinner for two at a hotel. Correct identity usually guessed at the second or third clue, with about three identities solved during the two hours.

Program in general quickly develops an informal tone, with most of the principals quick on ad lib. Musical background is by Merle Pitt's Orchestra, which also breaks into divisions to supply rumba and other types of music. Bob Spengel, electric guitarist, and vocalists Bernice Beers, Buddy Sager and Sid Barrister round out the musical end. Talent is just fair, with the show's quiz game and informal continuity accounted its strongest draw.

George Hogan announces and does a sports talk, with Alan Kent emceeing and doing an ace job.

P. A.

The Kidoodlers

Reviewed Wednesday, 12:15-12:30 p.m. Style—Novelty musical. Sustaining on WJZ (New York).

One of the most original and entertaining of radio's novelties is supplied by this collection of four fellows and 102 toy instruments, all going under the quaint pseudonym of the Kidoodlers. Boys do four or five songs on each of their 15-minute shots, mixing vocals with clever arrangements on the "instruments," each one of which produces a surprisingly realistic tone considering it's only a toy.

Kidoodlers have enough on the ball as a harmony quartet to get by on the warbling alone. "Instrumentation," however, is novel and well done and gives a new and interesting twist to what might otherwise be just another song act. Boys' catch phrase of "Toyland's Gift to Radio" also serves toward that end.

Three pop tunes and a novelty number, *Toy Town Admiral*, latter the stand-out, heard on the program caught.

Act is made up of Bob Remington (leader), Eddie Lewis, Paul Gardner and Bill Kearns.

D. R.

"Romantic Bachelor"

Reviewed Friday, 1-1:15 p.m. Style—Songs. Sustaining on WSAI (Cincinnati).

This 15-minute program, heard daily except Sunday, introduces Clark Betts as the Romantic Bachelor. Betts' style and technique are just what the name Romantic Bachelor implies. Opening this one by inviting all members of the family to listen in gracious manner. Betts followed thru by offering in an ear-pleasing tenor six popular tunes, all on the romantic side.

His voice has quality and refinement and his diction is good. His trick of introducing each number in rhyme adds no little to the pleasantness of the program. Betts accompanies himself with good piano work.

J. D.

WIP Melds Program and Press Dept.; Allen Tops

PHILADELPHIA, May 14.—Program and publicity departments of WIP have been combined by Benedict Gimbel, station prexy, to "facilitate scheduling and publicizing of programs."

James Allan, program director, will head new set-up, with Murray Arnold, press head, acting as Allan's assistant. Max Loeb is new production director. Edward Wallis is now night supervisor.

WEBER AND PETRILLO SPLIT

Reviews of Records

Kyser, Barron and Kaye Disk Delites

By M. H. ORODENKER

Song Title Singers

Feature writers in the music fan magazines made great sport of the coincidental features found in the music of Kay Kyser, Sammy Kaye and Blue Barron. And now the threesome turn up in the same grab-bag of platters. There is little to choose, each making highly palatable dance incentives in his own distinctive and similar way with the striking note in the singing of the song's title. SAMMY KAYE, with his "swing and sway" strictly to make euphony, cuts a caddislike foursome in *Daddy's Boy, Coffee and Kisses; Cry, Baby, Cry; Where Have We Met Before? (Voc)*. The "music of yesterday" in the BLUE BARRON by-line referring to the singing of a yesterday song, there are invitations to dance in *So Little Time, You Had an Evening To Spare, Moonlight in WeeWee, Daddy's Boy (Bru)*; marred only by an overabundance of valve-flutterings by the trumpet together that invites monotony.

Far more forthright in the rhythmpatting is the couplet cut by KAY KYSER in *Cry, Baby, Cry and Something Tells Me (Bru)*. Disk marks Kay's comeback to the waxworks. And if memory serves this needle's nut, it's his first cutting since college days when he plattered the University of North Carolina's *Ter Heel* song for Victor.

Lovely Langford

Displaying her customary professional acut thrusting, FRANCES LANGFORD is a peppin in piping such sentimental pops as *Please Be Kind and At Your Beck and Call (Dec)*; Harry Sosik accomps matching the mood of this sweet song stylist. With a fine sense of the melodic line while steeped in swing syncops, MILDEED BAILEY beckons with *At Your Beck and Call and Reconsidered (Voc)*; the Red Norvo muskies cutting thru advantageously.

Against a heated swing, there is nothing startling in the BILLIE HOLIDAY sides, *When a Woman Loves a Man and Back in Your Own Back Yard (Voc)*. Ella Fitzgerald, in adding vocal folderols for TEDDY WILSON, means much more for *All My Life*. Flattermate, *Don't Be That Way (Bru)*, sans singing, is highlighted by Teddy's tantalizing keyboard messages.

The Sepia Starlings

The Count makes both his sides count. COUNT BASIE by far overshadowing the efforts among the sepia tempo setters with *Don't You Miss Your Baby?* and *Topsy (Dec)*, both originals. And the stuff is socko, even if it isn't mellow. EDGAR HAYES has a filler-inner in *Sophisticated Swing and Fugitive From a Haven (Dec)*, undoubtedly sides discarded before he left for Europe. And HOT LIPS PAGE gets the worst of a couplet of potentially potent blues due to poor reproduction. And you'll have to look on the Race listings for his *Old Man Ben and Down on the Levee (Dec)*.

MARL HINES is still hampered by a mediocre crew in his coupling of *Jeebeel* and a misnamed *Dominick Swing (Voc)*. And WILLIE BRYANT creates (See REVIEWS OF RECORDS page 82)

Martone Takes Band Contract to Court

AKRON, O., May 14.—Contractual differences between Johnny Martone, local maestro, and Jack Green, band broker and night club operator, will be aired in Common Pleas Court here.

Martone, in his petition to the court, asks for abrogation of his contract with Green, as well as financial accounting. Martone declares that his contract, calling for a 10-year guarantee of a minimum of \$300 for every working week to his entire band is "meaningless, unenforceable and without consent." Further, he claims, a clause in the contract provides that only Green can break the agreement. Martone is now WADC music director, formerly locating his band at Sonders Tavern near here.

Wonder Who Pitched!

PHILADELPHIA, May 14.—Feud between Benny Goodman and his erstwhile drummer, Gene Krupa, was transferred to the baseball diamond yesterday (13) when their bands met in a red-hot game of softball in a local ball park. Goodman's crew appeared here at a private dance, while Krupa is debuting as a nitery maestro at the Arcadia-International. Cecil Pennyfeather, record columnist, umpired.

Hollywood Nite Life Changes Ork Scenery

HOLLYWOOD, May 14.—Altho night-life activities have seen quite an upturn since Lent, doings at the local booking offices are still 25 per cent off as against the same period last year. However, with Music Corp. of America setting up a new home to co-ordinate band, radio and pic bookings, outlook for the summer is highly optimistic.

Week finds fast shifting on the local band scene. George Redman, for years a fixture at Omar's Dome, bows out in favor of Hal Chanslor. Italian Village also changes the band-stand scenery, bringing in Irving Adelstein. After a smart stay at the smart Santa Monica Del Mar Club, MCA takes Ted Flo-Rito touring. Ed Fishman has booked Ted Lewis into Topsy's Roost for Rockwell-O'Keefe, replacing Jan Garber. Barney McDevitt, of the R-O-K force, down to Texas to stay with Glen Gray, bringing the Casa Loma boys to town in August for the Palomar, where Buddy Rogers opens this week.

With the reopening of the Swing Club Ted Wells takes over the band stand, with Tempo King emceeing the shows. Daryl Harper, now at Phil Seiznick's, where Maxine Sullivan is the big thing, goes to the Hawaiian Paradise.

Goodman and Dorsey Top Band Faves in Pop Polls

BOSTON, May 14.—Borrowing a stunt from New York's Paramount Theater, Keith's Memorial here has started a band popularity poll, the patronage voting in the lobby. Altho New England is still considered a swing hot-bed, the first two weeks' balloting shows that only Benny Goodman has left a telling impression on the townfolk. Initial tally has Goodman leading with 1,250; Shep Fields rippling in second slot with 838, followed by Tommy Dorsey, 781; Guy Lombardo, 655; Horace Heidt, 507; Rudy Vallee, 461; Wayne King, 363; Eddy Duchin, 328; Chick Webb, 307, and Duke Ellington, 248.

NEW YORK, May 14.—Benny Goodman takes the lead in the Paramount Theater band popularity poll with 5,962 tallies, Tommy Dorsey sliding in second with 5,449. Among the first 10, Kay Kyser is in troy slot with 2,827, followed by Sammy Kaye, 2,568; Guy Lombardo, 2,155; Horace Heidt, 1,844; Hal Kemp, 963; Fred Waring, 814; Glen Gray, 786, and Eddy Duchin, 585.

SYRACUSE, N. Y., May 14.—Annual poll of Syracuse University senior class picks Tommy Dorsey as the favorite campus band, with Benny Goodman as second choice. Goodman copped last year's voting. Hal Kemp this year is third, with Jimmy Dorsey fourth. The perennial Stardust was again chosen as the most popular dance tune, and Jack Benny won by the proverbial mile in the race for fave radio programs.

Omaha Taverns Terpless

OMAHA, May 14.—At least 15 taverns in South Omaha have dropped their bands and banned dancing. Tom Knapp, city welfare inspector, said the operators had signed an agreement "of their own initiative," deciding dancing was only a source of trouble. Indications point to pressure from welfare department, however.

Weber Assails Chi Prexy for Blowing Horn Out of Tune

NEW YORK, May 14.—Aware of the continual rumblings of James G. Petrillo, prez of the Chicago Federation of Musicians, and with the annual convention of musicians about ready to be called to order, Joe N. Weber, American Federation of Musicians prexy, as spokesman for the International Executive Board, publicly reprimanded Petrillo's actions as being contrary to the best interests of the Federation. In a front-page editorial in the current issue of the Federation's official journal, Weber passed off all the printed statements of Petrillo's accomplishments, given to the public and trade press by Petrillo, as being pure "bunk."

Visibly irked for some time by Petrillo's self-advertising since his New York trip to speak before the National Association of Performing Artists, who sought to set up Petrillo as czar of their organization, Weber reminded Petrillo that in his capacity of local president and member of the International Exec Board, he was only a "servant" of the union and not "the big cheese." Admonishing his

conduct, Weber reminded Petrillo that the best interests are served by attending to business matters "quietly, without noise, and not thru the dispensing of hot air."

Weber also put to rest the rumors that he will resign from the presidency in favor of Petrillo. "In fact," says Weber, explaining his association with Petrillo, "I assisted him to climb, and how: I told him that I held him to have presidential ability, provided that he would broaden and learn to look at matters from a national aspect. I never dreamed that he would resort to tactics insulting to the intelligence of members and causing resentment. I have become disillusioned and disappointed, and feel it keenly."

Issue was also made of the continual statements in the press that Petrillo is the highest salaried labor man in America. While he does not begrudge him of his pay envelopes, Weber answers back, "Who cares?" If anything, declares Weber, it creates an unfavorable impression among other labor leaders, and the Petrillo boasting that Chicago musicians are the best paid members of the union, Weber reminds that better salaries are found in the Toscanini orchestra in New York and in some orchestras in Los Angeles. "In fact," said Weber, "such things are only relative, as a lower wage in one town may, for practical economic purposes, be more favorable to a member than a higher wage scale in some other town."

That Petrillo has self-advertised as the "tall that wags the dog," Weber finds it "rather humorous as an attempt by anyone to assume such a position, more especially at a convention, would at best only give him the satisfaction a comedian would feel who found that his attempt to be serious was mistaken as extremely comical."

Calling his trade "Democracy in the Federation," Weber points out that his action is at the bequest of the exec board. And while Petrillo is also a member of the board, it is understood that this action was taken at a conference in New York when Petrillo battled words and walked out on his associates in a huff.

Tulsa Ops Take Over Kaycee's Fairyland

KANSAS CITY, Mo., May 14.—Fairyland Amusement Park Ballroom opened to a large crowd tonight (14) with Marshall Van Pool on the band stand. With the opening, Omer J. Kenyon, Fairyland general manager, announced Richard Wheeler and John Old would manage the room for the summer. Coming here from Tulsa, where they operate the Lido and Mayfair ballrooms, new ops took a one-year lease with an option for 1939.

No house band will be used, traveling units getting the call. Spot will be open nightly except Monday, booking thru MCA, Frederick Bros., CRA and direct. A change of orchestras is planned every two weeks at least, Wheeler declared, with name outfits slated for twice monthly or more.

Assisting Wheeler and Old will be Dee Stephens, also from Tulsa, and John B. Tumino, Kenyon's assistant, who managed the room last summer. Spot holds 4,000 persons.

Columbus Ops Add Another

SPRINGFIELD, O., May 14.—Lou Peppe and John Moore, operators of Valley Dale Ballroom, Columbus, O., have leased the Terrace Gardens, outdoor dancing pavilion near here. Moore will look after things at Valley Dale, while Peppe manages the Terrace, opening today (14) with Jimmy Haechel playing the first trot. Bands booked thru Edward Bousier, local agent.

Ballroomitis Makes Biz Dent in Lincoln

LINCOLN, Neb., May 14.—Town is going to be over-ballroomed if the present pace keeps up. Three have gone up in the last year, the fourth to open being the University of Nebraska's Student Union, with Orin Tucker grossing \$700 on last week's initialer.

Effect was immediately felt on the Turnpike Casino, with Freddie Martin in the following night to a loss with a \$600 take. King's and Pla-Mor danceeries play to smaller admissions and smaller bands, but were feeling the dent.

Biggest screamers on the Student Union set-up are the town's two leading hotels, Cornhusker and Lincoln, about ready to shutter their ballrooms now. Two split a \$17,000 student take last season.

Commodore Signs Kaye; No Hotel Set for Dorsey

NEW YORK, May 14.—Commodore Hotel will forego the rabid rhythm beaters this fall on reopening the Palm Room, the call going to Sammy Kaye for a September starting date. Will mark Kaye's first location stand in New York.

At the Hotel Pennsylvania the September season may find Benny Goodman back on the band stand with a stronger possibility that Music Corp. of America will route him westward. However, second choice for the Pennsy spot leaves Tommy Dorsey without an in, call undoubtedly going to Bob Crosby. Present set-up finds Dorsey without any prospective for a hotel location here next fall. Situation has strained relations between Arthur Michaud, personal manager for Dorsey, and MCA.

Cavalier Moves Outdoors

YOUNGSTOWN, O., May 14.—Tony Cavalier, operator of Nu Rima Ballroom, shuttered his downtown dansant this week and is now readying his outdoor Mansion Ballroom for a May 28 opening. Declaring his winter was one of the best in years, Cavalier will continue his policy of using at least one mid-bracket band each week.

Note

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

Orchestra Notes

By M. H. ORODENKER

Off the Record

RUMORS are still flying fast as to the real reason for the sudden departure of **JACK BREGMAN** from the **JACK ROBBINS** music publishing empire . . . the hottest and heartiest one dating back some months to the time that Bregman took that Hollywood excursion where he was feted by pullers of the purse strings at M-G-M . . . and when higher-ups in movieland had Bregman set up to head their Feist music subsid, word has it that Robbins started associating with that "green-eyed monster" which culminated in skids for Bregman . . . a deal is on fire this very minute between the National Broadcasting Co. and one of the bigger booking offices which definitely is not good news for Consolidated Radio Artists. . . . Music Corp. of America will carry out its plans to engulf the colored band field next season . . . and without fanfare, **WILLARD ALEXANDER** sighted a couple Kansas City starlings, **JOE TURNER** and **PETE JOHNSON**, both potent when piping to their own philosophy.

Gotham Gab

HAROLD OXLEY again changes his plans for **JIMMIE LUNCEFORD**, deciding to keep him on tour for the summer rather than locating again at Larchmont Casino . . . and within the next fortnight, one of the smarter Eastside spots will announce the buying of Lunceford to usher in the fall season, marking a first for a colored combo in that sector of town. . . . **RUSS MORGAN** has joined the list of bandmen to let out at Martin Block's swing festa at Randall's Island May 29. . . . **RICHARD HIMBER** returns to the Essex House May 27. . . . **RAY BENSON** replaces **Bobby Parks** at the Stork Club this week. . . . **MATTIE BOYS** Ork, built around the former Whitesman rhythm boys, play for diners at Hotel Roosevelt and double the latter hours at International Casino. . . . **VINCENT LOPEZ** heads for Saratoga following his Casa Manana seasons.

Cross-Country Chat

BUDDY KAYE gets the call for the summer at Pleasant View, Clarke Lake, Mich., booked by **BOB ROACH** . . . leaving William Penn Hotel, Pittsburgh, on the 26th. **LAWRENCE WELK** opens two days later for **Frederick Bros.** at Euclid Beach, Cleveland . . . lingers for a week and then one-nights it. . . . **BOBBY GRAYSON** plays Castle Farm, Cincinnati, next week-end and then locates the 25th at Eddie Peyton's summer spot in Pittsburgh for an under stay. . . . Castle Farm starts the regular summer season June 3 with **JOHNNY HAMP**, lingering a fortnight, with **RITA RIO** on the follow. . . . **GEORGE CORSI** locates at Pla-Mor Ballroom, Cedar Rapids, Ia., airing nightly via WMT.

Platter Chatter

MILLS ARTISTS has set recording dates this week at Brunswick for **Will Hudson** and **Duke Ellington** and brings two new faces to the Vocalion label next week. **Tito** and his accordion **Swinglet** and **Alan Fielding's** tie toe tempos. . . . **KING'S JESTERS** in town this week for Decca cuttings . . . and on the West Coast, **BING CROSBY** takes time out from his *Sing, You Sinners* flicker work to croon a couple oldies in their original setting, *Derling Nelly Gray* and *Swing Low, Sweet Chariot*, using the **Paul Taylor** choir for the accomps. . . . with **KAY KYSSER** cutting 'em for Brunswick, **SAMMY KAYE** is none too happy about his cheaper Vocalion label and is planning on moving over to Victor as soon as his time is up . . . which should make the next move up to **BLUE BARRON**, who presses for the cheaper Bluebird label.

South and Such

VAL OLMAN starts a month's session the 21st at Su-Jin Cafe, Galveston, Tex. . . . and since **DON BESTOR** has deserted **CRA**, **Adolphus Hotel**, Dallas, was undoubtedly advertising **Don** in vain as its coming attraction May 31. . . . **PAUL SMITH** locates at Banger Cave, a swank spot in a natural cave near Birmingham, Ala. . . . **JACK TRACY** tootles at **Ches Maurice**, the Dallas roof-top boîte . . . with the Georgia Tech Military Ball under his belt, **JACK WARDLAW** resides for the University of Maryland Finals June 1, 2 and 3 and the Randolph

Macon Finals June 9 and 10. . . . **Jack** then moves north with the first stop at his dad's private school, **Wardlaw Prep School**. . . . **BERT HARP**, recovered from an illness, is again holding down the piano bench for **Wardlaw**, and **ELIZABETH LANGFORD** is back for the song singing. . . . **DEAN HUDSON** goes below the Mason again June 1 for a series of collegiate dances.

Swing Street

Plenty of scenery changes on the band stands at the 52d street swing dens these weeks. . . . **STUFF SMITH** has aspirations for bigger things, and under **Johnny Gluskin's** guidance, will make a hasty exit from the Onyx Club to blossom forth with a big band. . . . **JOE MARSALA** bows out for the summer months from the Hickory House, returning in the fall . . . band splits, **Joe** going to the hospital to care for a lingering ailment . . . filling the warm months will be **WINGY MANNONE**. . . . **LOUIS PRIMA** pulls out of the Famous Door this week to take in a couple weeks at the Casa-Manana and then entrains for the Coast studios . . . filler will be **LEON PRIMA**, **Louie's** older brother, who also brings along a band of jam jeeps as well as punishing a trumpet with the same telling effect . . . marks **Leon's** first New York look-in.

Rhythm Rambles

COLEMAN ENGLISH, after an Eastern trek, returns to the Coast this week, locating at Westwood Village, Calif., and **A. A. PABIAN** lining up the one-nighters. . . . **Celeron Park** on Lake Chautauqua, N. Y., has booked dates on **Russ Morgan**, **Earl Hines** and **Henry Busse** for the summer . . . park is operated by **JERRY CAMPBELL**, prez of the Jamestown Street Railway Co. . . . **RED NORVO-MILDRED BAILEY** play New York's Paramount Theater June 22, and the following day returns **HAPPY PELTON** to **Lodw's** State across the street . . . it's a repeat date within five weeks for **Happy**, which is sumptin' to be happy about. . . . **Manhattan Beach**, New York, will have **Benny Goodman**, **Kay Kyser** and **Hal Kemp** to make the swimming a dancing delight. . . . **ART KAHN**, with **Mildred Craig** and **Erwin Hart** for the songs, opens May 27 at **Cedars Country Club**, Lakeville, Conn. . . . **AL JAHNS** takes in a month term at **Riley's Lakehouse**, Saratoga, N. Y.

Philly Patter

A thrill of a night-lifetime is provided at **Jack Lynch's Hotel Walton** rendezvous in Philadelphia, where **JENO DONATH** rounds up the three bands and conducts a concert overture to preface the floor diversissement . . . not so thrilling was the **GENE KRUPA** opening at **Aradia-International**, genial **Gene** far from having his band ready for big time . . . and rushing the mark never harbored any promising band any good . . . the **Quaker City** is having more than its fill of the **Boy Boys**, but the parade of swing-croos still continues . . . they can count on **COUNT BASIE** at the **Strand Ballroom** on the 21st, and **CHICK WEBB** at **Mercantile Hall** the 25th. . . . **Basie** booking for **Art Padula's** riverside **Anchorage Inn** is still hanging fire . . . anticipating the **Aradia-International** booking in vain, **JAN SAVITT** fills the off-hours with single stands, taking in the **Gilman Country School** in **Baltimore** June 10.

Notes Off the Cuff

ALEX HOLDEN, manager of **Hal Kemp** and **Skinny Ennis**, promises to stay in the East for quite some time, having brought his wife and child in from the Coast. . . . **BENNY GOODMAN's** date at the **Ritz-Carlton**, Boston, has been set back to make it a late June fortnight. . . . **RUDY BUNDY** plays the **Phi Delta Theta** frat at **Kentucky University** on the 21st and then one-nights it to **Akron, O.**, for the end-of-month week-end at **Summitt Beach Park**. . . . **KAY KYSSER** complained to **FDR**, really carrying a publicity gag too far, urging that the government save the **Star-Spangled Banner** from a streamlining . . . which brought our President a quick telegram from **VINCENT LOPEZ** explaining that his version made the anthem singable and not swingable. . . . **LILLY** the **LILTER** lugs about the band booker being one of those reckless Scotchmen . . . for 2 cents he'll gladly throw a penny away . . . and so we send our cuffs to the cleaners.

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Columbia, S. C.

Dorsey Starts Dale Season
COLUMBUS, O., May 14.—Summer season at Valley Dale here starts tomorrow (15), with **Tommy Dorsey** taking over the band stand for initial honors. Weather permitting, **Manager Lou Peppe** will open the outdoor ballroom.

Hudson Hypos Hub Spot
BOSTON, May 14.—**Denn Hudson** and his Florida Clubmen perked up **Normandie Restaurant** and **Ballroom** business this past week on a five-day stay. Engagement is the third within five months, a record return for this spot, with business uplift noted on the ledger.

Sheet-Music Leaders
(Week Ending May 14)
Sales of music by the **Maurice Richmond Music Corp., Inc.**, are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to **Mayer Music Corp.**, **Music Sales Corp.**, and **Ashley Music Supply Co.**, of New York; **Lyon & Healy**; **Carl Fischer, Inc.**; **Gamble Hinged Music Co.**, and **Western Book and Stationery Co.**, of Chicago.

Position	Last Wk. This Wk.
2	1. Love Walked In
1	2. Ti-Pi-Tin
7	3. Cry, Baby, Cry
4	4. Please Be Kind
3	5. High Ho
5	6. Goodnight, Angel
8	7. I Love To Whistle
9	8. On the Sentimental Side
6	9. Whistle While You Work
11	10. You Couldn't Be Cuter
10	11. At a Perfume Counter
12	12. How'da Like To Love Me?
..	13. Always and Always
..	14. My Heart is Taking Lessons
13	15. Some Day My Prince Will Come

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Music Items

Music Makers Take Tunessmithing Turn

IRVING BERLIN goes to Atlantic City this month to work on a score for the George S. Kaufman and Moss Hart musical, a Sam Harris production for the fall. Berlin, incidentally, celebrated his 50th birthday May 11. . . . Irving Siegal collaborated with Charles J. Kingsbury on *Old Kentucky Hill*, Joe McDaniel, Columbus, O., pub. releasing. . . . Freddie Martin introduced a new novelty number of his own authorship at his Coconut Grove, Los Angeles, opening, *Rustic Romeo*, with lyrics by Martin Lee. . . . Hal Kemp is another maestro who goes in for composing novelties. Following his *In Dutch With the Duchess*, he's working on *Workout*. . . . Victor Young has been assigned to the score of Bobby Green's newest starlet, *Vagabond Kid*. . . . Max Steiner is working on a stellar assignment for Warner's *White Samaras*.

Mills Music issues a new Will Hudson-Irving Mills collabing, *There's Something About an Old Love*. . . . *Meet Me in Penway*, penned by "Hike" Dart and Charles Kingsbury, will be the official song of the annual Pennsylvania State Laurel Festival, at Wellsboro June 4-6. . . . George Austin heads a new music pub bearing his name. . . . Ralph Rainger and Leo Robin will score the new Jack Benny pic, *Artists and Models Abroad*. . . . *St. Louis Blues*, forthcoming Para film, have words and music by Frank Loesser and Hoagy Carmichael.

Another Outdoor Ballroom Near Lookout Mt. Patio

CHATTANOOGA, Tenn., May 14.—With the announcement of plans to open a rival patio on Signal Mountain to compete with the successful Lookout Mountain outdoor dancing arena, Chattanoogaans will have an opportunity for plenty of open-air trackin' this summer. Local interests announced this week plans for a patio at the Signal Mountain Golf and Country Club. Plans to operate nightly, and construction calls for three tiers of tables around an outdoor dance floor. No orks signed as yet.

Patio at Lookout Mountain Hotel opened two years ago and has done consistently good biz for both evening dances and afternoon cocktail sessions. Manager L. J. Littlegreen announced that Danny Schneider has been engaged to make the Lookout music this summer.

Aarons Heads Relief Board

NEW YORK, May 14.—Max L. Aarons, trial board chairman and executive board member at Local 802, was named to head the union's relief activities, succeeding Dave Freed. Latter was ousted due to differences with the administration, arising out of Freed's alleged Communist activities within the local. Annual sum of \$10,000 is expended on relief work, placing Aarons in a powerful administrative position which Freed enjoyed until his recent split with Jack Rosenberg, 802 prexy.

R-O'K's Chi Changes

CHICAGO, May 14. — Mike Nidorf, Rockwell-O'Keefe exec, was in town this week to effect several changes in the local office. Resultant shake-up brought Bob Weems in from the road to replace Tom Thatcher as head of the local branch, with Joe Kayser taking over one-nighters from Charlie Richter.

Kay Kyser Concludes Tour

NEW YORK, May 14.—Prior to his landing at the Hotel Pennsylvania Roof June 1 Kay Kyser takes in a fast trek of single stands, including prom stints at Penn State, U. of Pennsylvania, Harvard and ballrooms in Stamford and Bridgeport, Conn.; Allentown and Wilkes-Barre, Pa., and Asbury Park, N. J.

Indiana Roof Remains Open

INDIANAPOLIS, May 14.—For the first time in several seasons Tom Devine announced that his Indiana Roof Ballroom will remain open for the summer. Terry nights during the hot spell will be Wednesday, Friday, Saturday and Sunday. Season gets under way May 29, eve of the Indianapolis Speedway race, with Maurie Sherman making the one-night stand.

Senders Are Sad

KANSAS CITY, Mo., May 14.—Septa-skinned swing addicts and musicians are in low spirits as they beat out ribald rhythms these nights in Kaycee live dens. The notes are sour and the Hicks corny as they blame John Hammond, New York swing critic, for the sad situation.

Word got around last week by the grapevine route that Hammond was motoring here for a visit to the city's cat hangouts. And when *The Billboard* verified the report a few days later, excitement reigned.

Hammond canceled his trip, however. When that was learned the boys and gals on Vine street turned glum and refused to riff. Seems that J. H. is looked upon here as a deity of the first water for his pro-Negro writings and because he discovered Count Basie, who was then pointing a piano in a 12th street joint.

Glaser Now Inc. But Retaining R-O'K Tie

NEW YORK, May 14.—Occupying the suite formerly used by Lou Irwin, Joe Glaser begins operation this week of his personal management enterprise, Joe Glaser, Inc. The functioning individually, concentrating on colored bands and artists, Glaser retains his association with Rockwell-O'Keefe. Glaser contingent includes Luella Armstrong, Andy Kirk, Noble Sissle, Willie Bryant, Claude Hopkins, Lips Page, George Dewey Washington, Nicodemus, Mills Brothers, Two Zephyrs, Gordon and Rogers and Midge Williams.

Orks Leaving CRA Fold

NEW YORK, May 14.—Past few weeks has found some of the better Consolidated Radio Artists bands severing their ties with that office. Paul White-man is booking exclusively thru his own office, Artists' Management Bureau; Gene Gaudette, personal rep for Don Bestor, is returning that band to the Music Corp. of America roster; Jerry Blaine has left and is striking out on his own; Jack Sherr, back in town after a stay in Denver at the Broadmoor Country Club, has dropped his CRA affiliation with the possibility of joining up with MCA, and Eddy Rogers is also planning on an exit.

Local Preps for S. F. Fair

SAN FRANCISCO, May 14.—Musicians' union has started negotiations with Harris Connick, director of 1939 exposition, to work out employment opportunities for local men at the fair. On dickering committee are union prez Walter Weber, secretary Eddie Love, treasurer Charles King, Clark Wilson, Elmer Sussman and James G. Dewey. Indications are that Joe Studt will be one of the first bands signed for the fair, Joe Reichman another.

Luneford Sticks to Road

NEW YORK, May 14.—Heavy summer schedule is being lined up for Jimmie Luneford. Plays Eastwood Gardens, Detroit, May 20, 21 and 22, a swing concert at the Book-Cadillac Hotel also slated for the 22d. Other dates are June 6 at Nutting's-on-the-Charles, Waltham, Mass.; Johns Hopkins, Baltimore, June 8; Convention Hall, Philadelphia, the following day; Savannah Beach, June 25; Savoy Ballroom here, August 14, and the Elks' Club, Saratoga Springs, August 17.

Webb Set for Chi's Savoy

CHICAGO, May 14.—With Andy Kirk already set to follow Willie Bryant at the new Savoy Ballroom here for a hot number, starting May 29, the Loop's harlemites are also promised stompin' by Chick Webb, set to locate at the Savoy July 23. Erroneous reports have Joe Glaser operating the ballroom. Glaser's only connection was in booking Bryant and Kirk, the Savoy being operated by the Union Amusement Co., Robert W. Mackie president.

Munro Gets His Card Back

CHICAGO, May 14.—Hal Munro, local stickwaver, was reinstated in the musicians' union here after a 30-day expulsion penalty over a Social Security ruling. Leader took up his stand again at the Medinah Club's Tallyho Room.

Mich. Spots Depend on Names; Field for Lessers Uncertain

DETROIT, May 14.—Prospects for summer band bookings in Michigan spots are highly uncertain at present. Detroit and the near-by territory will use big name bands at major spots, with probably more opportunity for bands in this class than ever before because of additional parks and ballrooms that have announced spending policies. In addition, it is understood that top bands are willing to work for a little less money this season, so that they can come within the limits of a good operating budget.

For other spots using less well-known bands, bookings so far appear scarce. Bookers themselves have been unwilling to make definite commitments, preferring to spend time contacting and surveying the situation so that they will not be stuck with contracts impossible to fulfill when summer really rolls around.

Three of the more important up-State summer spots opened last week-end, using mid-bracket bands—Moe Carter's To-

ledoans at Manitou Beach, Devil's Lake; Jimmy Rochelle at Bartlett's Pavilion, Pleasant Lake, and Bobbie Grayson at the Como Club, Round Lake. Bookings, made thru Del-Ray, were for the week-end only, other bands of similar caliber being spotted in weekly until the full-time summer schedule starts in four to six weeks.

U. S. FILMS

(Continued from page 3)

methods employed by dictator countries and if private operation would spare us that occasion.

Want U. S. Shows

According to Dawson, there is an increased interest in short wave down in South America, especially from the United States. Pointing out that short-wave receivers are now limited, he opined their numbers were growing fast, and as an indication told of South American papers printing page two boxes on short-wave programs from the United States. South Americans in most cases have at least five or six persons listening to every receiver, Dawson said. South America is more friendly to the United States, and Latin Americans now look upon North America as a big brother who can and will protect them.

Foreign stations now giving at least two hours per day to Spanish and Portuguese-language programs are still on the defensive, due to American movies, said Dawson. Talks are in English while subtitles are in the native tongue, so many natives now can understand English but cannot speak it. He said that in little while English will be commonplace in South America and that we can hasten it thru radio.

Earlier Senators McAdoo and Chavez, sponsors of the San Diego short-waver proposal, made supporting statements. Lieutenant Commander Dow of the navy explained some of the technical considerations and itemized some costs attached to construction and operation of the station. Commander Jett, chief engineer of the Federal Communications Commission, told the committee about crowded frequency bands and difficulties in finding room for a new station. He also referred to cost of land lines necessary for operation of the station.

Signal Studies

Dr. Dallinger, chief of the radio section of the National Bureau of Standards, in his testimony revealed the Bureau of Standards had conducted research on signal radiation of programs broadcast over long distances.

Senator Bone inquired if any representatives of private companies (CBS, RCA and NBC) who were present cared to make some remarks. Harry Butcher, vice-president of CBS, told the senator that the private companies were "loath to appear until after the hearings on the Celler Bill have been concluded."

Celler Bill

The Celler Bill referred to by Butcher will be called for hearing Monday (19) by the House Naval Affairs Committee. Celler's Bill calls for construction of a government short-wave station in or near Washington, to be operated by the Navy Department and programed by the United States Office of Education. The fire and criticism of proposed government stations from private companies and the National Association of Broadcasters is being saved for the Celler Bill partly because it was the first proposal of this nature to be introduced and partly because of official support given to the measure. Commissioner George Henry Payne, originator of the idea, is expected to appear in support, and reports indicate that approval of the Department of Commerce, the Navy Department, the State Department, the U. S. Office of Education and the FCC will be mustered by the New York congressman to offset opposition by the industry.

A very controversial issue, the government station proposal has been criticized as a "first step" to socialize or nationalize American broadcasting under the "same type of regimentation as that suffered by the German, Russian, Japanese and Italian people." Strong forces are lining up on each side of the question and little doubt exists that the question will be thoroughly debated by the time the measure reaches the floor. If and when.

Chi Remotes Hot After Air Time

CHICAGO, May 14.—Stampede of remote hand spots to get back on the cone went into full swing here this week with everybody willing to buy the wires at \$100 apiece per week, but without many takers because of a dearth of free late-evening time on the stations' docks.

Andrew Karzas has definitely decided to get his hooperies, Aragon and Trianon, back to the ether, but has run into difficulty on securing the time he wants. He is dickering with both WBBM and WGN and, altho WGN was the station which did a lot to build up these spots in past years, it is reported that Karzas has received a better offer from WBBM and may switch to that outlet. WBBM signed this week with the Villa Moderne, road spot, and started airing Carlos Molina from there Sunday eve.

Altho rumors were afoot that stations might break their verbal agreement to hold out for the \$100, it sounds less plausible in view of the fact that the outlets can afford to remain aloof, sitting pat with full dance-hour schedules, and if anything a chance to ask even more than a century note with time becoming a premium.

BRENNAN DEFEAT

(Continued from page 3)

office goes back many years to the term of Charles Shay, who was both IA president and a member of Local 1. When Shay was defeated for convention delegate by the local he was so surprised to find himself president of the parent organization and thrown out by the local that he changed the IA constitution to protect the position of officials of IA who lost local offices.

Regarding his policies when he takes over the reins of Local 1, Anstett said he would pursue no set course but would let "results do the talking for him from then on."

"But you can say for me," he quickly added, "that I've always stood for free speech, plenty of work and a square deal to all." Asked if he thought that his election was machinated by higher officials, he replied, "No, sir; this was strictly a showdown within the local and had nothing to do with the IA. All the boys know me and what I stand for, and they've known it for years. Why only a couple of years ago I lost the election by exactly 23 votes. No, sir, I'm no dark horse. I've been in the picture right along." Anstett was on the executive board once.

Up at Equity officials expressed complete surprise over Brennan's defeat. Paul Dullzell, executive secretary, stated, "Because of Brennan's record I can't understand how the defeat came about and I'm sincerely sorry."

More will be known when the IA meets at its 34th national convention in Cleveland June 8. Convention looks up as the biggest ever, with over 700 locals attending, exclusive of "B" membership, bringing the total convention voting representation close to 900.

ORCHESTRA ROUTES

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

A
 Abbott, Dick: (Stapler) Boston, b.
 Abeck, Jack: (Manoa Inn) Manoa, Pa., b.
 Albert, Don: (El Chico) NYC, b.
 Alexander, Joe: (TJ-25-Farm) Detroit, b.
 Allen, Dick: (EHL Club) Akron, b.
 Anderson, Kenny: (Varsity Inn) Athens, O.
 Andrew, Gordon: (Eighteen Club) NYC, b.
 Angelos: (Berolotti's) NYC, b.
 Apollon, Al: (Chalfonte) Pinebar, N. C., b.
 Armstrong, George: (Delta) Lake Lansing, Lansing, Mich., b.
 Arsch, (Bismarck) Chi, b.
 Arthur, Edna: (Roseland) NYC, b.
 Austin, Ed: (Laurie) Sackett Lake, N. Y., b.
 Atwater, Fred: (Famingo Club) Orlando, Fla., b.

B
 Babin, Jack: (Desert) Spokane, Wash., b.
 Baker, Fred: (Tropical Bar) Vero Beach, Fla., b.
 Bamed, Earl: (Cocktown Tavern) Detroit, b.
 Barber, Hal: (Parody Club) Chi, b.
 Barco, Bill: (Adolphus) Dallas, Tex., b.
 Barlett, Hugh: (Tavern-on-the-Green) NYC, b.
 Harris, Dick: (Gibson) Cincinnati, b.
 Barron, Blue: (Edison) NYC, b.
 Baum, Charles: (Essex House) NYC, b.
 Baxians, Thos: (Uiah) Salt Lake City, b.
 Bell, Bob: (Miami) Fla.
 Bemson, Ray: (Rock Club) NYC, b.
 Berden, Hal: (Commodore Ferry) Toledo, O., b.
 Berget, Maximilian: (Versailles) NYC, b.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., b.
 Berry, Art: (Claypool) Indianapolis, b.
 Billmore Boys: (La Salle) Chi, b.
 Black, Bob: (Bess Margretta) Forest, Ill., b.
 Black, Bert: (Bill Green's Casino) Pittsburgh, Pa., b.
 Boroff, Mitch: (Chi-Ami-Chateau) Mountaine, N. J., b.
 Borr, Mitch: (Waldorf-Astoria) NYC, b.
 Bowman, Charles: (Wivel) NYC, b.
 Bradford, Jimmy: (Piana) Kansas City, Mo., b.
 Braslow, Irv: (Stamp's) Phila., b.
 Brewer, Teddy: (Robert E. Lee) Winston-Salem, N. C., b.
 Brown, Lew: (Chest Parce) Chi, b.
 Bruckley, Charles: (Log Cabin) Aurora, Ill., b.
 Brooks, Tiny: (De Lisa) Chi, b.
 Brown, Emerson: (Black Cat) NYC, b.
 Brunsdon, Sam: (Jack Demery's) NYC, b.
 Bryan, Willie: (Savoy) Chi, b.
 Burke, Clarence: (Garden) White Plains, N. Y., b.
 Burkhardt, Johnny: (Casa Madrid) Louisville, b.

C
 Caceras, Emilio: (Nick's Greenwlich Village) NYC, b.
 Casey, Seixit: (Havana Madrid) NYC, b.
 Capella, Joe: (Jimmy Kelly's) NYC, b.
 Capri, Jimmy: (Belvedere) Hot Springs, Ark., b.
 Carlson, Bill: (Trilanon) Chi, b.
 Carlin, Tommy: (Peyton's) Beaverville, O., b.
 Carroll, Lou: (Village Brewery) NYC, b.
 Carroll, Frank: (Dulanton Restaurant and Cabaret) Bronx, NYC.
 Carr, Ken: (Half Moon) Coney Island, N. Y., b.
 Casson, Delmar: (Tasty-Bo Club) Dayton, O., b.
 Cassida, Reggie: (Playland) Rye, N. Y., b.
 Caston, Henry: (Merry-Go-Round) Akron, O., b.
 Chilton, Larry: (Glen Island Casino) Glen Island, N. Y., b.
 Cochran, Corraline: (St. Regis) NYC, b.
 Coleman, Emil: (Piper) NYC, b.
 Continental: (Cafe Continental) NYC, b.
 Cornwell, Frank: (Burdewick's) Bronx, N. Y., b.
 Corral, George: (Pla-Mer) Cedar Rapids, Ia., b.
 Costello, Charles: (Commodore) Detroit, b.
 Covatta, Earl: (Haltan Garden) Pittsburgh, b.
 Crawford, Dick: (Dreamland Inn) Superior, Wis., b.
 Crocker, Mel: (Kenny-Mara) Bridgeport, O., b.
 Crosby, Bob: (Blackhawk) Chi, b.
 Cusack, Xavier: (Waldorf-Astoria) NYC, b.
 Cullum, Red: (Silver Moon) Calico, N. M., b.
 Cummins, Buddy: (Garden Tap Room) NYC, b.
 Cutler, Ben: (Ratbox Grill) NYC, b.

D
 Dahlert, Jack: (Durant's) Lake City, S. C., b.
 Darrill, Pat: (Wonder Bar) Zanesville, O., b.
 Davey, Arthur: (Villegas's) Sheepshead Bay, NYC, b.
 Davis, Eddie: (LaRue) NYC, b.
 Davis, Johnny: (Miami Club) Milwaukee, b.
 Deets, Fess: (House of Jacques) Oklahoma City, Okla., b.
 Deaton, Davey: (Blue Moon) Milwaukee, b.
 DeArmond, Henry: (Olin Wash Lo's) Toledo, b.
 De Carlos, Joe: (Happy's Cabaret) Glendale, L. I., b.
 De La Rosa, Oscar: (El Bongo) NYC, b.
 De Vera: (El Morocco) NYC, b.
 Demuth, Jess: (Walton) Phila., b.
 DeVodi, Don: (Ritz-Carlton) Boston, b.
 Dixon, Dick: (Cloria Palace) NYC, b.
 Dolan, Bernice: (Glass Hat, Belmont Plaza) NYC, b.
 Donahoe, Al: (Hainbow Room) NYC, b.
 Donald, James: (Walton) Phila., b.
 Doney, Phil: (Palmyra Room) Chi, b.
 Dore, Evelyn: (Boulevard) Bronx, N. Y., b.
 Doretsko, Hal: (Dial Tabarin) San Francisco, b.

E
 Drummond, Jack: (University Bar) Albany, N. Y., b.
 Duchin, Esdy: (Palmer House) Chi, b.
 Deerr, Dolph: (Green Derby) Cleveland, b.
 Dunlop, John: (Wagon Wheel) New Brunswick, N. J., b.
 Dusenbury, Wendie: (Venetian Club) Reading, Pa., b.

F
 Easton, Clarence: (Leon & Eddie's) NYC, b.
 Edmund, George: (Loyale) NYC, b.
 Eicher, Fran: (Gray Wolf Tavern) Sharon, Pa., b.
 Elliot, Lee: (Bradford) Boston, b.
 Engle, Freddy: (University Club) Albany, N. Y., b.
 Estes, Robert: (Club Florentine) Birmingham, Ala., b.
 Evans, Al: (Chest Firehouse) NYC, b.

G
 Gaido, Phil: (Moosehead) Pittsburgh, b.
 Gammert, Eddie: (King's) Lincoln, Neb., b.
 Garber, Jan: (Topsy's) Los Angeles, b.
 Gasparre, Dick: (Ritz-Carlton) Boston, b.
 Gast, Harold: (Yachtman Club), Marion, O., b.
 Gaudron, Heard: (Colesmo's) Chi, b.
 Gilbert, Don: (Maria's Spanish Gardens) NYC, b.
 Goho, Billy: (Checker Box) Buffalo, b.

H
 Gerner, Michael: (New Yorker) NYC, b.
 Graf, Johnny: (Anchorage Inn) Phila., b.
 Gray, Len: (New Cedars) New Bedford, Mass., b.
 Gravel, Lou: (Victoria) Trois Rivières, Que., b.

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

ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

E
 Easter, Clarence: (Leon & Eddie's) NYC, b.
 Edmund, George: (Loyale) NYC, b.
 Eicher, Fran: (Gray Wolf Tavern) Sharon, Pa., b.
 Elliot, Lee: (Bradford) Boston, b.
 Engle, Freddy: (University Club) Albany, N. Y., b.
 Estes, Robert: (Club Florentine) Birmingham, Ala., b.
 Evans, Al: (Chest Firehouse) NYC, b.

F
 Fast, Paul: (Grossman) Lakewood, N. J., b.
 Farber, Bert: (Netherland Plaza) Cincinnati, b.
 Felix, Don: (The Pines) Newtown, Conn., b.
 Feminine Notes: (Theater's Show House) NYC, b.
 Fern, Don: (Stratford) Bridgeport, Conn., b.
 Ferdinando, Felix: (Biltmore), Providence, b.
 Fidler, Dick: (Virginia) Columbus, O., b.
 Fields, Harry: (Royalton) Monticello, N. Y., b.
 Fisher, Jack: (Vienna Room) Boston, b.
 Fisher, Buddy: (Four Hundred Club) Wichita, Kan., b.
 Ford, Wharton: (Putnam) Greenwlich, Conn., b.
 Poor Top Hat: (La Normandie) Cincinnati, b.
 Francisco, Don: (Mayflower) Akron, b.
 Francis, Chappie: (Cavaller) NYC, b.
 Frederic, Marvin: (Beverly) Chi, b.
 Fredrick, Jan: (Boulevard Tavern) Elmhurst, L. I., b.
 Fuller, Skinny: (Silver Spray) Berger, Tex., b.
 Furst, Joe: (The Brook) Summit, N. J., b.

G
 Gaido, Phil: (Moosehead) Pittsburgh, b.
 Gammert, Eddie: (King's) Lincoln, Neb., b.
 Garber, Jan: (Topsy's) Los Angeles, b.
 Gasparre, Dick: (Ritz-Carlton) Boston, b.
 Gast, Harold: (Yachtman Club), Marion, O., b.
 Gaudron, Heard: (Colesmo's) Chi, b.
 Gilbert, Don: (Maria's Spanish Gardens) NYC, b.
 Goho, Billy: (Checker Box) Buffalo, b.

H
 Hagen, Walter: (The Pines) Greenwlich, S. C., b.
 Hault, Claude: (Joe's) Stables) Detroit, b.
 Harris, Leroy: (Kis Kat Club) NYC, b.
 Haviland, Dick: (De Lisa) Chi, b.
 Hayes, Francis: (Garbo) NYC, b.
 Hendrick, Pearl: (Manhattan Club) Johnstown, Pa., b.
 Held, Horace: (Biltmore) NYC, b.
 Hicks, Fred: (Abraham Lincoln) Springfield, Ill., b.
 Henderson, Will: (Sals) Detroit, b.
 Henderson, Fletcher: (Grand Terrace) Chi, b.
 Hendricks, Dick: (Club Chambleer) Madison, b.
 Herbert, Arthur: (Ambassador) NYC, b.
 Hill, Worthy: (Pavilion Royale) Savin Rock, Conn., b.
 Hoggland, Claude: (Tutwiler) Birmingham, b.
 Hoffman, Earl: (Fanhoe Gardens) Chi, b.
 Holden, Virginia: (Normandy Inn) Warren, Pa., b.
 Hollander, Dick: (Claremont Inn) NYC, b.
 Horton, Harry: (Le Mirage) NYC, b.
 Horton, Orlan: (Port Orange Tavern) Albany, N. Y., b.
 Howard, Vincent: (Perona Farm) Andover, N. J., b.
 Howarth, Harvey: (Newhouse) Salt Lake City, b.
 Howell, Ed: (Wind Mill Inn) Jacksonville, Fla., b.
 Humber, Wilson: (Del Mar Club) Galveston, Tex., b.
 Huntley, Lloyd: (Mount Royal) Montreal, Can., b.
 Hurton, Ira Ray: (Mayfar) Boston, b.

I
 Instrilo, Vic: (Rainbow) Houston, Tex., b.

J
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., b.
 Jahn, Al: (Riley's Lakehouse) Saratoga, N. Y., b.
 James, Ann: (Tavern) Strubville, O., b.
 Jelanick, Eugene: (Uiah) Salt Lake City, b.
 Jerome, Henry: (Nut Club) NYC, b.
 Johnson, Jack: (Dorchester) London, b.
 Jones, Jerry: (Rainbow Rendezvous) Salt Lake City, b.
 Joseph, Jimmy: (Mare's) Flushing, L. I., b.
 Joy, Jimmy: (Drake) Chi, b.

K
 Kaye, Joe: (Ritz) London, b.
 Kere, Buddy: (Pecanini View) Clarklake, Mich., b.

K
 Keating, Ray: (Murray's) Tuckahoe, N. Y., b.
 Kellogg, Clayton: (Club Mandarin) Houston, Tex., b.
 Kendis, Sonny: (Book-Cadillac) Detroit, b.
 Kerl, Peter: (New Yorker) NYC, b.
 King, Ted: (New Kennore) Albany, b.
 King, Hal: (Club Lakeview) Picoch, Ky., b.
 King's Jesters: (Carlton) Washington, D. C., b.
 Kinney, Ray: (Lexington) NYC, b.
 Kirk, Andy: (Savoy) Chi, b.
 Kirkham, Don: (Blakeland Inn) Denver, b.
 Krulin, Celsya: (Russian Bear) New York, b.
 Krupa, Gene: (Arcadia-International) Phila., b.
 Kuzner, Robert: (Marin's Rathskeller) NYC, b.
 Kurtze, Jack: (Seebach) Louisville, b.

L
 LaRoche, Oleva: (Rosegarden) Middletown, Conn., b.
 La Porte, Jan: (Marr's), Yonkers, N. Y., b.
 Lagman, Bill: (Club Trilanon) Mobile, Ala., b.
 Lamb, Drexel: (Club Lido) Jackson, Mich., b.
 Lang, Sid: (Hi Hat) Chi, b.
 Lapp, Horace: (Royal York) NYC, b.
 Lasso, Leo: (Five o'Clock Club) Miami Beach, Fla., b.
 Leonard, Pete: (Inwood Tavern) NYC, b.
 Lewis, Ted: (Jung) New Orleans, La., b.
 Lewis, Vic: (Crown Casino) Buffalo, N. Y., b.
 Lick, Bob: (Globe Club) NYC, b.
 Liebert, Dick: (Village Barn) NYC, b.
 Light, Enoch: (Taft) NYC, b.
 Linke, Al: (Windsor) Irvington, N. J., b.
 Lopez, Vincent: (Casa Manana) NYC, b.
 Loryacon, Steve: (Chest Parce) New Orleans, La., b.
 Lyons, Bob: (Brant Inn) Toronto, Can., b.

M
 McGrant, Don: (Peshwan) Washington, D. C., b.
 McKay, Ernie: (State) Columbus, O., b.
 McCabe, Jerry: (Blue Room) Vicksburg, Miss., b.
 McEhmann, Jay: (Marlin's on the Plaza) Kansas City, Mo., b.
 Mack, Ed: (Oakland Inn) Allentown, Pa., b.
 Madden, Bill: (Traymor) Atlantic City, b.
 Madriguera, Eric: (Blythe) NYC, b.
 Malanga, Albert: (Garbo) NYC, b.
 Malone, Don: (Red's) Harlem, Mont., b.
 Malone, Yorkie: (Continental) Kansas City, Mo., b.
 Manzone, Winy: (Hickory House) NYC, b.

M
 Marcus, Frank: (Sweeney) Baltimore, b.
 Marshall, Duane: (Essex) Boston, b.
 Martel, Gus: (Versailles) NYC, b.
 Martin, Lou: (Leon & Eddie's) NYC, b.
 Martin, Bob: (Chest Florence) Paris, b.
 Martin, Bradley: (Hollywood) Akron, O., b.
 Marton, Johnny: (Dexter Tavern) Akron, O., b.
 Massaro, Johnny: (Belvedere) Lake Mohopok, N. Y., b.
 Mastaglio, Bert: (Hi-Hat) Houston, b.
 Matos, Miles: (Globe Club) NYC, b.
 Meroff, Benny: (Sai-a-Bar Gardens) Kansas City, Mo., b.
 Messner, Johnny: (McAlpin) NYC, b.
 Meyer, Max: (Maple Grove) Harrisburg, Pa., b.
 Mick, Jack: (Tutwiler) Birmingham, b.
 Miller, Lucky: (Ubangi) Phila., b.
 Mills, Floyd: (Du Pont) Wilmington, Del., b.
 Moller, Carlos: (Villa Moderna) Chi, b.
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.
 Moore, Dennis: (Athens Club) Oakland, Calif., b.
 Morell, Larry: (Merry Gardens) Lynchburg, Va., b.
 Moyle, Berk: (Casa Grande) Berwyn, Md., b.
 Munt, Paul: (Laube's Old Spain) Buffalo, b.
 Munson, Dave: (Coq Pous) NYC, b.
 Munro, Hal: (Medinah Club) Chi, b.
 Murphy, Larry: (International Casino) NYC, b.
 Murray, Charlie: (Mon Paris) NYC, b.
 Myles, Lee: (Park Central) NYC, b.

N
 Nagel, Harold: (Coronado) St. Louis, b.
 Nazara, Jimmy: (Club Esquire) Toronto, b.
 Nevada, Al: (Belvedere) Baltimore, b.
 Naylor, Oliver: (Hes) Birmingham, b.
 Nick-o-Semus: (Washington Tavern) Phoenix, Ariz., b.
 Noone, Jimmy: (Swingland Cafe) Chi, b.
 Norton, Bob: (New Garden Center) Detroit, b.
 Noury, Walter: (Rossa) Haverhill, Mass., b.

O
 Olson, Walter: (New Julius) Gardenville, N. Y., b.
 Olson, Gail: (Normandy) Warren, Pa., b.
 Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., b.

P
 Pablo, Don: (Merry-Go-Round) Dayton, O., b.
 Paoli, Joe: (Royal Palm Club) Miami, Fla., b.
 Padula, Vincent: (Corso) NYC, b.
 Palmer, Freddy: (Columbian Inn) Singon, N. J., b.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., b.
 Pancho: (Piana) NYC, b.
 Parke, Louis: (Sherman) Chi, b.
 Parker, Les: (Wildfire Bowl) Los Angeles, b.
 Payne, Al: (Grill Leon) Montclair, N. J., b.

P
 Pearl, Ray: (Trilanon) Chi, b.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., b.
 Pedro, Don: (Graemere) Chi, b.
 Peterson, Johnny: (Old Mill) Salt Lake City, b.
 Peterson, Dee: (Westwood Supper Club) Richmond, Va., b.
 Pett, Emil: (Savoy-Plaza) NYC, b.
 Pizman, Jack: (Port Arthur) Providence, R. I., b.
 Pritchard, Dave: (Chittenden) Columbus, O., b.
 Provas, Eddie: (El Rancho) Chester, Pa., b.
 Pryor, Roger: (Catalina) Los Angeles, b.

R
 Rainey, Dud: (The Crest) Pittsburgh, b.
 Ramona: (Nicollet) Minneapolis, b.
 Rapp, Barney: (New Penn) Pittsburgh, b.
 Ray, Frankie: (Lala) Gary, Ind., b.
 Reber, Charles: (Port Montague) Nassau, N. W. I., b.
 Redman, Don: (Book-Cadillac) Detroit, b.
 Reichman, Joe: (Baker) Dallas, b.
 Reisman, Leo: (Waldorf-Astoria) NYC, b.
 Resch, Benny: (The Bowery) Detroit, b.
 Reyes, Chica: (Continental) Detroit, b.
 Reynolds, Buddy: (Rose Garden) Hantsdale, Ill., b.
 Rich, George: (Black Hall) New Orleans, b.
 Rieck, Joseph: (St. Nick) NYC, b.
 Rizzo, Vincent: (Walton) Phila., b.
 Rogers, Buddy: (Palomar) Los Angeles, b.
 Rollini, Adrian: (McCleddy Circus Bar) NYC, b.
 Romar, Emil: (Garbo) NYC, b.
 Rosen, Tommy: (Victoria Gardens) Atlanta, b.
 Rosenthal, Harry: (La Conga) Hollywood, b.
 Rosner, Aty: (Chest Florence) Paris, France, b.

R
 Rogers, Ralph: (International Casino) NYC, b.
 Russell, Buddy: (Manhattan Trio) (Roosevelt) Pittsburgh, b.
 Rook, Ambassador: (Club Roxy) Columbus, O., b.
 Ruby, John: (Times Square) Rochester, N. Y., b.

S
 Sabin, Paul: (Syracus) Syracuse, N. Y., b.
 Sanabria, John: (Troadero) NYC, b.
 Sanders, Roy: (Marlin) Little Rock, Ark., b.
 Sanders, Harold: (Montparnasse) NYC, b.
 Sandoz, Sextet: (Frontenac Casino) Detroit, b.
 Scoggins, Chie: (El Tivoli) Dallas, b.
 Sepleio, Casio: (San Souci) Havana, b.
 Shaw, Artie: (State) Boston, b.
 Smart, Eddie: (Hi-Club) Kansas City, Mo., b.
 Smith, Van: (Leger-Co-Brand) NYC, b.
 Smith, Joseph C.: (La Rue) NYC, b.
 Smith, Stuff: (Onyx Club) NYC, b.
 Snyder, Billy: (Lookout House) Covington, Ky., b.
 Southland Rhythm Girls: (Enduro) Brooklyn, b.

S
 Sparr, Paul: (Warwick) NYC, b.
 Spragg, Jack: (Beverly Hills) Newport, Ky., b.
 St. Leonard: (St. Shelly) Detroit, b.
 Steiner, George: (Coq Rouge) NYC, b.
 Stewart, Dave: (Wooder Bar) Zanesville, O., b.
 Stepe, Eddie: (Frankie's) Toledo, b.
 Stock, Gus: (Essex House) Newark, N. J., b.
 Stock, Gail: (Tropical Roof) Memphis, b.
 Stone, Ray: (Fifth Avenue) NYC, b.
 Strong, Benny: (Brown) Louisville, b.
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., b.
 Swanson, Billy: (La Conga) NYC, b.
 Sylvio, Don: (Bericolotti's) NYC, b.

T
 Tafflo Jr., Bill: (Wright's) Plainville, Conn., b.
 Tatro, Bill: (Bridgeway) Springfield, Mass., b.
 Texas Co-Eds: (La Fontaine) Huntington, Ind., b.
 Thee Neshomon: (Stapler) Buffalo, b.
 Tolbert, Skeeter: (Greene) NYC, b.
 Towne, Loren: (Club Jay) Lexington, Ky., b.
 Trace, Al: (College Inn) Chi, b.
 Traher, Bert: (Club Rex) Birmingham, b.
 Trembar, Frank: (Biltmore) Los Angeles, b.
 Trice, Loren: (Joyland Casino) Lexington, Ky., b.
 Two Shades of Blue: (Mayflower) Akron, O., b.

U
 Ulrich, Roberto: (Lobby Cafe) Jurex, Mex., b.

V
 Valles, Rudy: (Astor) NYC, b.
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind., b.
 Vanderbilt, Art: (El Fidel) Albuquerque, N. M., b.
 Varnos, Eddie: (Muehlebach) Kansas City, Mo., b.
 Vee, Sonny: (Shadowlan) Ft. Worth, b.
 Vee, Tubby: (Hess) Chi, b.
 Verrill, Harry: (Woodruff) Joliet, Ill., b.
 Vorden, Vivian: (Sportsman Inn) Galveston, Tex., b.

(See ROUTES on page 30)

"FOUR MEN AND A PRAYER"

TIME—85 minutes. (20TH CENTURY-FOX) RELEASE DATE—April 29.
 PLOT—Four sons of a British army officer who was rather shadily court-martialed and murdered just when he was about to disclose the parties responsible band together to track down their father's murderer and the cause of his dishonorable discharge. Their paths lead to the four corners of the earth. One of the boys is persistently followed by an attractive young American girl who is determined to land him, matrimonially. With little to work on besides the fact that the nefarious doings have something to do with the sale and purchase of firearms, their trail takes them to Africa, Egypt, South America and many other places. Bit by bit they piece their findings and discover that the American girl's father is the much-sought munitions magnate responsible indirectly for the whole mess. After they exact a promise from the old man that he's going to give up his interest in munitions, the boys head for a happy ending.
 CAST—Piece is used mainly as card of introduction to American fans for young Richard Greene, of the London stage. Loretta Young is cast as the determined belle, not a very flattering role. Support is first rate, with David Niven, C. Aubrey Smith, J. Edward Bromberg, George Sanders, Alan Hale and Reginald Denny only part of it.
 DIRECTOR—John Ford. Considering devious plot and ground covered, he put out a pretty coherent picture. Settings are unusually lavish.
 AUTHORS—Screen play by Richard Sherman, Sonya Levien and Walter Ferris from a novel by David Garth. Film is pruned mostly in the wrong spots.
 COMMENT—A worth-while picture despite kaleidoscopic plot.
 APPEAL—General grown-up audience.
 EXPLOITATION—Young, Greene and an excellent supporting bill.
 (Reviewed at the Roxy, New York). George Colson.

"STOLEN HEAVEN"

TIME—88 minutes. (PARAMOUNT) RELEASE DATE—May 13.
 PLOT—Carl and Steffi, members of a gang of jewel thieves escaping from police, find a perfect hideout in the rural home of Langauer, once-famous pianist living in retirement due to a falling musical memory. To justify their continued presence, they, musicians themselves, lead the old man to believe that they will sponsor his return to the concert stage, his faith in himself having been restored by their admiration and friendship. They, on the other hand, are so affected by his trust in and dependence upon them, that they sacrifice their freedom to enable him to complete successfully his first comeback recital. Hope for a new life after serving short terms indicated at end.
 CAST—Gene Raymond, Olympo Bradna, Lewis Stone, Glenda Farrell, Porter Hall, Douglas Dumbrille, Joseph Sawyer, Charles Judels, Charles Halton, Esther Dale and others. Raymond does a great job of playing Gene Raymond, but little Miss Bradna is something to watch. Stone gives a beautifully restrained and touching portrayal as bewildered old pianist.
 DIRECTOR—Andrew L. Stone is a new directorial talent to be reckoned with. Style, at times, is almost brilliant.
 AUTHORS—Screen play by Eve Greene and Frederick Jackson, based on a story by the director. Basic regeneration motif is nothing new, but locale, characterizations and plot ramifications possess a good amount of refreshing originality.
 COMMENT—Decidedly worth while. Work of an un billed pianist is superb. Good acting and story lift it out of the ordinary.
 APPEAL—Everybody but confirmed jitterbugs or any others to whom classical music is only a bore. EXPLOITATION—Title, the music and Bradna.
 (Reviewed at the Paramount.) Daniel Richman.

"THE FIGHT FOR PEACE"

TIME—72 minutes. (WARWICK) RELEASE DATE—Not given.
 PLOT—News account—a bit editorialized and colored with bias—of the world's imperialistic developments since 1913. Feature traces cause, result and ramifications of World War thru rise of current dictators and their conquests. All undeclared wars such as the Manchurian Incident, the Italian invasion of Ethiopia by Italy, German aggression into the Saar, Rhineland and Austria, Russian revolution and the Spanish Civil War are detailed by bloody photographs of combats. Character and ambitions of political helmsmen are indicated by running quotes from their own speeches and literary works. Climactic conclusion is flash of Franklin D. Roosevelt making a peace speech.
 CAST—Benito Mussolini, Adolf Hitler, Anthony Eden, Leon Blum, General Franco, Chiang Kai-shek, Emperor Hirohito of Japan, Haile Selassie, President Roosevelt and others.
 DIRECTOR—Edited by Al Young. Narration by David Ross.
 AUTHOR—Story, Hendrick Willem Van Loon; screen adaptation, Hans Tiesler.
 COMMENT—For all its editorial perspective, it is factual, and as sober a piece of anti-war propaganda as has been turned loose in this country. At times producers almost break their backs trying to be rational and effective without resorting to verbal sensationalism. It's definitely not the bludgeon type and may, therefore, not achieve the desired result of helping prevent war. However, there's another angle. At the moment the reel is for peace. After a bit of pressure from ammunition manufacturers, might not the tone be reversed to insure something as realistic as a plea to make the world safe for something or other—thru war? It's been done before.
 APPEAL—EXPLOITATION—Special showings for the DAR, the VFW, American Legion, minutemen, hotbeds, militarists, ROTC, etc. Spiets Weiss.

"SINNERS IN PARADISE"

TIME—45 minutes. (UNIVERSAL) RELEASE DATE—Not given.
 PLOT—Sinners in picture are survivors of a wrecked clipper ship which goes down in the Pacific. They land on an uncharted island to find John Boles and his Chinese servant, Willie Fung, the sole inhabitants. Boles is a medico from Shanghai dodging a murder investigation. Madge Evans, a nurse who has left her husband, carries the other half of the romance. Bruce Cabot, a gangster, Charlotte Wynters, an actress with too much money and too little heart; Gene Lockhart, a former senator, and others round out the hodgepodge of characters. Salvation of survivors is supposed to be worked out on the island. Climax shows Boles taking them to Shanghai in his own boat and running the risk of having the law yank him up for the old crime.
 CAST—Madge Evans, John Boles, Bruce Cabot, Marion Martin, Gene Lockhart, Charlotte Wynters, Nana Bryant, Milburn Stone, Donald Barry, Morgan Conway and Willie Fung.
 DIRECTOR—James Whale. Spotty direction. Story could have been boosted to a higher notch by tightening the plot and injecting a little more realism as to reactions of characters in their predicament.
 AUTHORS—Lester Cole, Harold Buckley and Louis Stevens. Original by Harold Buckley. Original idea of yarn oked, but allowed to become a confusing jumble.
 COMMENT—Might get by on a double bill.
 APPEAL—Nabes might be tolerant.
 EXPLOITATION—Love on a jungle island.
 (Reviewed at the Alexander, Glendale.) Dean Owen.

"SWISS MISS"

(MGM RELEASE)
 TIME—72 minutes. RELEASE DATE—Not given.
 PLOT—Walter Woolf King hides away in an Alpine hotel to write his "greatest" opera. Two Yankee mousetrap-salesmen in the persons of Laurel and Hardy complicate the scene. They sell their mousetraps for phony money. When they wine and dine at the hotel, they tender the bum dough, and the next scene shows them washing dishes for their bill. Della Lind, wife of King, appears. She masquerades as a gypsy and gives Hardy the impression she is in love with him. However, the ruse ends King and Miss Lind in a clinch.
 CAST—Stan Laurel, Oliver Hardy, Della Lind, Walter Woolf King, Eric Blore, Adia Kuznetsoff, Charles Judels, Ludovico Tomarcho, Jean DeBriac, George Sorel, Charles Gamore. It's Laurel and Hardy from start to finish, but even they fail to bring this one out of the ether.
 DIRECTOR—John G. Blystone. No apparent attempt here at any form of continuity.
 AUTHORS—Screen play by James Parrott, Felix Adler and Charles Melson. Original by Jean Nezelis and Charles Rogers. If the story is there this reviewer failed to find it.
 COMMENT—Loyal Laurel and Hardy fans will probably go for this one for old time's sake, and those who still get laughs out of slapstick comedy may find it amusing in spots. Only one good gag in the whole pic; Laurel and Hardy trying to move a piano across a swinging bridge.
 APPEAL—Hardly strong enough to carry a show without a strong first-run feature. Nabes and the Saturday matinee crowd may get chuckles.
 EXPLOITATION—Laurel and Hardy.
 (Reviewed Alexander, Glendale.) Dean Owen.

Chicago Chat

By NAT GREEN

OPTIMISM is blossoming on the local rialto as plans for summer entertainment give promise of jobs to numerous acts and bands. While the movie houses are singing the blues, scores of suburban spots are opening, summer resorts are readying for a Memorial Day start, excursion steamers are being brightened up and there is a general hum of activity, all of which is going to mean work for a lot of people. No fancy salaries, understand, but jobs nevertheless—many of them equivalent of vacations with pay. Resorts at practically every lake in Northern Illinois and Southern Wisconsin—and there are scores of 'em—will have entertainment of some kind. Most ambitious project is the cow-barn theater which Thoda Cocroft will launch at Oconomowoc, Wis., early in the summer. Oconomowoc is reputed to be the wealthiest city of its size in the country and the summer theater idea has found strong support among its people.

Jack Gwynne and his family are on their way to Oklahoma. . . . A wealthy oil man saw Jack doing his magic act the other day, liked it and grabbed Gwynne for the oil expo at Tulsa. . . . Gary, Ind., has an ordinance on its books barring all but the mayor and city council from attending a theatrical performance within four hours after eating garlic. . . . Now there's discrimination for you! . . . Would the mayor's breath be any sweeter than that of a clerk or a newspaper mug? . . . That's not a rabbit farm across from the office of *The Billboard*. . . . Just Joe Berg's magic shop, where he keeps a supply of bunnies on hand for the magi. . . . We're glad to see Jean Mona, who was at the Chez Paree for 16 weeks, doing so well in the East. . . . She is being held indefinitely at the Belmont Plaza, New York, and doubling at the Hotel New Yorker. . . . Jack Dempsey came into Chi from the Louisville Derby and spent a couple of days visiting local night spots. . . . Film Row's soft ball league of six teams got under way last week. . . . The Plumack team won the first game from 20th Century-Fox by the close (?) score of 25 to 10.

Ask "Howse" Mayer the time of day, day of the month, whether it will rain tomorrow or who's going to win the pennant and he'll pull out a watch that will give the answer. . . . Howse carries enough watches about his person to overstock a pawn shop and they range all the way from an almost microscopic timepiece to a huge keywinder from the Gay 90s era. . . . Having reached threescore and ten, Charles H. Hamill has retired as president of the Orchestral Association after 15 years in that capacity. . . . Sophie Tucker was at the train to greet Mrs. Eddie Cantor when she, with Eddie and his numerous retinue, stopped off here on the way to the West Coast. . . . Also in town were Joe Penner and his wife, who took time out to watch the Brooklyn Dodgers wallop the Cubs; Mary Maguire, of the movies, headed for England; Franchot Tone, going fishing; Richard Arlen and Constance Bennett. . . . Evidently that Shirley Temple picture didn't libel candy. . . . At least Thomas J. Payne, president of the National Confectioners' Association, announced here that he had ordered the withdrawal of the association's \$500,000 suit against 20th Century-Fox Corporation. . . . That was Eddy Duchin sitting in with Sammy Williams at the Hammond organ at Gibby's the other midnight.

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Managers Kick Again on Competition of Federals

Pemberton leads protest against invasion of Times Square by "Incident"—feared as precedent—League not officially implicated—Abbott, Mercury won't sign

NEW YORK, May 14.—Brook Pemberton has started a move, independent of the League of New York Theaters, to drive the Federal Theater Project out of the theatrical zone. Last week Pemberton circulated a petition among producers protesting the "violation of original pledges to keep out of the district." Signatories to the resolution, which is to be submitted to Harry Hopkins, Mrs. Hallie Flannigan and George Kondolf, FTP officials, include Sam Harris, Dwight Wiman, Gilbert Miller, Guthrie McClintic, Rowland Stebbins, Theater Guild, Bonfills & Sommes and Pemberton. The first split to occur was the refusal of George Abbott to sign on the ground that WPA has aided in creating a new class of theatergoers, who have heretofore been unable to attend legit because of the high prices. Following on the heels of this action the Mercury Theater also gathered news yarns by refusing to become a party to the protest.

The bulk of the producers polled on the issue, however, are against WPA's entrance into the Times Square sector, which was characterized by Pemberton as "unfair competition." They claim that it is impossible to compete with a subsidized theater whose labor costs are far below that of the regular commercial theater. On new theatergoers angle they claim new patronage can most effectively be gathered in neighborhood spots, thus boomeranging the dissenters' argument.

Spark in the current flame was ignited when *Trojan Incident*, an FTP production, opened last month at the St. James Theater on 44th street. A wave of protest stemmed from the producers, who claimed that WPA had violated its pledge to keep shows out of the Broadway area between 39th and 54th streets.

The pledge, however, allowed for one show not of a strictly dramatic nature to be presented in the forbidden territory. Pemberton and colleagues maintain that *Incident* is a dramatic offering, while FTP officials insist that it is "an experimental dance production." Critics themselves have been at loggerheads as to what it really is, tho almost all agreed that it is terrible.

Pemberton, apprised of an FTP statement that *Incident* didn't present a threat to the commercial theater, as it is closing this week, stated that nonetheless it established a "dangerous precedent" which is apt to be followed by more successful offerings.

Because of the vague future of the Theater Project its officials were reluctant to discuss plans for future WPA shows. Plans are predicated largely on the size of the appropriation granted FTP in June when the present allotment runs out.

FTP's Chi "Fog" Folds

CHICAGO, May 14.—Federal Theater's Negro drama, *Big White Fog*, will call it a run tonight at the Great Northern after a six-week engagement. Show, favored by the press, attracted little coin. St. John's Irvine's *Anthony and Anne* is next, opening May 25.

BROADWAY RUNS

Dramatic	Opened	Perf.
Barclay Born (Lorenson)	Jan. 25	129
Clara, The (Playhouse)	Apr. 18	82
Golden Boy (Belasco)	Nov. 4	223
Heartbreak House (Mercury)	Apr. 29	12
John Galsworthy (Belasco)	Nov. 11	141
Man from Cairo, The (Broadhurst)	May 4	14
Of Mice and Men (Muniz)	Nov. 23	199
On Borrowed Time (Lorenson)	Feb. 3	119
One Is Enough (Miller's)	Feb. 15	105
Our Town (Mercury)	Feb. 4	111
Roses for Sheik (Oyst)	May 10	37
Shadow and Substance (Hollen)	Jan. 26	128
South side Girl (Plymouth)	Oct. 7	254
Tobacco Road (Forsyth)	Dec. 4	180
Washington Jitters (Gould)	May 2	36
What a Life (Belasco)	Apr. 12	39
White Lies (Belasco)	Mar. 29	64
Women, The (Barrington)	Dec. 29	582
You Can't Take It With You (Booth)	Dec. 14	608

Musical Comedy	Opened	Perf.
Hokey for Whatt! (Wilder Garden)	Dec. 1	199
I Married an Angel (Shubert)	May 11	22
I'd Rather Be Right (Alvin)	Nov. 3	228

Miss Perry Gets a Dinner

NEW YORK, May 16.—A testimonial supper will be given to Antoinette Perry at the Ritz Carlton Hotel May 23 in appreciation for her services as chairman of the Apprentice Group of the American Theater Council. Lawrence Langer is chairman of the affair, with Warren Munsell and Ethel Peffer handling the administrative end.

Tone Back to Group

NEW YORK, May 16.—The influx of Hollywood stars to the Broadway legit scene will include Franchot Tone, who will again be a member of the Group Theater at the beginning of next season. Tone is one of the founders of the Group and appeared in its first four productions before leaving for Hollywood.

From Out Front

By EUGENE BURR



EUGENE BURR

Reams could be written—don't get frightened; for a change I'm not going to write them—on the amazing lack of understanding of the work of the director. It is a lack of understanding enthusiastically shared by practically all the lads who earn a livelihood writing learnedly about the values of stage productions; it is also shared I suspect, to a greater or lesser degree, by actors, playwrights, scene designers, managers, stagehands, ushers and Pulitzer Prize judges. It is a lack of understanding that, it seems, spurred Miss Margaret Webster to write an altogether excellent article for the current issue of *Theater Arts Monthly*.

Miss Webster was, as I tried to indicate in the pitifully inadequate review I wrote of last season's *Richard II*, the primary factor in the creation of that finest of all the productions in my years of playgoing. That takes nothing away from the splendid performance of Maurice Evans in the title role; it takes nothing away from the outstanding performances of so many other members of the cast or from the lovely and serviceable scenic designs created by David Folkess. It means merely that Miss Webster fused all of those fine ingredients into the finest whole that I can remember seeing, adding to them the genius that is hers and so making them even finer than before.

I've made no secret of the fact that I admire Miss Webster's tremendous and Heaven-sent abilities more than those of anyone else now connected with the stage, which makes it gratifying—to put it mildly—to find her, in her article, expressing views that I have ineffectively shouted in this corner for years. It is gratifying but, I suppose—despite the joy of discovering it—hardly surprising. It's the reason, of course, that I admire her work so profoundly.

It's not the intent of this column to summarize the article; you won't be sorry if you go out and acquire a copy of *Theater Arts Monthly* and read it. But certain sections demand quoting in this controversial pillar of unpopular opinion, since they give to it the buttress of unimpeachable authority. Miss Webster, of course, makes no references to any specific productions, with the exception of one of her own—but you're not forbidden to draw your own conclusions.

In the first place she puts her finger simultaneously on the reason why a truly fine director seldom receives his due and on the primary objection I have had to certain highly touted productions that became the fatted calves of the Intellectuals this season. "If he (the director) has succeeded in his job," she says, "he will have fused all the elements which go to make a theatrical production so completely that it should not be apparent that there has ever been a director at all."

Certain highly artistic and painfully self-conscious overlords of art groups should be forced to write that 748,963 times upon the bare back walls of their theaters.

The cutting and changing of classics she finds, as I do, both necessary and advisable—under certain circumstances. "These methods are legitimate," she says, "if they heighten in its purest essence the fundamental invention of the playwright." (The italics are mine.) Many have tried to do that, she suggests, who "have at their command only a set of tricks, successful mainly as primary shock-tactics." But—and this is the point—the tricks will have no lasting value "unless they serve the purpose of interpretation, in its widest sense, rather than of superimposition." The boys who were stamped beyond all semblance of judicious evaluation by certain of the boob-startling productions of the season just past ought to memorize that for future reference.

Anyone who witnessed the magnificent production of *Richard* doesn't have to be told by Miss Webster that she happens "to believe that Shakespeare was not only a great poet but a great craftsman." Anyone who could bring to an interpretation of his work the magnificent humility which alone could produce a *Richard* must necessarily believe so. "Obviously," she says, "it is necessary to cut. . . . At the same time, I believe that with every cut the director makes, he risks the loss of either music or meaning; and that he should never insert a piece of prolonged and extraneous 'business' without weighing the cost in speed, cohesion and clarity. If people do not trust Shakespeare, I do not see why they bother to produce him at all."

Miss Webster defends no specific type of Shakespearean production. The sets, she says, may be "realistically magnificent, suggestive and symbolic, authentic in the Elizabethan manner or quite simply nonexistent, so long as they do not intrude themselves in front of the play."

Again the italics are mine.

She touches upon many other things in the course of an article that packs more sound sense per line than anything else I can remember reading on the theater. A director handling a modern play must "see that what the author has to say is said most cogently and dramatically in terms of the theater." The well-get-that-right-at-rehearsal school of direction falls down disastrously, "for very soon everyone, the director included, is too close to the play to see it in perspective." The collaboration between director and scene designer should be "as close as that between director and author," and "it, too, should have as its object the interpretation of the spiritual essentials of the play, only this time in visual terms." And, as important as any other single sentence, an attack on what I have long howled against as the primary sin in any art: "The greatest barrier the Anglo-Saxon actor has to overcome," says Miss Webster, "is self-consciousness." Particularly appealing to me is a paragraph that comments upon our sad for sceneryless productions: "There seems to be current in New York at the present

(See FROM OUT FRONT opposite page)

Equity-Chorus Merger Nears

Preliminary bargaining gets under way for union of two orgs—but it takes time

NEW YORK, May 16.—Since the organization "has no economic justification for continuing as a separate entity in the theatrical labor movement" any longer, Mrs. Edith Christensen, executive secretary of Chorus Equity, last week recommended to Actors' Equity council that the membership of CEA be absorbed by AEA. This move, which has been in the air for some months, will be aided when a joint committee for both unions meets this Friday to discuss ways and means of bringing the merger about. There has been a general feeling that the proposition would be drawn up in time for the annual meetings of both unions, which take place one week from each other. This, however, has been dispelled by an official of Chorus Equity, who stated that too many points must be arrived at before the merger can be concluded. AEA meets on May 29 to elect new officers, and CEA will convene June 3 for the same purpose.

Conditions of the merger and transfer of CEA's \$100,000 treasury into Equity are that full voting rights will be demanded for chorus members and that no increase in dues be imposed upon the choruses. The difference in dues is \$6.

Adequate representation on the council will also be a feature of CEA's demands before going into a merger. In the past CEA members have complained that they never had a hand in their own activities, as the Equity council has also been virtually the governing body for the chorus union. An alternative proposal for a separate division for chorus performers will also be considered, it was learned. At present there are 800 active members of Chorus Equity, with about 4,000 on the books.

The dissolution of Chorus Equity is based largely on the decline of musical shows and the fact that the jurisdiction to organize night club and cabaret choruses was awarded to the American Federation of Actors.

Upon completion of the merger, it was stated, Mrs. Christensen will resign her post without seeking a new position with Actors' Equity.

League-AEA Spec Code Soon; Bars Up

NEW YORK, May 16.—Indications of a basic agreement between the League of New York Theaters and Actors' Equity before the close of the current season were strengthened with the board of governors of the League scheduled to meet early this week to vote on the proposed code.

Equity council reported "progress" on its end, but must await the decision of the producers before it can take definite action.

Of the producers polled on the feasibility of a code to end ticket speculation and other undesirable practices, such as buys and "ice," a majority have expressed willingness to abide by the agreement.

Policing of the code will go into effect next season and continue for one year in the event both Equity and the League get together.

Action on the installation of bars in theater lobbies will be taken at the next meeting of the League board after the committee appointed confers with the State Liquor Authority for advice on possible changes in the existing regulations which forbid the sale of liquor in theaters.

"Angel" Is a Smash

NEW YORK, May 16.—Dwight Deere Wiman's *I Married an Angel*, which premiered at the Shubert Wednesday, grossed \$7,878 in the first two days. From early returns, indications are that the show will be a smash hit and run well into next season. Opening night, with a \$6.80 top, grossed \$4,476, and the Thursday performance found \$3,402 in the till. First and second night press lists also taken care of at those shows.

New Play on Broadway

Reviewed by Eugene Burr

SAM S. SHUBERT

Beginning Wednesday Evening, May 11, 1938
I MARRIED AN ANGEL

A musical comedy starring Dennis King, Vera Zorina, Vivienne Segal and Walter Slezak, and featuring Audrey Christie and Charles Walters. Book by Richard Rodgers and Lorenz Hart, adapted from the play by John Vaszary. Lyrics by Lorenz Hart. Music by Richard Rodgers. Staged by Joshua Logan. Choreography by George Balanchine. Settings designed by Jo Mielziner, built by Turner Scenic Construction Co. and painted by Studio Alliance. Costumes by John Hambleton, Alice Hallack and others. Orchestration by Hans Spialek. Orchestra under direction of Gene Salzer. Presented by Dwight Deere Wiman.

Major Dome.....David Jones
Two Guests.....The Dusham Brothers
Opa Madayn.....Henry Jones
General Vaszary.....Morris L. Stevens
Guest.....Arthur Kent
Peter Mueller.....Charles Walters
Count Willy Palaffi.....Dennis King
Countess Peggy Palaffi.....Vivienne Segal
Anna Murphy.....Audrey Christie
Angel.....Vera Zorina
Justice de Pasco.....Arthur Kent
Vallet de Chambre.....David Jones
Femme de Chambre.....Marie Louise Quevill
Modiste.....Ruth Urban
First Vendicene.....Janis Dremann
Second Vendicene.....Marcella Howard
Harry Mischka Seligetti.....Walter Slezak
Duchess of Holstein-Kuhheff.....Katherine Stewart
First Clerk.....David Jones
Second Clerk.....Arthur Kent
First Stenographer.....Barbara Towne
Second Stenographer.....Sylvia Stone
Luisida.....Marie Louise Quevill
Clotilda.....Janis Dremann
Philomena.....Marcella Howard
Stambella.....Barbara Towne
Sironella.....Sylvia Stone
Anabella.....Diana Gaylen
Florabella.....Alicia Elder
Premier Danseur.....Charles Laskey

LADIES OF THE BALLET: Genevieve Cooke, Beanie Cunningham, May Block, Marion Davison, Eleanor Flata, Petra Gray, Ruth Haldt, Isabelle Kimpal, Nancy Knott, Evelyn Lafferty, Sonia Larina, Bobby Howell, Beatrice Lynn, Maria Montag, Cecelia Peary, Shirley F. Shaffer, Betty Jane Smith, Alma Wentley, Virginia Williams.

GENTLEMEN OF THE BALLET: Milton Barnett, Edward Brinkmann, Boris Butterloff, Harold Haskin, Michael Mann, John Marshall, Jack Quinn, Nicolai Popov, Harold Taub, Nicolas Vestloff.

ACT I—Scene 1: Willy's Salon—A Spring Evening. Scene 2: Willy's Studio—Later That Evening. Scene 3: Bedroom in a Paris Hotel. (1) The Next Evening. (2) The Next Morning. Scene 4: Honey-moon Ballet. Scene 5: Willy's Study—Noon, One Month Later. Scene 6: Willy's Salon—Immediately Thereafter. ACT II—Scene 1: Palaffi's Bank—Five Minutes to Four that Afternoon. Scene 2: Angel's Boulder—That Evening. Scene 3: Harry's Salon—Later That Evening. Scene 4: Roy's Music Hall. Scene 5: Harry's Salon—Six o'clock the Next Morning.

Spring is now officially here so far as the theater is concerned. A pair of typical spring turkeys have flapped their molten wings dimly over the arid stretches of Broadway, and Dwight Deere Wiman has presented a smash hit musical. The two turkeys were discussed somewhat sorrowfully last week: the musical opened Wednesday at the Shubert Theater. It is called *I Married an Angel*, and it has practically everything anyone could want—a grand central idea taken from a play by John Vaszary (whoever he is), an adaptation by Rodgers and Hart, songs by the same Siamese Twins of tunefests, color and pace combined with humor and beauty, some excellent dances of nicely assorted varieties, slick direction from Joshua Logan, an immensely capable pit band under the excellent direction of Gene Salzer, an altogether admirable produc-

FROM OUT FRONT

(Continued from opposite page)

moment a theory that scenery is inimical to significance—especially to 'social significance.' This may be true, but it would seem to be a criticism both of the function of stage design and also of the social system if, in order to mirror the latter upon the stage, we must banish from the theater that quality of visual beauty which it is part of the theater's legitimate business to provide."

Miss Webster has there stated, infinitely better than I, a point around which I have done some infernally long-winded howling.

There can be no better ending for this column of quotations than the ending Miss Webster herself devised. "If the theater," she says in conclusion, "is to retain its place, greatly, in the world of today and tomorrow, it must be above all a theater of the playwright. This has been true of the great days of the theater all thru its history. And it is well for the director, however gifted, to remember that after the tumult and the shouting, only the play remains."

Only the play remains.

tion and Dennis King at the head of a generally capable cast. Of these ingredients Mr. King is by no means the least.

The idea is thoroughly intriguing—and even if it does bog down a bit in typical musical comedy rignarole in its second half, it still manages to remain reasonably intriguing up to the end. It centers around Count Willy Palaffi of Budapest (incidentally, not the least of the show's virtues is that it manages to be charming even tho its scope is laid in that poison-to-playwrights metropolis), who is in search of a perfect woman. Despairingly he announces that he will marry only an angel—and forthwith a bona fide angel, complete with wings, descends from heaven, intent on entering the holy bonds of matrimony. Taking a tip from Johnny Keats (who was something of an angel himself, if you stop to think about it) she announces that truth is beauty and beauty truth. Willy is delighted.

He is not quite so delighted, however, when he thinks of the sensation that her wings will cause among his acquaintances. That, tho, is a short-lived problem—for the morning after the wedding the wings have (quite naturally) disappeared. However, his lack of delight continues full force as he discovers, despite his idealism, that life with a truth-is-beauty-beauty-truth girl isn't all that life can be. The bank of which he is head is in difficulties, he has gathered together all his largest depositors to keep them from making a run on it—and little Angel goes around telling the truth like mad. As a result all the depositors are highly insulted—and Willy, in a pother over the fate of the bank, walks out on little Angel.

A delegation of her heavenly sisters fails to come thru with advice calculated to hog-tie a mere mortal, and they likewise refuse to take her back to heaven; for alas, Angel is no angel anymore. An American countess, who used to sing in Blossom Time, does come thru, however, and teaches the tricks by which mortal women place even the angels at their mercy—which suggests that it was just as well for the Upper Throne that Satan had no women in his legions during the famous revolt. Little Angel tries out the tricks and wins back both the depositors and Willy. It's a rather distressing moral to contemplate, particularly if the contemplator happens to be male.

Also included are a couple of interludes, one in each half and both of them standouts. The first is a travel ballet with dances staged by George Balanchine, and it turns out to be one of the finest ballets I've ever seen in the Broadway theater, its only superior being the *Slaughter on Tenth Avenue* that was in *On Your Toes*, a previous Wiman show. The second interlude is a completely hilarious burlesque of the stage shows at the Radio City Music Hall. It is uproarious no matter how you take it, but only a reporter who was forced to sit thru those stage shows every week for over a year can, I think, appreciate it to the full.

The book is excellent—so good that at times, particularly while Angel is going around being determinedly angelic—you almost resent the encroachment of the music. None the less Mr. Rodgers' score is up to his usual standard, with a plentiful sprinkling of potential hits scattered thru it, tho the lyrics of Mr. Hart lack, it seems, the zest of so many of his earlier efforts. Only a couple in

the last half come anywhere near the mark.

The cast, headed by Mr. King, is generally excellent; as a matter of fact, it might have been a very different show if Mr. King hadn't played the lead. His voice—the hardly of top caliber—has improved immensely, and he is probably the finest high comedian in the country today, at least for my money. I said a few years ago that he could, if he wanted, eventually step into the shoes of the late John Drew, and I say it again. And in addition to his suave, polished and altogether ingratiating technique in the spoken portions of the show, he burlesques himself hilariously in the Music Hall interlude, throws himself wholeheartedly into the proceedings thruout and even indulges in a brief spurt of Rooneyesque hoofing. It's quite something to see the greatest Mercutio of our era doing "bells."

Also helping immensely is Charles Walters, the finest young song-and-dance man now on the stage. Walter Slezak is ponderously but ingratiatingly amusing as the chief depositor; Audrey Christie sells her song-and-dance numbers like a house afire (tho a reporter who fell in love with her even in such a holocaust as *Geraniums in My Window* mourns the complete loss of the lovely quality that she displayed in her legit appearances); Vivienne Segal makes every wisecrack count as the show-busiest countess, and both the ballet and the singing chorus are commendably talented. Miss Vera Zorina, late of the Ballet Russe and the Follies Goldwyn, proves only that she is an excellent ballerina.

Jo Mielziner's settings are splendid, as are the costumes, and Mr. Wiman's production is tasteful, lavish and effective.

Not the least strange thing about the show is the persistent rumor that Mr. Wiman gave the life to the title, putting into it only his own money. But then you don't have to marry an angel if you can put on shows like this.

OUT-OF-TOWN OPENINGS

"Lady at Large"

(Plymouth Theater)
BOSTON

A three-act six-scene comedy mellow by Philip Goodman. Directed by John Hayden. Settings by Watson Barratt. Presented by Milton Shubert at the Plymouth Theater, Boston, for one week beginning May 2.

Cast: Margot Grahame, James Rennie, Dudley Clements, William F. Schoeller, Mabel Paige, Arthur Donaldson, Alfred A. Hesse, Thomas Fisher and Marcella Swanson.

Scheduled for a two-week Hub run, the producers sliced it to one week. Large had a New Haven opening and laid an egg in Beantown. The author undoubtedly had a gay Continental romantic tragedy theme in his mind, and Grahame was to be the glamorous one playing a game with Rennie. But whatever the intent, from the book's standpoint and the action in the play, which lagged, the essence failed to materialize and the b. o. is suffering as a result.

Locale is Zupp, a small town in Switzerland, on the Milan-Lucerne stem. Grahame and Rennie find themselves on the railway platform, each trailing the other. Grahame believes herself clever in trailing Rennie as an international crook, while all the time he uses the crook ruse as his detective means to snatch Grahame, who works with an accomplice, Thomas Fisher.

No force or pistols are used. Love sets in, but business before pleasure. Grahame's skip from the bedroom after she reads a wire addressed to Rennie from his detective partner, Dudley Clements, is a poor first-act curtain.

Clements, in the second act, likes his champagne; Grahame comes back to her love, and during the course of pater she drugs Clements' drink to the extent that he kicks off. Rennie turns rat on his dead partner and dictates Grahame's deposition of the crime, all for love. He even tears up her arrest warrant. Then he tells her to get out. William F. Schoeller, as the Swiss inspector, turns blind to the Rennie raving and advises

Grahame to take a train for anywhere and not to injure Rennie's bright future.

A few laughs are omitted at Mabel Paige's old-woman character. Her deafness is utilized for this. All other minor roles are adequate. Clements shapes up okeh in his part.

Grahame is a beautiful creature and Rennie a handsome lead, but their parts, possibly due to directing, failed to give the audience anything on which to hook applause. Settings are okeh.

Lady at Large won't go further than an opening performance on Broadway in its present form. Sidney J. Peine.

"Cannibal Carnival"

(Sanders Theater)
CAMBRIDGE, MASS.

A two-act comedy-satire, seven scenes, by Herbert Hodge. Staged by Laurence Carra. Setting by A. Grima Johnson. Presented by the Harvard Dramatic Club at the Sanders Theater, Cambridge, Mass., for three days, beginning May 5. Cast: Guy M. Clements, James H. Legendre Jr., Lee A. Dimond, Nelson Miles, McCrean Cobb, Polly Long, Dorothy Ramspeck, Walter Webster and others.

Purely a campus-sphere piece is this 58th production of the Harvard Dramatic Club whose world premiere here will be all the public ogles will get. Exams have stymied road showing. *Carnival* (107 minutes) is a lengthy hodgepodge of slaps at the clergy and state and embodies a bit of everything for satire's sake. Collegiate dress of *Carnival* rates fair for commercial speculation. Threads, however, can be woven into a hilarious comedy. Theme centers around Clements, a capitalist; Legendre, a bishop, and Dimond, an English bobby, altho he looks and acts more like a Keystone cop. The author immediately plans the nationality as British. This trio has become shipwrecked on a small South Sea Island. The natives are whipped into submission via "white men's customs" until the last scene shows the capitalist and bishop thrown into the stew pot, whilst the copper turns rat and helps stir the duo. White man's wiles and preachings enslave the natives to such a degree that comes the revolution, and the disciples of church and finance are embroiled in their own witchery.

The author has left no stone unturned to get a slap at anything his mind thought up and the pencil scribbled. The white boys introduce everything from marriage to the Australian ballot, Marxian principles, Hitlerism, religion and capitalism. The production has no curtain, all scenery changes being done by blackout. The dramatic boys presented it on a hoopla, rowdy system and they had a bunch of fun. Native mob scenes are riotous. The play's treatment knew no boundaries, neither did the author's mind. Maybe that was the entire intent. Bis for three nights light. Sidney J. Peine.

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Films Plug FTP Show

BOSTON, May 14.—Massachusetts Federal Theater Project will trailerize the coming of its world premiere of *Created Equal* at the Empire Theater, Salem, Mass., May 24 in the flicker houses in Salem, the Paramount and Plaza. Theater will plug gratis.

Negotiations are under way to spot the play in Boston June 6. Only competitor in sight at present is the continued run of *Star Wagon*, due in the Hub May 30.

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Chinese Showboat

NEW YORK, May 14.—Far removed from the war zone of the Yangtze River, where junks are bombed without apology, Lum Fong, local Chinese restaurateur, plans to convert a Chinese junk into an East River night club.

The floating nitery, Swingapore, is being shipped from San Francisco and will be ready for operation July 1. An Oriental atmosphere will prevail, with Chinese artists and musicians providing the entertainment.

Ill-Will Angle Makes MCA Drop Shriners Repeat

NEW YORK, May 14.—The Shriners lost from \$50,000 to \$100,000 on their series of eight sponsored shows in Philadelphia and Cleveland recently. Music Corp. of America, which produced three spectacular shows in the series, leaving the other five to outside agencies, does not intend to book similar shows if the opportunity arises again.

The series started March 13 at the 19,500-seat Municipal Auditorium, Cleveland, the shows moving three days later to the 20,000-seat Convention Hall, Philadelphia. The first MCA show (Ted Lewis Band, Eddie Cantor, Bert Gordon, Harris and Shore, Four Kraddockes, Harris Ray Boyce, Loretta Lane, Sylvia Manon Foursome, Ben Yost Varsity Co-Eds) opened to less than 7,500 in Philly at the first performance. The second MCA show was the International Ice Circus and the third was headed by the Eddy Duchin and Shep Fields bands, drawing about 90 per cent capacity in Cleveland.

The shows drew such a storm of protests from exhibitors and night clubs in both cities that MCA has decided that the ill will brought by the shows was not worth it. As a result, it will not attempt similar bookings next season.

The shows were sponsored by the Artisans Club, affiliated with the Shriners, and offered to the public as the United Guild Plan at \$2.50 for the band and vaude series, with concert series being offered at prices ranging from \$1.50 to \$4.50 for the group. The concert group included opera and concert stars and three Broadway plays.

The Shriners have not decided whether to try the sponsored show idea again next year.

Book Int'l Aquatic Follies

PITTSBURGH, May 14.—Harris Amusement Enterprises has booked International Aquatic Follies, featuring 18 swimming and diving stars, in a \$15,000 portable pool at Duquesne Garden May 16 thru May 21.

Headlining are Olympic diving champ Marshall Wayne and women's diving champ Madeline Karson.

Kid Show in Pittsburgh

PITTSBURGH, May 16.—Bolton Theatrical Studios, specializing in juvenile productions, staged Talent on Parade at Moose Temple April 29 with a cast of 70 children. Leads in the musical comedy were taken by Shirley Almond, Edwin Rodgers, Jacqueline Oesko and Harold Ober. Bolton's next production, Pink Mistral, will be produced by Cogert and presented at Fort Pitt Gold Room last week of June.

Miriam Kreinson Stages Show

BRADFORD, Pa., May 16.—Fifth Little Show, staged annually by dancer Miriam Kreinson, was presented April 27 and 28 at Shea's Theater here, with 3,000 people viewing both shows. Miss Kreinson, 23, is the niece of Keeloy Allen, dramatic editor of Women's Wear.

Owner Gets Top Billing

CHICAGO, May 14.—Bon Air Country Club, local summer spot, will not go in for big name acts this season. It seems, because there aren't any around that can top the following of the club's operator, Bill Johnson.

So the star billing will go to Johnson.

Openings for U. S. Acts Decline in Mex Border Towns

JUAREZ, Mexico, May 14.—Quick end of local night life was seen this week following resignation of Fred Borland, manager of Lobby Cafe since 1932. He was last of American managers in Mex night spots in this border town.

Resignation followed three months of declining business due to anti-Mexican feeling following political disturbances. Blow-off came when Borland disagreed with bartenders and waiters' union (Camara Sindical Obrera) over proposed wage cuts. Union officials, however, denied disagreement. Reports said bartenders and waiters, now working three days a week instead of six, refused to accept pay cut.

Ignacio Gomez was named manager to succeed Borland by Julian Gomez, owner of spot.

Spot has been featuring American floor show acts for several years and will continue, new manager said.

Club Tivoli, other Juarez night spot, has been under all-Mexican management for several years, with Roberto Bolguin at helm.

Borland is in California making arrangements for opening of night spot in El Paso.

At one time during U. S. prohibition days practically all local spots were manned by American managers, bartenders and waiters. Mexican government, under President Lazaro Cardenas' policy of "Mexico for Mexicans," started replacement of waiters and bartenders several years ago with a labor law requiring 90 per cent Mexican labor.

Government made several attempts to oust American entertainers, but mainly thru Borland's influence orders were rescinded.

Bridgeport Vaude Out

BRIDGEPORT, Conn., May 16.—After many months of Sunday vaude the Loew-Globe Theater here drops flesh for the summer. House will remain open with first-run pictures. Harry Rose is house manager.

Morris Opens Denver Club

DENVER, Colo., May 14.—Club Cinderella was recently opened here by Joe Morris, former vaudevillian. Spot offers two floor shows nightly and features the music of Earle Brierley Band, with vocals by Helen McClain. Club seats 500.

East Orange Vaude Try

NEW YORK, May 14.—Strand Theater, East Orange, N. J., tried out weekend vaude with the appearance of Little Ann Little, and if successful will inaugurate a full vaude bill to play Saturdays and Sundays. Shows will be booked by Louis Loomis.

Waldorf-Astoria Gives Free Ad to Bookers

NEW YORK, May 14.—Management of Waldorf-Astoria Hotel gives free advertising to half dozen booking offices which it recommends to private organizations making party reservations or inquiring about entertainment programs for conventions to be held under its roof.

When replying to such inquiries hotel includes a printed card which reads: "The Waldorf-Astoria recommends for your music Meyer Davis, Howard Lanin, Michael Markel and Joe Moss; for your entertainment, Carlton Hub and Music Corp. of America." Phone numbers are included.

Device helps management of hotel to keep closer track on show material booked so as to insure its being in line with ultra style of institution.

Summer Theaters Seen Welcoming Nitery Performers

CHICAGO, May 14.—That barn theaters this summer may serve as an outlet for vaude and night club acts was indicated by Thoda Cocroft this week in reviewing a long list of performer prospects for her summer theater in Oconomowoc, Wis., starting in July.

Miss Cocroft, veteran showwoman and local Theater Guild manager, revealed that the more experienced legit actors are either employed or are eyeing things that bring more pay during the warm weather, and that the majority applying for jobs are either amateurs or recent drama school graduates. Performers who have stage experience are preferred.

Acts desiring to take in the barn theater season are caught if they work here and given additions for parts they deem most suitable.

\$3,000 Instruments Lost

MILWAUKEE, May 14.—New Colonial Club was destroyed by fire last week with a loss estimated at \$30,000. Included in the loss were musical instruments, valued at \$3,000, belonging to the Jack Weber Orchestra. Plans are under way to rebuild the nitery, operated by Top Scaler.

Akron Club Reopens

AKRON, O., May 14.—Subway, closed for several months, reopened Wednesday with a nightly dance and floor-show policy. Jack Green's Band; Howard Mann, emcee; Palmer and Doreen, and Webb and Brooks make up the initial show. Spot is under management of Jack Kline, Amos Twigg and Joe Elloe.

Observations From Chicago

By SAM HONIGBERG

ABOUT the only way for a booker to hold on to a night club account exclusively here these days is to make himself indispensable to the operator. A top-notch example is Duke Yellman, who has the inside track in Denis Cooney's Royale Follies. Not only does he book the club, but also figures greatly in the production of the show, is a visitor almost nightly to check up on the progress of the bill and pinch hits as band leader whenever needed.

Which brings to attention another local booker who submitted a name to a new nitery operator. The operator contacted his own agent and had him buy the act direct; so the infuriated hustler, believing in the eye-for-an-eye principle, purposely submitted a couple of the biggest names in the club business at ridiculously low prices and had the spot's booking rep burning up the wires in a futile attempt to secure them.

WE WILL never understand why some of Chicago's powerful dailies, which can afford to do without a dozen or two additional lines of night club business, continue to accept ads that misrepresent the spots and to ballyhoo them on the same basis as the leaders in the field. It is highly unfair to uninitiated patrons who, lured by the flowery wordage, leave the masked joints with haired in their hearts for the entire night club business.

One spot, for example, advertises three bands, not bothering to add the fact that each outfit is only a three-piece combination. Others, out and out joints using acts that would make better ditch diggers and house maids, get the same critical raves as such see rooms as the Chez Paree and the Palmer House and, in many cases, in the same column.

HERE is hoping the hotels whose reputations have mushroomed thruout the land with the aid of network wires will not waste more time, but will pay the service fee of \$100 a week demanded by the radio moguls and return to the air.

It is a crime to bury such bands as Eddy Duchin, Jimmy Joy and Griff Williams, among others, who would undoubtedly stimulate plenty of new business for the respective rooms and hotels if allowed to broadcast nightly dance sessions.

Club Talent

New York City:

TOMMY LYMAN has returned to the Oaks Restaurant, where he spent the entire season last year. . . . JOHN UPMAN goes into the Hotel White for an indefinite period beginning May 16. . . . BERT FROHMAN has opened at the Swing Club, Hollywood, for four weeks with options. Set by Lew Weiss, New York.

PELPE DE FLORES will be featured at the new show at the Havana-Madrid, opening May 19.

WILLIE AND EUGENE HOWARD and Helen Morgan have been set by the Morris office for a three-day stay at the Steel Pier, Atlantic City, May 28, 29 and 30. . . . JUNE ALLISON has just completed her seventh short for Warner, the last one with Hal LeRoy. . . . EDISON AND LOUISE were set for a Warner short by Harry Norwood. . . . NOLL AND NOLAN write from Canada that they are working a three-week return engagement at the King Edward Hotel, Toronto. . . . HELEN MORGAN, currently at the Casa Manana, opens at the Chez Paree, Chicago, June 3. Same show will also have Gross and Dunn and Raye and Naldi. . . . CARLOS AND CARITO, dancers at the Havana-Madrid, made a Paramount short last week. . . . KAY PARSONS starts her sixth successive year as showboat captain on the Hudson June 10.

Chicago:

JEAN TRAVERS will open her long-delayed engagement at the Hi Hat May 19. . . . JIMMY DURANTE will precede Abe Lyman's July arrival at the Chez Paree next month. . . . VILLA MODERNE will add shows later in the season, getting by with Carlos Molina's Band for the time being. . . . DON JULIAN AND MARJORIE, recently at the Stevens, have landed a summer engagement in Mackinac Island, Wis., opening June 24. . . . MIKE POTSON, of Colosimo's, has left for Greece and a long vacation.

DANNY LANE, of the Biltmore Boys, is happy again, his family having joined him for the duration of the La Salle Hotel stay. His wife is the former Wynne Wayne, vocalist. . . . SOPHIE TUCKER made several personal appearances in night spots during her week at the Oriental. . . . JESSIE REED, former Ziegfeld beauty, has joined Colosimo's table entertainer line-up.

Here and There:

GEORGIE PRICE has replaced the Howard Brothers at Jack Lynch's Walton Roof this week. The parade of name attractions here for the summer goes on, with George Jessel-Norma Talmadge combo set to follow Price. . . . New show at the Lobby Cafe, Juarez, Mex., has PONDA AND ST. CLAIR, Mabel Janis, Irl Tuller and Karston. . . . NADINE AND CHARLES completed their second engagement within a year at the Embassy Club, Jacksonville, Fla. They are now in the George Washington Hotel there. . . . THE RODGERS are in the Ohio territory, taking in the Mayflower Hotel, Akron, presently.

VERNON AND VANOFF are now dancing at the Northbound Inn, Detroit. . . . VANTINE AND CAZAN are working this week at the Stork Club, Kansas City. . . . DON WISE is set indefinitely at the Dude Ranch, Berwyn, Md. . . . ROYAL PALM BOYS, Paddy Labato and Joe Philia are working the Ohio Villa, Cleveland, having just left the Royal Palm Club, Miami. . . . GRISHA AND BRONA have gone out of the Penthouse, Boston, to open at the Tic Toc Club, Montreal. . . . TOOTS AND JACKIE RICHARDS are working the Gloria night club, Columbus, O., for Gus Sun, and RICHARDS AND MONETTE move to Herig's German Gardens, Columbus, O., May 16.

KODIE DANIELS, emcee and organist, is in his eighth week at the George Washington Hotel, Jacksonville, Fla.

BERNIE LIT, emcee, is in his fourth week at Green Villa, Baltimore, where he will remain until June 15, when he opens at the Atlantic Bar, Wildwood, N. J. . . . COE AND DUDA, Diane Cortes and the Marsh Sisters are booked indefinitely at Wisteria Gardens, Atlanta, by Jack Middleton, Cincinnati. . . . SHERMAN BROS. AND TESSIE have closed a four-week stay at the Bennett Hotel, Binghamton, N. Y., but are slated for a return engagement there soon thru the Argyle Office, Rochester, N. Y.

Krupa Band Clicks at Philly Arcadia; Other Nitory Reviews

Gene Krupa made his debut as orchestra leader at the Arcadia-International, Philadelphia, last Saturday night and, judging from the reaction of the cash customers who jammed the swanky nitory, Gene is definitely in.

Art Fadula surrounded Krupa with one of the best shows of the season, but Krupa alone would have been enough. The swarthy drummer was an entire show in himself. With his skins and paraphernalia in front of the band stand, Krupa was a combo of a whirling dervish and perpetual motion as he beat it out in his own inimitable style—keeping time with his chewing gum.

The crowd, composed mostly of college and high school kids, stood goggle-eyed six deep in front of the band stand. And when the Krupaites began to sizzle—which they did frequently—they began dancing. Gene has done himself proud in collecting a band. Despite the fact the lads have been playing together a little less than a month, they were right in the groove.

Particularly effective was Krupa's arrangement of the *Blue Rhythm Fantasy*, every member of the band joining in a drum-beating prelude and ending with the same tom-tom effect, with Krupa beating it out to a smashing crescendo.

Tommy Gomanin plays a mean hot trumpet during the rendition of *I Know That You Know*. Jerry Kruger, throaty torch singer, does the vocals. *Vida Musio*, ex-Goodmanite, handles the tenor sax with a vengeance.

Scheduled to be a sensation with the Krupa crew is Leo Watson, dusky seat singer, whose unearthly yowling almost brought the house down. He was called out for three encores. Nothing like it since the days of Beale Smith.

Shavo Sherman's imitations clicked big. He, too, had to exhaust his routine before the mob would let him call it a night. He did takeoffs on Durante, Ted Lewis, Hugh Herbert, Butterworth and W. C. Fields.

Roberts and White, comedy ballroom team, also have an act that is a rib tickler. Their satire on a modern collegiate couple is a humdinger.

The Mayfair Girls, a line of 10 lookers, do three numbers. Still lack precision. Costumes excellent. The girls are Betty Elson, Patricia Marland, Lee Jacobs, Theresa Donaghue, Joan Douglas, Jean Marshall, Harriet Sitar, Ruth Mallard and June Murphy. Don and Ruth Mar-

shall are a capable hoofing duo with Don doubling as emcee and doing a good job of it.

The Three Music Weavers, a string trio, provide intermittent music. Kmar, Oriental mindreader, does his stint in the cocktail lounge and main dining room.

Our only criticism: Krupa's crew would be more effective if they had dressed in evening clothes. The lads were all dressed in street clothes ranging from gray tweed to blue serge, which gave them a motley effect. (Their trunks hadn't arrived, they explained.)

St Shelta.

Taft Grill, Hotel Taft, New York

Succeeding the epochal seven-year run here of George Hall's Band, the Enoch Light Orchestra has gotten to a good start.

Altho Light opened Sunday, the "official opening" did not come until Thursday, when the Taft manager, Alfred Lewis, threw a wine-and-dine party for the music publishers, newspaper men and Broadway moochers. The party must have cost the hotel plenty, because the boys and gals ate everything in sight and lapped up everything but water. Anticipating this gastronomic riot, the special mobility bulletin for the evening notified guests that the "shock of receiving no check might mean big business for the corner drug store wisely stocked up with extra supplies of bicarb, aka-seltzer, aspirin and trinitrotoluol."

Between gulps and shouts across the big Taft Grill room the Broadway mob was able to hear the pleasing music of Light's 10 men (three reeds, three brasses, drums, piano, string bass, guitar) and also see Light himself smile benevolently from the band stand. With only two men left of his original band, Light has built up a new outfit that ought to get better as it goes along and which at the moment is good enough to please the large dining crowd that patronizes this spot. The band boys are quite versatile, doing glee-club numbers and some of them offering vocals. A pretty brunet does the canarying but has no chance to stand out.

Opening night had a flock of celebs taking a bow or doing a stint before the mike, among them being Jerry Cooper, Del Casino, Doris Rhodes, Nan Wynn, Emery Deutsch, Mark Warnow, Martin Block, Slim and Sam, Alan Carney, Charles Kenny, Vaughn De Lenth, Loretta Lee and Charlie Barnett. Tom Kennedy handles Light and MCA books him.

As for the Grill, the food is excellent and so are the drinks. Service okeh.

Paul Denis.

Walnut Room, Bismarck Hotel, Chicago

Another hotel room that makes dining out a pleasure. Cuisine and service are far above average, and music and entertainment are of the intimate style.

Pinky Arseth and his five-piece concert and dance orchestra are a sustable attraction here, one that will please particularly the comparatively older guests who demand a generous dipping into the music albums of old. Instrumentation includes a drum and marimba, played by the leader; violin, base, harp and accordion—a good combination. During the floor show Arseth is featured with his marimba, and during some intermissions Billy Crandell continues on his harp from the band stand. Other lull periods are in charge of Mildred Fitzpatrick, who plays impressive organ solos.

Bill Dornfield, magician, is the show's host, carrying on in a pleasing manner. On his own, some dandy tricks hold up his spot. Is admirably informal, a style which nets him more than ordinary attention.

Tanya and Thimey, modernistic girl team, make two appearances, opening with a moodily interpretative routine and returning for a Spanish number. Are clean personalities and do their work ably. Marjorie Coles, band's vocalist, has a melodious deep-toned voice and a nice delivery. She is another feature on the bill and when caught did a

creditable job, with *Please Be Kind and Always*.

Don and Sally Jennings are the dancing high spot on the floor with highly refreshing ballroom work and amusing novelty numbers. Execute some difficult tricks gracefully, and present unusually smooth dance creations. Appearance is tops.

Dinner prices are reasonable. Never a cover charge. Press still handled by W. H. Padgett. Sam Honigberg.

Green Room, Edison Hotel, New York

This popular rendezvous for the theatrical crowd is now experimenting with a "floor show."

The "floor show" is just a ballroom team. But if the next team isn't much better than this one, then no floor talent at all would be better. First team booked is Nece and Drens, whose lone waltz lacked smoothness and grace. Movements were too studied and lacked spontaneity.

Blue Barron's Band, 12 men and Barron leading, is still here and dishing out catchy music. An entertaining outfit, most of the boys participating in glee club formations and vocal and group instrumental numbers. The relief band is a four-man Cuban outfit (two at the marimba and guitar and string bass) that pleases easily with authentic Latin tempos that are both danceable and listenable.

Nico Covars, Spanish troubadour, visits the diners and serenades them in soft voice while strumming romantic tunes on the guitar. Pleasing diversion.

Ed Dukoff is still the p. s. Atmosphere is okeh; food is good and service is pretty bad.

Paul Denis.

Continental Room, Stevens Hotel, Chicago

This room rates another review since the arrival of Glover and LaMae ushered in the "instruction hour" innovation which has been a tonic for hotel rooms in the East. A good first-night crowd Thursday accepted it warmly, the feature really having the earmarks of being something different in nitory entertainment.

Glover and LaMae proved themselves veterans at this idea and it is to their credit that they were capable of holding attention for almost an hour with a versatile program. Professional dance instructors should have little worry of losing any business, as the instruction angle is only more or less of a "come on" for the customers to step out on the floor. Entire idea is nothing more than an act and if handled properly can be a very entertaining one.

The man emcees the affair, bringing out men and women to compete in tango, rumba and Big Apple struts. Nightly prizes include two dinner invitations and two bottles of champagne. In addition, LaMae cleverly fills all gaps

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with timely gags and funny situations, leaving practically no room for dull moments. Miss Glover is a smart and charming partner, displaying sincere enthusiasm throughout the proceedings.

As a dance team, Glover and LaMan are far above average. Their posing is naturally graceful and their routines are highly polished. Scored very nicely with tricky ballroom and novelty numbers.

Marvin Frederic's society-style band continues on the band stand. Marvin, incidentally, is very Eddy Duchinsky in his solo piano recitals.

Sam Honigberg.

Garden Room, Ambassador Hotel, New York

A perfect spot for those who want to dine and wine leisurely, away from swing bands and noise, this Garden Room is one of the loveliest hotel spots in the city.

Decorated in green leaves and other summery suggestions, the room is large and airy and permits a patron to relax completely. The only entertainment is the Arthur Herbert Orchestra, but it is enough.

Formerly called the Meadowbrook Boys, the band is a typically sweet hotel combo that knows how to select music for its patrons. For dinner the music was mostly sugary, featuring a delicate violin and occasionally tenor vocals by Herbert himself and also by the sax-clarinist man. Herbert makes an impressive front, having good appearance and strumming a guitar in addition to handling frequent vocals. Rest of the orchestra has an accordion, violin, string bass, sax-clarinist and piano.

An ample dance floor is invitingly spotted but not used much by diners. It probably draws better for supper.

The room is open for lunch, when William Adler and his concert ensemble play, and also for the cocktail hour, when Herbert takes over. Dinner is \$2.50 and \$3; supper is a la carte. No cover.

Harry Sobol is press agenting.

Paul Denis.

885 Club, Chicago

Another club that can weather occasional general bar hells thru its long-established reputation for serving excellent food and maintaining a very informal atmosphere. Patrons have the run of the place, letting loose in contest participations, displaying any or all of their histrionic talents if they care to and heckling the floor-show acts.

Room itself is intimate and very neatly architected to give it an ultra-modern yet homey effect. The adjoining bar is paneled off, a center window affording the stool sitters a full view of the inside proceedings. Joe Miller, operator, is very active, greeting, entertaining and making himself a welcome host.

Entertainment budget has apparently been trimmed for this session. While three acts are on the bill, none is better than average and all display immaturity. Vern Dunn, tapster, peppered thru a couple of routines listlessly. Her mind obviously was not on her job, for

on previous occasions she was caught doing more spirited work.

Preble and Branson, male song team, have voices of quality and good arrangements but fall short on delivery. Should face the audience more directly, particularly in such intimate surroundings as these. Stayed on for several versatile numbers. Haskell, youthful magician, closes with a couple of good tricks, but lacks salesmanship. Also a number of ready comebacks to hecklers should be part of his bag of tricks. Works with cigars, silks and ribbons.

Nino Rinaldo's sextet plays corking dance music. Go in for sentimental, swing and Latin tunes and do a very capable job.

On Sunday nights the balloon-blowing and dance-step contests are a lot of fun. No cover and no minimum policy is a popular feature. Johnny Honnert continues as intermission pianist.

Sam Honigberg.

Cocoanut Grove, Ambassador Hotel, Hollywood

Only two acts here in conjunction with Herbie Kay's Band.

First was Sunnie O'Dea, a looker who does tap that is well above average. With a pleasing personality and plenty of audience savvy, this girl should go places.

Top spot on the show was Alec Templeton, who played all last winter at the Rainbow Room, New York. This boy, handicapped though he is with blindness, is one of the best acts to play the Grove in years. From the moment he came into the spotlight, he held the audience.

Templeton starts with his own symphonic arrangement of *Night and Day*, which was received very well. His next was an impression of a man receiving a short-wave broadcast, so good that if a person closed his eyes it would be hard to tell it from the real thing. In his piano portraits he studies his friends, their voices and their moods and blends them into a pleasing melody. One of his best was the "shortest Wagnerian opera in the world," in which he takes all the vocal parts. Really a remarkable offering.

Templeton's showmanship is superb, holding a crowd of base Hollywood critics spellbound.

Dean Owen.

Century Room, Adolphus Hotel, Dallas

The Century Room scored another hit show this week with Bill Bardo's new ork and a brilliant array of singing talent. Organized two months ago, Bardo's Band is strong on entertainment and has a versatility that is sure to put it in the name class. Capacity biz greeted first four shows, with the ropes up each night.

Two floor shows are offered nightly, with complete change of program between sessions. Has extravagance of talent that lacks only couple of good dance routines to round out a perfect show. Band's music is of the sweet variety, but mixes in fast tempo numbers in clever style and winds up sweet tunes with a pleasing swing flourish.

Floor show starts with series of imitations that apex the bands of Lombardo, King and Calloway and winds up with George Hall, Paul Whiteman's double, doing the King of Jazz.

Bardo is a pleasing emcee and presents cast in a clever rhythmic song introduction. Connie Randall, an easy-on-the-eye brunet and good voice, does a swell arrangement of *Ti-Pi-Tin*. Patricia Ryan, red-head torch singer, gets plenty of applause with her comedy numbers, *John Brown's Body Lies and I Went a Hobbly* Band, penned by Mory Olson, show's continuity writer. Acts as maestro on *John Brown* number and brings down the house.

Louisa, accordionist, does a Mad Russian travesty on the Barber of Seville that's tops. Carolyn Knight, petite blonde, has a nice soprano voice. She and Bardo do a swell job of *Springtime Is My Time*.

The Hillbilly Quartet rings the bell with their rendition of *Tooled in the Head—Smitten in the Heart*, with rick-tickling mimicry and clever characterizations. The entire band vocalizes in *The Still of the Night*. Very effective. Uses piano accompaniment only.

Other features include Coronets Trio, Bards of Bardo Octette and an excellent comedy song by Johnny Cook. Thirty minutes of dance music is on the air over KRED preceding the last show. Admission charge to dancers only; no tax to diners.

Frank W. Wood.

La Conga, New York

Billy Swanson, personable young maestro, made his debut before cafe society Wednesday night when his 13-piece orchestra followed Enric Madruguera's Band.

As has been the habit of the "smart set" night clubs to feature two orchestras, interspersed with a singer, an occasional rise from members of the band and catering to the nonsensical whimsies of the patrons, the La Conga is no exception. Atmosphere, excellent food and the ever-present crop of society folk and celebrities serve as sufficient lure to keep the spot running at top speed.

Swanson, a member of the upper crust himself, is brimming with personality and a toothsome smile. It's meant for all, and all take it as such.

While there is nothing distinctive about his musical offerings, the renditions are sweet and smooth, with a veneer of highly glossed rhythm. Featured prominently is a violin quartet that adds a great deal of quality to the band's danceable strains. Aside from leading the band, Swanson also solos on a baby piano and the sax. Due to the illness of the vocalist, Joan Merrill, Swanson filled in on a vocal at no great advantage to himself. The young band leader is capable in his musical abilities, but singing seems to be out of his line.

Alternating on the band stand is a Cuban orchestra, held over. Rounding out the Latin atmosphere, the rumba bandmen sparkle with the charm, gaiety and vitality of their heritage. Host Bobby Martin made no mistake when he retained this Cuban band. The customers are more easily induced to desert their highballs for the dance floor when they hear the rumba. A duo originating from the orchestra amuses the patrons with native songs and improvised dances. This type of entertainment is definitely contagious and the patrons go for it in a big way.

The prices are too steep for the average pocketbook, the house was packed on the opening night. Sydney Spier and Dorothy Ross continue as the publicity department.

Sol Zarf.

Matteoni's, Stockton, Calif.

Daisy and Violet Hilton, Siamese twins, head a well-balanced floor show at Matteoni's cabaret, Stockton's leading night club, some 60 miles from San Francisco.

With Hank Lewis, master of ceremonies, asking them not only the script questions but a few good ones of his own, the Hiltons were well received in an interview and then did a vocal.

Beverlyma, making her first Coast appearance after playing the Paradise, New York, did a clever toe-dance routine and a Persian market number that was excellent.

Virgie, torch singer, was good in two numbers, while Ray Long, fresh from Hollywood, clicked in a comic *Lil Abner* interpretation. Has special permission from Al Capp, cartoonist, he says.

Show is carried along by one of the best night spot orchestras in Northern California, "Oogie" and his Dragons. The four-piece combo works hard on both the show and dance numbers. Is worthy of a bigger break than Stockton (50,000 population).

Lewis has held down the emcee spot for seven months and is well liked. Does Ted Lewis impersonations and sings well.

Spot had biggest night of season when show was caught, serving 150 dinners.

Kirt Macbride.

Casa Havana-Madrid, New York

Since it opened a few months ago this one-flight-down Spanish atmospheric club on Broadway has been going along nicely, drawing those who love Latin dancing and Latin atmosphere and entertainment.

Main attraction now is Rosita Ortega, an excellent Spanish dancer whose castanet, heel clicking and general style are far superior to most Spanish dancers in town. She is an attractive brunet who splices her authentic dances with a gracious personality. A rival for stand-out honors is Juan Martinez, a port-faced fellow who wins cheers with straight-spine dancing that radiates a dignified authority. An encore, a Cuban muscleless heel number, won a terrific hand. Later he returns teamed with Antonita for colorful gypsy dances.

Young and good-looking Carlos and Carita are spotted for lively Latin dances, including an authentic rumba.

and Carita returns for a very cookey Cuban-African solo. Juan Hernandez, Mexican youth, delivers Latin songs in strong baritone voice but would be more effective if he warmed up a bit. Too stiff.

Adelita Varela, comely brunet, is mistress of ceremonies, introducing each turn with a brief straight spiel and doing little to tie the show together. She also sang a few pleasing numbers, coaxing the customers to join in.

Nano Rodrigo, in his third month here, leads the main orchestra, composed of five Americans and three Latins. Three fiddles doubling on sax and a trumpet enable handling both pop and Latin tunes with lift and musical excellence that makes the orchestra enjoyable for listening as well as enticing for the dancing. Rodrigo leads, playing the maracas occasionally. The band is getting a twice-a-week Red network wire next week.

Alternate band is the El Canay Sextet (formerly a quartet), which does a nice job with Spanish and Cuban melodies. Angel Lopez and Ramon Ferrer are the owners and Mario Tossati the manager. Irving Zussman is p. a.

Dinner is from \$1, and there is never a cover. Supper minimum is \$1.50 (except for Saturdays and holidays, \$2).

Paul Denis.

Butler's Tap Room, New York

Here's one of those neighborhood night clubs away from Broadway and catering to middle and lower class patrons who want to spend a dollar or two and see a show, too.

And there's plenty of show, for the management of this spot puts on a hefty, lively floor show every week, with an occasional near name creating extra interest. This week's name is Julia Gerity, with John Steele coming in May 17. Among others who have played here recently have been Eddie Leonard, Evelyn Nesbit, Peggy Garcia, Betty Boop (Little Ann Little), Helen Shaw. In a neighborhood club they are really something to brag about.

Miss Gerity, an overweight brunet with a cute face considering her big figure, is a pleasing surprise with her vigorous, clear-voiced singing of ballads and pop tunes. Good diction and an easy-flowing style helped command and hold attention thruout.

Another standout is Dave Fox, emcee, who works hard to display his versatility. He has an interesting baritone voice and uses it for ballads and dramatic song-recitations which are drawn out too much, however. The impression he leaves as a whole, nevertheless, is that of a talented up and coming performer.

Wilma Novak is another punch item here. She is a good-looking redhead with a neat figure that is revealed in burlesque-style tantalizing fashion while she sings rhythm tunes and prances around in cookey manner. Charles and Barbara, boy and girl ballroom team, made a solid impression with their refreshing youth and zippy dancing, which includes a liberal sprinkling of acrobatics. Andy Hayes, waiter, doubles as singer, revealing an above-average lyric tenor voice.

A six-girl Al Davis line offered three numbers that served to give the show flash. The girls are nice lookers but their wardrobe is not the best.

Wee Willie Franks leads the four-piece band (piano, drums, sax and trumpet) thru the show accompaniment and for dancing, dishing out swingy rhythms that are surprisingly good for such a small combo. A brunet girl pianist does intermission requests.

The club is a single large room, modestly decorated and lighted, fronted by a large bar. The dance floor is large enough for the spot, but is located so badly that waiters are continually scooting across it and in front of the spotlights all evening.

There's no cover but the minimum is 50 cents week days and \$1 Saturdays and holiday evenings. Club is 6th Columbus avenue near 84th street. Paul Denis.

Majestic Hotel, Harrogate

Classiest hotel outside of London, Majestic Harrogate, uses one act, often an American entry, and a band for diversion for the patrons.

Current is Micky Brantz, American tap and afro dancer and juggling miss, showing for the first time in England. Miss Brantz hits heavier than any act here in months and her corking and fast routine, full of sensational tricks, necessitates encores—a novelty here.

Lou Simmonds and orchestra is an okeh aggregation.

Bert Ross.

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Vaudeville Notes

TED MERRIMAN and his Hollywood Stars That Shine have been booked into the Glen Casino Ballroom, Williamsville, N. Y., for next week to conduct a beauty contest for Miss Buffalo Perfect Redhead of 1938.

ANNA MAY WONG is making an eight weeks' p-a. tour. . . . **MAE WEST**, during her Boston engagement, presented George E. Williams with a \$40 check on his 40th anniversary as an employee of Keith's Theater in that city. . . . **BEN TURPIN** is on a four weeks' tour of the Northwest as an emcee. His bookings include the Capitol, Portland, and the Opheum, Spokane. . . . **GUIDO AND EVA** are winding up their New England tour and will be back in New York this week to play club dates.

PRINCE HASSAN and Julian J. Freely, mystic act, returned to New York from a Southern tour last week and immediately left on a cruise date covering Nassau and Havana. . . . **PAT DALY AND JEAN** are playing with a unit in Cape Breton Island, Nova Scotia, on a six-week booking and will follow with six weeks at Newfoundland. Other acts in the unit include Powers and Dawson, Al Libby, Edie and Edie and the Shepherd Sisters. Jack White is musical director and Pat Daly emcee.

BOB BAKER, Universal picture's singing cowboy, made two p. a.'s at Columbus, O. last week-end. . . . **JACKIE GROSS**, harmonica player, is now in Boston. . . . **ST. CLAIR AND DAY** are remaining with the Southernesses Reus in The Hague, Holland, until September and then leave for South America.

ADRIAN CASELLOTTI, the Snow White of the film, and Harry Stockwell, who played the role of Prince Charming, will be featured at the Roxy, New York, for the week beginning May 20. . . . **BENNY DAVIS** unit was placed by Fred Elwert, of William Morris, for the Hershey date beginning May 19. . . . **BENNY GOODMAN** Band has been spotted for the Palace, Cleveland, for week of June 3.

ESME DAVIS, Terry Turner, Barbetta, Jack Lewis and others are understood to be interested in an "aerial ballet" idea for the New York World's Fair. Idea has been okayed by the fair but lacks a sponsor as yet. . . . **CORTEZ AND MAIDA**, dance team, have opened a dance studio in New York specializing in Latin-American routines. . . . **SIR HARRY LAUDER** is recuperating from an accident in his home in Glasgow, Scotland, Saturday.

THE HOUCKE FAMILY head the bill at their Circus, Paris, which also includes Flodhesten, Bert Nagle, Four Medallians, Two Wilkos, Joe Ornes and partner, Four Comets, Ruth and Ewelline Dazio, Barle and Co., and Tamara.

RUBY ZWELLING, pit leader of the State, New York, was given a 10th anniversary party at the Coston Club Thursday midnight. . . . **WALTER CAMPBELL'S** young daughter jumped from New York to Syracuse to compete for the State championship in shorthand. Campbell is with the FTP in New York. . . . **SID CLARK**, emcee, is ill at the French Hospital, New York. . . . **LITTLE JEANNE**, midget, and Billy Mahoney, night club emcee, have teamed and are in New York after New England break-in dates.

JACKIE COOGAN opens May 18 at the Golden Gate, San Francisco, and Anna May Wong opened last week at the Roosevelt, Oakland, both booked thru Bert Levy agency, of Los Angeles. . . . **EDMUND LOWE**, now in Hollywood, is being offered by Curtis & Allen for vaude dates. . . . **JACKIE COOPER** is returning to Hollywood to start June 16 on his role opposite Deanna Durbin in Universal's That Certain Age.

KIRBY AND DUVAL, Morro and Yocanelli, Bankoff and Cannon, Reiss and Dunn, Bud and Buddies and Jimmie called May 11 from Vancouver for a tour of the Tivoli Circuit in Australia. Booked thru Sam Kramer, Los Angeles rep for Tivoli. . . . **ROSITA MORENO**, after making South American pictures, opens May 30 at the Malpo Theater, Buenos Aires. . . . **BANJO EDDY**, after a long siege of mike work, is working the Wilby-Kinsey houses thru the Carolinas.

Scotch in a Pinch

LONDON, May 2.—The Two Leslies, English singing comedians, headlining the Moss Circuit, were switched at the last moment to the Empire, Glasgow, Scotland. As their date coincided with the opening of the Empire Exposition there, hotel accommodation was at a premium. Boys, who have a distinct Scottish strain in them, solved the difficulty by securing permission to occupy two dressing rooms and live in the theater for the week. Rumor that they are also taking in boarders is denied.

Dancer Strips, So Cops Strip Detroit Nitory of License

DETROIT, May 14.—Abe Kastner, proprietor of the Duffield Club, at a hearing before the Liquor Control Commission on a charge that part of his floor show entertainment was furnished by a strip dancer, was given choice of discontinuing his show for 30 days or surrendering his license. Kastner chose to abolish his floor show for that period. Charge of the detectives that an accordionist, Lenore Riggs, had allowed them to "take her home" was denied by the artist, who also stated that the alleged strip dancer definitely wore a net and that "people with that sort of a mind might think she took off all of her clothes under dim lights." Further charges that Frank Rapp, emcee, sang "vulgar songs" were met by him with the statement that "I never sang a song in my life that wasn't approved by the police censors."

\$80,000 Gross For Casa's First 2 Weeks of Vaude

NEW YORK, May 15.—Billy Rose's Casa Manana, running the only straight vaude show in town, continued to do near-capacity business, grossing \$80,000 in the first two weeks of the new policy. The new \$1 seating arrangement in the balcony has been doing fairly well. The new show which goes into the Casa Sunday, May 22, tentatively includes Willie and Eugene Howard, Hal LeRoy, Hanny Youngman, Pat Rooney, Irene Bordoni, Fritz Scheff, Aunt Jennie, Blanche Ring and Louis Prima's Band. Vincent Lopez and orchestra will be a holdover.

Felton Band in Unusual Repeat

NEW YORK, May 14.—Happy Felton and band, which closed at Loew's State Wednesday, has been contracted to make one of the quickest repeats at this house, either for an act or band, and comes in again the week beginning June 23. Scarcely considered a high-draw outfit locally and making his first Broadway personal appearance, Felton made a surprising impression. There was talk when Felton was first signed to come back that the State was considering extending Felton's stay to a four-week period and having him act as an emcee as well. Loew's has been impressed by the success of stage bands throughout the country for the past year and, of course, by the terrific popularity of the policy of its arch-competitor, the Paramount. Music Corp. of America, handling the Felton Band, decided against the month-long run for its attraction. Loew's has dropped the idea of instituting a band policy at the State for the time being anyway.

AFA Show in Cincy

CINCINNATI, May 16.—Sally Rand, Lucy Monroe, Tyler, Thorn and Post, and Willie West and McGinty comprise the show staged by the American Federation of Actors at the Music Hall this week. The show is a feature of the American Federation of Labor Union Label Exposition which seeks to popularize union labels.

B. A. Rolfe Opens Drive To Install Vaudeville Backed by Canned Music and Technicolor

NEW YORK, May 18.—Latest development in the battle waged by loyal sons of vaudeville is plan of B. A. Rolfe, veteran orchestra leader, who has a novelty bring-them-back-alive presentation idea which he terms "Vode-Visions." Altho nothing entirely new, the idea back of Vode-Visions—using synchronized music on film for variety acts and projected technicolor background instead of various drops—is to arouse interest in fresh entertainment thru a wide acceptance of Rolfe's scheme by thousands of the smaller picture houses thruout the country. Canned music as accompaniment to vaude acts has been tried before and, even today, certain types of stage performances, as in the concert field, employ recorded musical background.

Rolfe has already set his brain child in action, having set up a closed corporation and having made application for a patent on Vode-Visions. He has mustered five acts, booked by Phil Morris and the North and Miami Agency, and equipped them with individual sound tracks for accompaniment and also with suitable technicolor film stills for background scenery. Acts are the Three Dansells, Paul Le Paul, May McKim and Boy Friends, Hobby Pincus and Ruth Foster and the Olympic Trio. Apparent run-in with the musicians' and stagehands' unions has been avoided by Rolfe by his agreeing to confine his

activities to those theaters where there was no chance of vaudeville ever being used. As long as Vode-Visions does not attempt to displace musicians and stagehands in spots where they already are employed or to even kill or minimize the chances of the crafts being returned, Rolfe has been given free rein by officials of these unions to try to sell his idea. Rolfe has also agreed to franchise but one theater in each town or large community for his innovation. With this agreement, he has mollified musicians and stagehands, arguing that if his method of popularizing vaude is a success, then opposition houses will be forced to take some steps toward switching to combo policy, at least, and that would mean work for musicians as well as stagehands.

Tonight at the RKO Hamilton Theater here, the unit assembled and equipped by Rolfe will be presented as a surprise stage feature. Audience reaction, opinions of viewing bookers, operators and managers, and the ease of practical application of canned music and synthetic scenery, will decide the fate of Vode-Visions.

Pittsburgh Radio Quiz Is Latest Radio-Stage Tie

PITTSBURGH, May 14.—Further welding of radio and footlights moved into actuality today as Walter Frazer brewed "Sing in Quiz," combination of Kysner-Quiz-Neighbors network shows, for series of half-hour broadcasts from Enright Theater stage to start May 27 over WWSW on a sustaining basis with costs paid by Warner Bros. Enright operators. Program will give \$25 in prizes to listeners who pose best queries and to theater customers who step onto stage to give best answers. Johnny Duffy will furnish background organ music and Frazer will write and emcee show. Station hopes to sell period, transfer production and talent costs of approximately \$75 to sponsor. Deal seems aces by both Warner and station because, sold or not, program will give all Warner theaters in district free plugs. Added prestige is anticipated by station, city's lone indie, and if sold extra dollars for a period that's now a white elephant at no cost to them because line is already set up in theater.

Another Week for Oriental, Chicago?

CHICAGO, May 14.—Holdover of the current Chicago Theater bill, warranted by the heavy draw of Warner's Adventures of Robin Hood, is moving Gene Raymond's personal appearance engagement, scheduled for the Chicago, into the Oriental Friday and may mean a temporary postponement of the Oriental's closing date previously set for May 26. Stepin Fetchit's unit, originally scheduled for the Oriental Friday, is now expected to open in that house May 27. Reported that Oriental has a closing privilege clause in its lease which enables Halaban & Katz, the operators, to keep house dark 60 days during each year. Ops may exercise this clause to give them a chance to plan a new admission price policy for an autumn reopening.

Wins Verdict From "Imitation" Act

NEW YORK, May 16.—Superior Judge Clement D. Nye last week awarded Charles (Red) Smith damages of \$500 against Dode Kemble for alleged piracy of Smith's "musical plumber" act in the Los Angeles Circuit Court. According to a communication received here, a copy of Smith's act which was filed with The Billboard's Material Protection Bureau "was very valuable in refreshing the memory of witnesses as to exact dates."

Talent Agencies

MOE GALE has filed answer to Nat Nazarro's suit involving Buck and Bubbles and Berry Brothers, claiming CRA, as booker, is responsible for dates which allegedly cost the acts \$1,500. I. Robert Broder is representing Nazarro. . . . **LADY SEN MEL**, of New York, is now booking the Samovar, Montreal, and the Green Gables, Hazleton, Pa. Has been booking the Lotus, Washington, right along, too.

BALDWIN-DAVIS Entertainment Service books on the average of 10 acts a week in the Rendezvous Villa, Austintown Township, O. . . . **JOE ORLANDO** has given up his booking office in Flushing, N. Y., to become artists' representative in the Juliet Heath organization.

JACK CURTIS AGENCY, INC., was launched in Hollywood May 9 and is representing artists, authors, directors and writers. This completes the breakup of the Curtis and Charlie Allen combo with headquarters in New York. . . . **ROY COOPER**, Montreal agent, says the Violet Andre line was canceled at the Stanley Grill, Montreal, recently because it had shabby wardrobe and was not a well-trained unit—and not because of refusal to mix, as mentioned in the May 7 issue.

BART McHUOR, son of the late Philadelphia agent, is now with the radio department of MCA in New York. . . . **BEN CHAPMAN**, former casting head for Major Pictures, has joined MCA Artists, Ltd., picture division of MCA in Hollywood. . . . **WILLIAM MORRIS** Hollywood Office, thru Associated Artists, Ltd., has set a p-a. tour thru Ohio, Virginia and West Virginia for Bob Baker, Universal cowboy star. Opens at the Palace, Lancaster, O., May 19.

LEO CURTISS, of Curtiss Booking Agency, Detroit, reports a number of new spots added to his books. Starting May 23 he will furnish vaude for the Oakland Theater. Other bookings include Paradise Cafe, three nights a week; Ash-Trumbull Club, a line of girls Tuesdays, Wednesdays and Thursdays, and on Friday night a floor show; a floor show at Highland Park Gardens Saturdays, floor shows at the Crystal Palace every night except Monday, the Rainbow Gardens Thursdays and Arena Gardens Thursdays.

BROMLEY HOUSE is joining the staff of Del-Ray Orchestras and Attractions, Detroit, to manage the night club department. Sol Berns, veteran booker, will maintain his own vaude office affiliated with the Del-Ray organization.

Loew's State, New York

(Reviewed Thursday Evening, May 12)

Shep Fields and his distinctive rippling rhythm music that skyrocketed him into popular fancy is the attraction this week and, altho it probably won't set the world on fire, it is a very listenable group, fairly entertaining as stage bands go. And his distinctive style, too, is submissive and restrained, affording an altogether capable and enhancing background to the remainder of the bill.

For a stage attraction the band goes in very little for flash and novelty and has only its several specialists to break up the evenness of playing number after number. Nearest approach to a novelty offering by the band is a cavalcade of music, starting from the 1930 period and tracing the change of musical styles right up to Shep's own rippling rhythm.

Phyllis Kenny, lately with the Jerry Blaine crew at the Park Central, has been added as vocalist. She gives a fair account of her personality vocalizations, getting off best with *Dipsy Doodle*. Bill Stanley handles the other half of the singing chores and, altho his postureless stiffness did not help, he has the better singing voice of the two. The pair got together for a duet of *Ti-Pi-Ti* which, outside of having a couple of choruses awung, had nothing unique. Sal Gloue, pianist, is spotted for a solo of *Gaiety*, and Johnny Berry, accordionist, comes forward to lead the band in the *Flight of the Bumblebee*, with the rest of the boys each slinging a squeeze box for background accompaniment.

Vic Hyde, self-styled one-man band, leads off the surrounding talent with successful attempts at living up to his title. By giving his versions of the signatures of leading bands, he gets a chance to use nearly every band instrument. Moreover, he plays *Mergic* on two trumpets and then mouths three horns simultaneously for a melody-harmony-bass rendition of *Sleep*. He tops off his instrument precocity with a near true version of Clyde McCoy's *Sugar Blues*. Real kick in this Niles, Mich., lad and Eudy Vallee protege is the freshness of personality patter, altho he has lost quite a bit of his hayseed quaintness since he was last seen locally on a night club floor.

Badly spotted after the bang-up foolishness of Hyde, the ballroom team of Lydia and Joresco run smack into a house entirely out of harmony with their smooth terping. Their initial number, perhaps their best, a slow, effortless waltz of *L'Amour, Toujours L'Amour*, is almost over before its grace is noticed. A good-looking pair, they strive for pictorial poise and graceful gliding rather than sock steps. The team has shown to better advantage in more intimate surroundings.

Shea and Raymond are saved for the closing and the duo doesn't disappoint. Opening with a screwy song and then aided by the use of wigs, dead pans and nutty pieces of business, they are terrific laugh-getters, having pieced together tidbits from a dozen similar acts. They have a funny eccentric soft-shot dance and a burlesque on a tango, and other dance take-offs are successfully relayed, too. The boys are funny.

On the screen, *Bluebeard's Eighth Wife*. House good at dinner show opening day. George Colson.

Vaudeville Reviews

State-Lake, Chicago

(Reviewed Friday Afternoon, May 13)

A weak opening in Lewis, Conti and Little, two men and a girl who would be more suitable in a cafe than theater. Girl has a good acro routine, but accordion and guitar work by her partners are of the ordinary strolling-set variety.

Eddie White really starts things on the right track with his likable song and story deliveries. As mentioned by this correspondent before, the chap has little trouble getting attention and when his material is strong he is a natural show-stop. That *Bei Mir Bist Du Schoen* parody, however, is one of his less clever selections.

Medley and Duprey continue with their nonsense and, thanks to the screwy comedy of Eddie Medley, the act netted many good laughs. Routine remains about the same, collapsible phonograph machine still a highlight. Man in Lord Fauntleroy suit and a tall sexy brunet help out.

Band moves on the stage for the initial house line number, a stock swing strut in nifty blue open-skirted gowns. Kids are a nice sight in almost anything they do.

Paul and Nino Ghedd follow with a corking hand-balancing session. Should find something more distinctive than open-shirt and rolled-sleeve get-ups in presenting their sock work. Outstanding tricks include an endurance one-hand head stand, a continuous stage-wide hand-balancing roll and an upside-down Big Apple dance.

Aunt Jemima (Tess Gardell) was weak at the first show opening day, apologizing for the poor work due to lack of sleep and a bad cold. In that case it would be unfair to pan her bad showing. Did *Born To Swing, Can't Help Loving That Man of Mine, The Scorch* and a medley of old favorites.

Girl line closes with what Verna Buck, band maestro, termed a "pick out" number. Kids are singled out for individual specialties. Business good during first show. On screen, *The Lone Wolf in Paris* (Columbia). Sam Hensberg.

Hippodrome, Baltimore

(Reviewed Friday Evening, May 13)

S. B. O. in prominent display for the opening day's show. Bill features George Jessel and Norma Talmadge and is well balanced with Josephine Starr, Amy Arnell, Eddie Leigh, Ralph De Angelus, the Theodores plus Tommy Tucker and band.

Jessel gets a nice welcome upon his entrance and immediately puts the audience at ease and in good humor with some well-placed localized jokes. Response is terrific and from then on Jessel has the house virtually eating from his hand.

The Hollywood Co-Eds, four attractive femmes, follow with a variety of excellent acrobatic dance routines. Girls are not only well versed in the art of tumbling, but prove that they can dance as well. Performing individually, girls provide a number of difficult styles of somersaulting.

Warbling several popular ballads in

swing arrangement, Amy Arnell, altho a bit stiff before the mike, produces with a fine swingy tone. Eddie Leigh and Ralph De Angelus join Miss Arnell to form a trio for a few novelty songs to which Jessel also occasionally chimes in. Plentiful applause greeted De Angelus' solo of *The Barber of Seville* wherein his fine baritone voice almost tore the loud-speaker off its base.

Truly remarkable soprano, Josephine Starr, left the customers clamoring for more. Only 9 years old and of Philippine birth, Josephine displays a clear and powerful pair of pipes. She sings an aria from *Carmen* and encores with *Street Song* from *Naughty Marietta* in a fashion that would do credit to many prominent sopranos three times her age. In addition to her incredible voice for one so young, most amazing is her ability to produce such singing with such a small stature, even for her tender years.

The Dancing Theodores follow for a short turn. During their brief stay they execute a smooth, altho not outstanding, ballroom-style fox trot.

George Jessel next introduces his wife, Norma Talmadge. Looking as trim as when she appeared on the screen, Miss Talmadge presents a pretty picture. Patrons were disappointed, however, when Miss Talmadge did nothing during her brief appearance other than act as stooge for her husband.

Jessel carries the show thruout and closes with his sock smash of conversing with his family over the phone. Altho well worn, it still brings forth laughs. He has successfully gathered a well-rounded troupe for 45 minutes of good entertainment.

Presentation has a more than adequate musical accompaniment, with Tommy Tucker and his band dishing up excellent rhythms. Show should play to standees all week. Screen attraction is *Arsene Lupin Returns* (MGM).

Phil Lehman.

Music Hall, New York

(Reviewed Thursday Evening, May 12)

Russell Market production, *Stars of Midnight*, this week is a swell companion to the sock picture *Robin Hood* (Warner). Show looks like a two or three-weeker.

The stage show, altho slow, is definitely a pictorial delight highlighted by occasional punchy specialties. Standouts are contributed by Rosario Orellana, soprano; the ballet troupe; Inax Lauritano, violinist; the Rockettes, Jan Pearce, and Mario and Floria, ballroom dancers.

Miss Orellana's delicate soprano pleased mightily in the lovely opening scene against a background of Greek sculpture. Theodore Webb's baritone led the gee club in the flame scene called *Mars*, and then Miss Lauritano contributed a thoroughly appealing violin solo in the *Satellite* number. The Music Hall Rockettes did their customarily clever dances (routined by Gene Snyder), winning the usual spontaneous applause with their clear-across-stage precision formations.

Jan Pearce, an old favorite, lent his lyric tenor voice to Jimmy McHugh's song, *A Serenade to the Stars* (arrangement by Anthony R. Morelli) and then Mario and Floria held the stage alone for two complete numbers, a tango and a musical comedy dance. The tango won applause twice when the team did spectacular off-the-shoulder throws, and then the *Make Believe* number, an airy, frolicsome affair, put them over in sensational fashion.

As is becoming usual, this production is a triumph of staging, combining fine lighting, scenery and costumes with appropriate well-played music as background for interesting talent ideas.

The symphony pit orchestra won its share of applause with a rendition of *Pines of Rome* (Respighi). Richard Leibert at the console and the newsreel round out the show. Paul Dennis.

Paramount, New York

(Reviewed Wednesday Evening, May 11)

After a couple of weeks of Kay Kyser and his collegiate goings-on, Times Square's happy hunting ground for swing fiends is back to normal with a usual routine presentation, the name tune dispenser this time being Bunny Berigan.

No contestants this week, no cash prizes, no judges, no college atmosphere, no plugs for air shows or hotel spots, no extra-curricular activities whatever, just the band coming up out of the colossal cavity that is the Paramount pit to deliver 45 minutes of variegated swing

in a straightforward, unassuming and pretty dull fashion.

Outstanding impression created by the current show is its complete lack of personality, with one exception, Cass Daley. A graduate of the Martha Raye seminary of song-slinging, Miss Daley does everything but take a bite out of the microphone. With all the facial and body contortions, however, there's a definite personality. Aided by a happy choice of material, in particular a connected song-story made up of phrases from current pop tunes, she lifted the show out of its doldrums, made it all her own for her 10-minute appearance and bowed off to the biggest hand of the evening.

Blame for the poor show must devolve on Berigan. There is no denying the virtuosity of his trumpet playing or the merit of his rhythm band. Their opening version of *Black Bottom* is the answer to any jitterbug's prayer; the simple melody of *The Wearing of the Green* is embellished by a highly effective orchestration which is both musically and danceable, and a clever touch has the arrangement sliding from the Irish tune into the minor strains of *Joseph, Joseph*, and a brace of current hits reveals nice instrumentation. But the whole thing is delivered in a mechanical, we've-got-a-job-to-do-let's-get-thru-with-it manner that makes for a listless, spiritless performance. As a stage personality, Berigan is a great trumpeter. His announcements are delivered with all the animation of a wet dishrag and there's not a bit of performance-salvaging repartee at any time. Band looks good, plays well and technically does everything asked of it, but the total result is colorless.

Gene Raymond, starring in the week's film, also holds down the featured stage spot and demonstrates how a screen star can look like an amateur. He does three songs in a none too certain crooning baritone, one of them a tune of his own authorship, *Alligator Swing*. Apparent desire to create an impression of boyish modesty results in practically no talking at all. Sole mention of pictures was the comment that the audience might recall *All I Do Is Dream of You*, which he did in a Jona Crawford pic years ago. Repeats it here, strumming a uke for accompaniment. Again no repartee, he and Berigan exchanging not more than three words, if that, and none of that informal intimacy that audiences eat up.

Olympe Bradna, on the screen opposite Raymond, made a couple of special personal appearances, opening day only, which consisted of about 60 seconds of giggles and vacuous replies to Raymond's weak attempt at humorous sallies, and almost completely nullified excellent impression created by her screen performance.

Nichols and Roberts, "King and Queen of Shag," live up to their title in two routines, well backed up by the Berigan crew. Youthful pair, along with Miss Daley, did more to instill a little sparkle in the show than all the other important names put together.

Film is Paramount's *Stolen Hearts*. Business good. Daniel Richman.

Golden Gate, San Francisco

(Reviewed Wednesday Afternoon, May 11)

Blackstone is on the stage this week with his many clever illusions. Does most of the standard big magic show tricks and a few of his own. One of his most startling tricks is "sawing a woman in two" in full view of the audience. It makes a bewildering and effective illusion.

He has a large troupe of assistants, including a half dozen beautiful maidens and no end of barnyard pets. Elaborate settings give his program the re-

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and

BETTYE RAYE

Direction:— FANCHON & MARCO

For pure entertainment value the duo of Henning and Raye have probably the most to offer. Their turn defines classification, containing everything, and there are enough punchy novelties to be found in their (mainly Pat's) medleys of dancing, acrobatic, mandolin playing, archery and comedy in repeated one of a kinders, including three times eleven. Blood looking Bettye ex, routes and sells a solo top creditably and is more than able as a Secretary Call—George Colson in The Billboard.

R K O
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Radio City, New York

quired touch of showmanship. He exposes many a spook racket.

Blackstone's feats vary in magnitude. An innocent array of Spanish shawls had hidden a flock of pigeons and several quacking ducks. The most amusing feature was his "ghost handkerchief" which trotted across the stage.

Spectacular was the beautiful horse that walked into a screen inclosure and vanished.

But Blackstone's most accomplished feat, because of the stage's openness, were the suspension in space of the supposedly hypnotized girl and the "girl in the auto tires" act.

This *Marriage Business* is the screen feature. **Edward Murphy.**

Chicago, Chicago

(Reviewed Friday Afternoon, May 12)

A beautifully staged show this week, brief and tasty, augmenting Warner's *Adventures of Robin Hood*. Consisting of two presentation scenes split by Rufe Davis, the bill has a proportionate contribution of spectacle, melody and dancing.

First comes a gay Italian scene, colorful costumes and native tunes furnishing atmosphere of Il Duce land. The Eight Gondoliers (they were the Eight Grenadiers in the Oriental last week) do the vocal job passably, while the Evans ballet capers thru a delightful routine. Ben Dora, jovial inebriate, fits in nicely here. Opens with some drunk antics, carries on with a good cane-ero offering and closes with his delightful and precarious street lamp novelty.

Rufe Davis hasn't been spoiled by Hollywood. His act hasn't been ruined and is now perhaps better than before due to a couple of new specialties and his film rep. Scored very nicely with his instrument imitations which find timely openings in his *Mamma Don't Allow* ditty and his perfect *Donald Duck* impression. Rufe behavior not affected and very likable.

Donkey Serenade, see tune from Metro's *Firefly* picture, is the finale, featuring the smooth dancing and mature performing of Maurice and Cordoba. The team, recently in the Palmer House here, has some fine arrangements of waltz and fast numbers, executed to impressive musical compositions and blended with hand-getting tricks. Man looks like the better dancer and the woman impresses as a thoroughly capable and decorative partner. Line opens this spec with a cute number in flowery gowns, supported musically by the Gondoliers and Rudy Wagner's piano solo.

Business fair second show opening day. **Sam Honigberg.**

Lyric, Indianapolis

(Reviewed Friday Afternoon, May 12)

Show gets under way with an unusual serial treat by Arthur LaFleur, who starts off with an acrobatic turn that displays his muscles and control to an audience that approved. While he is changing, his partner, Mary, does a contortionist routine. LaFleur returns to hoist himself into mid-air for a long series of body whirls while holding on only with

his teeth. He increases his whirling to a dizzy speed to finish big.

The Oxford Boys represent the only talent on the bill not seen here previously. Trio is exceedingly clever. While one plays a guitar other two harmonize to present startlingly faithful imitations of a number of name bands, including Horace Heidt, Henry Busse, Kay Kyser, Wayne King and Clyde McCoy. Close with a swell mimicry of McCoy's rendition of *Sugar Blues* to literally bring down the house. In another set-to boys offer a novelty number about Mickey Mouse in which are woven opportunities for each to give imitations of the various Disney characters. This, too, went big.

Twelve Aristocrats appear here for their first of two turns. Troupe, composed of six boys and six girls, presents highly stylized dancing ranging from ballroom to adagio. Achieve several entertaining effects.

Buster Shaver, with his two midget entertainers, Olive and George, takes the stage for a routine in which Shaver dances with Olive and the two midgets do a song and dance for a peppy close.

Final act is offered by Floyd Christy and Hal Gould, who combine patter with comedy acrobatics in a way that registers big.

House little over half full at first show. Pix, *Rascals*, with Jane Withers. **H. Kenney.**

RKO Keith Memorial,

Boston

(Reviewed Thursday Afternoon, May 12)

Jupiter Pluvius went to town today and the heavy orchestra his and light gallery patronage literally carbonated the rain's cadence with applause as they watched the fun go by from Al Pearce and his Gang. From a critical viewpoint the 50-minute opening show was a double Ford Hour presentation of no extraordinary amusement that warranted show-stopping applause. Every act got a chance to encore. The berserkish cooking and health turn by Tizzle Lash garnered the most mitting, with Andy Andrews, singing comic, copping runner-up honors. Andrews' featured novelties included *Correspondence School Diploma*, *Ethelbert* (to which he does a striking Joe Penner take-off), *Cream Puffs*, *I Cry for You* and an inebriate monolog anent a black-is-white type of frau.

An exceedingly good harmonic trio are the Randall Sisters, whose peculiar vocal timbre and freak evictions aid them in novelty tunes and pops alike, best exemplified in *I Like Mountain Music*, *There'll Be Some Changes Made* and *By the Shade of the New Apple Tree*, with a bunch of tricky interpolations. Good-looking, well-wardrobed gals from Dixie who have that Southern personality.

Lord Bilgewater is introd as author of the radio show and exchanges some gags with Pearce and later returns to work a single situation gag with Lash.

Pearce, as straight emcee, offers his celebrated Elmer Blurt low-pressure safe-man character, using *Bonny Randall* as the housewife. She served okeh.

Chatterbox Arlene Harris offered two of her monologs. The crowd howled at them.

Paul Robinson smears a group of varied-sized harmonicas across his lips for okeh music and as an encore brings on a group of four harmonica "champions." Quintet offer *St. Louis Blues*. Robinson works the swallowed harmonica bit and plays the miniature instrument mouth-closed style.

Danzl Goodell comes on to sing *Who's That Knocking at My Heart?* and then goes into a series of eccentric, tap, high kick and other forms of hoofing. Should choose one on which to concentrate for ocker.

Eddie Rosenwald's house ork (22) particularly good on show carry. On stage. Pix, *Sinners in Paradise* (U). **Sidney J. Paine.**

Palladium, London

(Week of May 2)

Straight vaude is back after nine months. Corking 11-act program is headlined by Grace Fields. Novelty is the absence of any new acts. Five American turns listed.

Twelve Palladium Girls, lovely and shapely line, get the bill away to a fine start with bright precision stepping. Elmer, Continental boy doing difficult juggling precariously balanced on a slack wire, wins a mighty mit for his smart session. Leslie Strange, a favorite here, clicks with loads of new take-offs of celebrities. Act has a wealth of comedy and is up to date. Three Rayes, American girls, are a dandy entry with

a sure-fire line of knockabout humor. Their straight act and dance bits also garner happy returns.

Don Alfonso Zelaya, heavyweight pianist-philosopher, is a success. His gag concerning the effect of music on the various parts of the anatomy is mirthful, while his performance at the ivories is keenly enjoyed. Three Barry Brothers, colored trick and acrobatic (See *PALLADIUM, LONDON*, on page 33)

New Act Review

Three Musical Stylists

Reviewed at Hotel Eldon, Canton, O. Style—Strollers. Time—Variable.

A new turn by three nice-appearing lads for years identified with dance bands and radio, composed of Brad Bennett, guitar; Ben Hoffman, clarinet, trumpet and piano; Ken Deckow, bass.

Trio's numbers are all especially arranged for this type work. Use a galaxy of tin flutes, mouth organs, etc., for novelty numbers. Specialize in semi-classic and musical comedy tunes for dinner music and later a varied program of pop and request numbers, strolling about tables and at the bar. They work very softly except for an occasional hot number. Currently working Pick hotels. Easily most popular entertainers assigned to Viking Room spot since it opened. **R. McC.**

AFA Official Ticket Wins

NEW YORK, May 14.—Regular ticket swept into office at the annual meeting of the American Federation of Actors Tuesday at the Hotel Edison here.

Eight council spots were won by Ralph Whitehead, Charles Mesconi, Jessie Noble, Peter J. Byrne, Joseph J. Brady, William Donahue, John Tabor and Oen Collesano.

Candidates who were written into the ballots were, in the order of their vote, Tom Senna Sr., Billy Olsson, Morton Downey, Al T. Smith, Edgar Bergen, Jack Benny, Buster Rose and Margaret Livingstone.

Executive Secretary Whitehead reported on the progress of the organization since the last annual meeting.

Veteran Sees No Changes in Comedy

NORFOLK, Va., May 14.—Sure-fire comedy standards of 20 years ago have undergone no essential change, Leo Greenwood, vaude trouper and present manager of W. S. Wilder's Portsmouth theaters, told the Lions Club at a recent meeting.

To prove his statement he offered impersonations of skits that were popular 25 years ago and they all drew big laughs.

"Present-day actors are far more finished in dramatics than we were 20 years ago," Greenwood said, "but the standards of good comedy have not changed."

Greenwood left Norfolk in 1908 for a 20-year sojourn into vaude which took him thru every State and Canada.

Reviews of Units

Artists and Models of 1938

(Reviewed at the James Theater, Newport News, Va., Tuesday Afternoon, May 10.)

Pleasant and unpretentious, this show had sufficient variety to be entertaining. Drew better than average business in a two-day stand. Eighteen people offer 10 individual acts, and the show features Tainya, well dancer.

Tainya's routine is brief and unimpressive. She is assisted by a five-girl line, the latter getting a dubious effect with tiny flashlights focused upward on their faces in the dark during the preliminaries.

Betty Kibb does a tap, followed by Joe Beasley, xylophonist. An unbilled comic with expressive pan is adequate, while Ivy Lamar, in an acrobatic number, is a little on the plumpish side and offers nothing out of the ordinary, the audience went for her. A young man in a Russian dance number is worth while, but is lost thru being spotted after Tainya.

Last part of the show is the best, with the dance team of Elaine and Dunne a standout. Pretty girl and personable boy, know how to go to town in an interesting tap number. Mousen Sisters do an original job of harmonizing on pop songs, but show's band, playing in the pit, was too loud for them.

Matt Coles closes with a chalk-talk routine, rarely seen in shows playing here, and was appreciated. Coles doubled as emcee during show's first half, but this is not his forte.

Good film presentation, *Prescription for Romance*, kept business up both days. **Warner Toyford.**

Collegiate Revue

(Reviewed at Palace Theater, Akron, O., Saturday Evening, May 7.)

Major Bowes' latest company, Jack Warren, winner of the current week's radio contest, sings a pair of ballads, his vocalizing filling an open spot created when one of the Top Hatters, roller-skating turn, took ill.

Ted Mack is the professional emcee with the outfit and continued association with the youngsters has made him adept at smoothing the performance.

Intercollegiate Shag Dancers, selected for a Madison Square Garden victory, not radio prowess, are the hottest selection on the program.

Billy Irons has a novelty combination of taps and roller skating. Dianne Gunner is a vocalist able to win applause.

Bob and Dotty Edwards present difficult dance routine and do it well. Higgins and Davis, Jackie Fields and Leon Murray are others on the program. **Rex McConnell.**

Memphis To Spot Shows

MEMPHIS, Tenn., May 14.—Having discontinued stage shows May 1, Orpheum Theater announced dropping of full pic policy for occasional combo shows thru-out summer. Inability to get first-run pictures, made going too tough. Future stage attractions may be Olsen and Johnson, the Pan-American Revue and the Kate Smith revue.

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Harris Joins Trio; Other Notes on Burly Personalities

New York:
HARRIS, ex-straight man, now with Bobby Pincus and Don Ray in a newly-formed trio combo for vaude and niteries. To be known as the Three Wise Fools. Management Charles Yates.
LOVEY COOKIE LANE, dancer, has returned to the stage after a long time in niteries. Opened at the Eltinge May 18.
PAT EVANS, acro and tap dancing specialist when she is not show-girling, celebrated a birthday at the Republic May 10. Bouquet-gifted by Julie Rogier.
JOAN CARROLL left the Eltinge May 1 for Atlantic City vacation.
JUNE LACEY vacationing at the Taft Hotel, Philly; and ma, Mrs. V. S. Travis, formerly Fern DeLacey, of the stage, has returned to Syracuse.
GEORGE MURRAY and Wen Miller came to the Republic May 13 upon the exit of Eddie (Nuts) Kaplan and Chick Hunter, who are slated for the Howard, Boston.

Sam Howard's Daughter

SAM HOWARD, former burly exec associated with the big wheels and now a real estate in the 40s, is watching with paternal pride the upward climb of daughter Katherine, expert tap dancer.
LILY ALVAREZ and Bee Saunders, ex-burly dancers, now in their fifth month with Chester Doherty's lineup at the Rainbow Inn.
LESTER MONTGOMERY, number producer, started May 18 to arrange ensembles for McVan's niterie, Buffalo.
HELEN TROY closed an extra-attraction week at the Gayety, Baltimore, under billing of Helen of Troy, May 6 and opened May 13 at the Eltinge.
MAMMORIE ROYE and Hank Henry, of the Star, Brooklyn, mourning the loss of Sophie, cocker spaniel pup bought recently in Toronto.

Amy Fong Closes Season

AMY FONG extra-attractioned the weeks of May 13 and 20 at the Republic and Star, Brooklyn, respectively, and is renewing Christian Science studies recently started.
IRENE CORNELL, dancer, birthday-celebrated Friday, May 13, and was not in the least superstitious.
SANDRA LANDI, dancer, is now at the Monte Carlo Club niterie.
BERT AND BEVERLY CARR are in stock at the Palace, Buffalo; Bert cocking and Beverly producing.
JEAN LEE departed from the Republic May 12 for the Hudson, Union City, where she will be joined by hubby, Jess Mack.

Dot Harris Makes Debut

DOROTHY HARRIS debuted as a show-girl at the Eltinge May 6. Comes from a lengthy stay at the Elgin, Philly, where she doubled as strip-tease principal. She is a protégée of Paula Lind. An aunt, Betty Smith, principled and chorused on the Eltinge circuit this season.
JACK KELLY, straight man, is ill at the Hotel Normandie, with Joyce Kelly in constant attendance.
DOLORES DAWN, Irene Cornell and Annette moved from the Eltinge to the Star, Brooklyn, for May 13 week. Replaced by Mae Reed and Gladys Fox. Also exiting from the Star

Casino, Toronto

(Reviewed Thursday Afternoon, May 12)

While a little less glamorous than some of the bills seen around these parts recently, current offering at the Casino, sole temple of flesh in this stage-starved town, is packing them in on the heels of Bobby Morris' comedy numbers and a refreshing series of undraping by Julie Bryan and Mary Joyce.

Morris' numbers are in the nature of old friends, and woven into this angle of the bill are good supporting bits by Bob Alda, Russell Trent and Mildred Clark, with the latter doing a little extra in the undressing ensemble.

Neither Lou Appleby nor Murray Little, with one eye on the puritanical element in town, are not quite certain what to call their stage show and generally compromise by describing it as a revue. But whatever the name, the style and make-up are satisfying from the b-o. standpoint.

With Julie Bryan in the lights, and Yvonne and St. Clair giving a pleasant group of novelty dancing numbers in ballroom manner, there is enough to content everyone. Kenneth Grapp.

Hudson, Union City, N. J.

(Reviewed Tuesday Evening, May 10)

It might benefit New York burlesque producers to go over to Union City and take a look at the stock shows Jules Leventhal is putting on at the Hudson, up to a couple of weeks ago a way-station for Hlat units.

Under the aegis of producer Kenneth Rogers, second week's show revealed a definite attempt to lift burly out of its rut of unimaginative sameness. Production numbers are tied together, song and settings bear a relationship to one another, and thoughtful routining gives the show a balanced, smooth cohesion so woefully lacking in most productions seen around here.

Desira to do something a bit different and approximate Broadway revue standards was evident notably in the first act finale, with principals and chorus in sailor costumes, and comics and strippers paired in winking appropriate lyrics of Cole Porter's *Hey, Babe, Hey!* from *Born To Dance*. This number, the second act

were Irene Austin and Zita. . . . **FRED (The Great)** RAYMOND again doubled as actor, stage doorman and post at the Eltinge last week, this time with Tommy Hart. UNO.

Chicago:

FRANCES ABRAMS, Mit Schubert's sec, took in the Kentucky Derby in Louisville.
VANYA KARANOVA is back from Pittsburgh, where she has been jobbing for some three months.
CHARMAINE, Roberto and Maree, Marian Miller and Dorothy Wahl were booked by Schubert into the Elatio here.
GEORGE KAYE closed a 14-week engagement in that house, incidentally, and the singing assignment will now be handled by Louise Miller.
HELEN COLBY, June St. Clair's sister, and Billy Crooks, moved to the Palace, Buffalo.
KENNY BRENNAN vacationing in Long Lake, Ill.
NONA MARTIN left for the National, Detroit.

From All Around:

MORRIS ZAIDINS, who piloted the Gayety, Cincinnati, to 32 weeks of fair burly business this season, has reopened the house for a limited run with the pic, *Marthanna*. Gayety was dark last week after two weeks of good business with sex films.
SALLY WALKER visited with her son and mother in Cincinnati for a few days last week en route to Parkersburg, W. Va., where she began a week's run at the Nightingale Club Monday (18). She's now working clubs for Ernie Creech, of the Sun office, with a dance and strip routine. . . . **JERRY**

Reviews

opening with a collegiate-dressed chorus dancing to college songs against a campus drop, and a number built around *The Night Is Young and You're So Beautiful*, with tenor Jack Shaw in a dressing gown singing to negligee-clad Jean Caton against an attractive, boudoir set, the girls coming on later in palmans, all indicated a praiseworthy effort to link things together intelligently. Routining like this, instead of the hackneyed style of standing a singer at stage right or left and having him chant woodenly into a mike, makes for pleasing eye pictures and a faster, smoother tempo.

Show maintained its high production and staging level in the comedy end also. Steve Mills, Al Pharr and Bert Marks doing a great job of clowning in bits which, altho not as young as they once were, nevertheless are genuinely funny. Honors were pretty evenly divided among the comics, with Pharr possibly having a bit of an edge due to his bartender skit with its changing-color liquid gag. Humor all the way thru rated an A-plus, with invaluable aid given by Wen Miller's excellent straighting. In addition to his tenoring, Shaw helps out in a couple of sketches, doing a good job with Greek dialect in one and as a nance movie actor in another.

Specialty dancing is in the hands of Evelyn Taylor, a personable lass with nice terp ability. Displayed her versatility in an acrobatic number, a fast tap and a well-executed soft-shoe dance. Jane Dobbins is probably under the impression that the decidedly ungraceful stalking about and arm waving she goes in for is specialty dancing. As a legitimate routine it's strictly a phony, but the gal is a looker and her costumes are lovely, so it doesn't matter a great deal.

Jean Caton and Olga Brace handle the other stripping assignments in an all right manner. Fem principals all work in the skits to advantage. Chorus numbers 10, and show girls four, only poor staging occurring in this department. Strutters augment the line for dance numbers, with the general effect resembling a stock market report, show pals being a head taller than the end chorines.

But that's only quibbling with a production that for laughs, speed, settings and staging was the best and most original seen hereabouts in many a moon. Daniel Richman.

PHILLIPS, after the closing of the season at the Gayety, Cinny, returned to her home near Hopewille, Va.

Phil Rosenberg Placements

NEW YORK, May 14.—New Phil Rosenberg bookings place George Murray, Wen Miller and Amy Fong at the Republic, May 13; Margie Hart, Barbara Deane and Benny Moore, Triboro, same date; Princess White Wing, June Marshall and Jack (Tiny) Fuller, Philly Bijou, also the 13th, with Max Furman and Alma Malben opening there the 20th. Gayety, Baltimore, gets *Brown-Skin Models* May 15 and the same day finds Joe Freed, Charles (Bimbo) Davis, Eddie Dale, Betty DuVal, Patsy Johnstons, Estelle Montillo, Jess Mack and Jean Lee at the Union City, N. J., Hudson.

Opening at the Howard, Boston, May 16: Jack Diamond, Eddie Lloyd, Sam Raynor, Jane Dobbins, Sherry Britton, Dawn DeLees, Bert Grant, Ethel DeVaux, Sid Gold and Rose Heatherly.

Bartlett Plans New Show

KNOXVILLE, Tenn., May 14.—George D. Bartlett, who has been producing the shows at the Roxy Theater here for the last two years, is planning to frame a new show for the Bonita Theater, Chattanooga. Roxy is currently showing Howard Golden's sex picture, *Nadine*, in addition to the regular stage fare, featuring Otto Holland, comedian. Russell Lavelle is producer of the nine-girl line. Roxy's business is holding up well.

Shubert, Philly, Still Dark

PHILADELPHIA, May 14.—Scheduled reopening of the ex-burly house, Shubert, for pop-price opera May 9 didn't come off because the opera backers balked at paying the city's \$500 license fee.

LOYE ASTRID is resting at the French Lick Springs Hotel, French Lick, Ind., after closing four weeks at Detroit's Avenue Theater.

All But One Detroit House Go Pictures

DETROIT, May 14.—Burlesque houses have suddenly switched to sensational type films to bolster falling grosses. Glanage & Rothstein started it two weeks ago at the Avenue, booking sex pictures, and this week Dave King introduced *Assassins of Youth*, both pictures booked thru Dezel Roadshows.

Reports that the Gayety, another Glanage & Rothstein house, which has been closed since last spring, would be reopened under a sensational film policy, evaporated when it was decided to continue films plus burlesque at the Avenue instead. This leaves only the Empress without a film policy among local burlesque shows.

Drive To Unionize Managers, B.-O. Men

NEW YORK, May 14.—Theatrical Agents, Managers and Treasurers' Union is in midst of campaign organizing burlesque theater staffs. It is understood that managers Ed Goodman, Republic; Sam Kraus, Eltinge, and Dave Rosen, Triboro, have already been lined up, tho the union wouldn't verify names so early in the drive.

Once all the managers, treasurers and assistants in the Star, People's and Hudson (Union City) have been signed also, the union will ask \$75 a week for treasury; \$50 for assistants and \$125 for house managers. Same rates prevail in legit houses.

Fire Hits Casino, Toronto

TORONTO, May 14.—A fire which broke out just after the 9 o'clock stage show last night damaged the Casino, local burly house, to the extent of \$7,000. Stage props took the heaviest loss. While no panic ensued, chorus girls had to flee clad only in costumes. Show was moved to the Broadway, near-by pic house.

No Stooing for Stripper

LOS ANGELES, May 14.—The Folies Theater here became the target this week of a \$2,500 damage suit directed against it by Evelyn Myers, self-titled "a respectable strip-tease artist." Miss Myers is also asking for cancellation of her contract, claiming that she had been demoted to a comedian's stooge.

Columbia, Boston, To Reopen

BOSTON, May 14.—Columbia Theater will reopen in September, according to Max Michaels, manager.

Fall Outlook for Paris Vaude Good

PARIS, May 2.—With the vaude season drawing to a close, the Medrano gave its final performance yesterday, to reopen in September. Only big-time spot now operating is the A. B. C., with plans to close the first of June. The Bobino and Petit Casino, both small nabe spots, will show until July. The European, now with review, also closes in June.

However, prospects for a vaude boom this coming fall are very bright. The Sandrino group are not satisfied with the returns shown by the flickers at the Moulin Rouge and with a well located, modern house of over 4,000 capacity, think they should do better and will certainly make a change of some kind. Isola Brothers, with the Alhambra, started the season with nothing but pix, then put on two artists, a few weeks later had four and are now spurling with six good acts. Their fate will certainly be in the vaude ring this winter.

All Boston Vaude Out

BOSTON, May 14.—Both Keith combo houses, Memorial and Boston, drop flesh this month for a summer dual flicker policy.

Memorial winds up its season (from January 6, 1938) the week of May 13 with Benny Goodman's Ork.

NTC unit, current at the Boston, finishes the resumed flesh bills following its recent two months of pix fare.

Metropolitan Theater is expected to return to vaude for Labor Day biz.

LILLIAN HARRISON The Versatile Venus
 At the STAR, Brooklyn, indefinitely.

MAE REED
 AT THE ELTINGE, New York City
 Direction TOMMY LEVENS
 Dave Cohn's Office.

THE QUEEN OF THE CASTANETS
DANCING HELEN CAPIERRE
 Exotic ★ Versatile ★ Finesse
 Returned to the Republic, New York City, week of May 6, indef.
 Direction—SID TRAUBE

Fewer Pitts Summer Spots

But Smoky City still has plenty of hands booked—winter cafes carrying on

PITTSBURGH, May 14.—Plagued by industrial and retail business slump, operators of summer outdoor spots are slow in announcing openings. Talent agents are feeling dull, with many clubs paring acts and a few eliminating them entirely. There are now shows only at Nixon, Showboat, Plaza, Eddie Peyton's Italian Gardens, Club Petite and a few small countryside cafes that hire low-cost entertainers for long hours work.

Week before Memorial Day will unveil only Bernis Conroy's Willows at Oakmont on the Allegheny, Bland's in suburban Aspinwall, Greeta Harbaugh's Pines in Ferryville, and Bill Green's (See FEWER PITTS on page 63)

Elitch's Sets Season

DENVER, May 14.—Elitch Theater will open for its 48th year with summer stock June 11, with the opening play to be *Tourist*. Leads will be carried by Rose Hobart and Kent Smith, with others in the cast including Catherine Meskey, Fred Tokers, Catharine Pitts, Richard Kondrick, Leona Powers, Charles Dingle, Walter Baldwin and Helen Bonilla. George Sommes, husband of Miss Bonilla, a Denver woman, will again direct. This is his third season at Elitch's.

Eight other productions are set, with three yet to be picked. Those on the schedule, besides the opener, are *Idiot's Delight*, *Room Service*; *Yes, My Darling Daughter*; *Brother Rat*, *The Star Wagon*, *Romance*, *Stooper* and *The Ghost of Yankee Doodle*.

Arnold Gurtler, manager of the theater and amusement park, expects business to be even ahead of last year, which was a record.

Pitt Municipal Theater

PITTSBURGH, May 14.—For the second straight year Allegheny County will sponsor a free-to-the-public summer theater at South Park. Budget is \$1,700, voted by county commissioners. Director will be George M. Rowland Jr., advertising salesman, who two summers ago produced *Murder in Red Barn* for Schenley Hotel outdoor theater. Season will run June 13 to August 6. Although no definite plans have been set, Rowland is considering two comedies and two mysteries, including *The Rocket* and *Shoemaker's Holiday*.

Cast, chosen from nucleus company formed thru tryouts, will receive expenses. A technical director, not yet selected, will receive a salary, as will Rowland. Project is under direction of county parks director Henry Hornbostel, architect.

Holden Players for Barn

WINNIPEG, Man., May 14.—John Holden Players, who recently closed a 30-week engagement at Dominion Theater here, after a month's rest in Toronto will move to their summer theater in Bals, Muskoka, where they will begin their fifth season of summer stock July 1.

Organization, which is Canada's only professional stock company, will return here early in October for its third season.

Detroit Stock to Okla.

DETROIT, May 14.—Detroit Stock Co. is to open an engagement June 1 at the Gilbert Theater, Ardmore, Okla., and will continue there thru September 6. There will be 18 members in the cast, headed by Edith Nash. Productions will be under the direction of Jean Desjardines, formerly with the Bonstelle Co.

Dance Schools Board Advances

NEW YORK, May 14.—Wally Jackson, president of the recently assembled Dance School Board of Trade, reports appreciable progress in the organization's drive to wipe out unethical advertising by dance schools.

'Domino' Resumes Next Week

Thru Sugar's Domino will be resumed on this page next week. It is omitted this week due to illness of its writer.

Wasser, Gillett Buy St. Albans Station

ST. ALBANS, Vt., May 16.—G. Seaton (Pete) Wasser, formerly with Furgason & Aston, station representatives, is buying WQDM here in partnership with Glenn Gillett, of Washington. Sale of the station is subject to approval by the FCC. Wasser quit Furgason at the NAB convention in Washington earlier this year after the firm had undergone a reorganization. Gillett is a former telephone company engineer.

Wasser and Gillett have already taken possession of the station. Wasser will be in active charge. Gillett remaining in Washington. Agreement between the new owners and the sellers, F. A. Bestwick and E. J. Regan, of St. Albans, was reached the end of last week.

Negro Acts Seek AFA Aid in Chi

CHICAGO, May 14.—Chicago's Negro entertainers, numbering over 300, enlisted the aid of the local American Federation of Actors office to speed the organization of their own ranks. A couple of Negro organizers are in town covering the Harlem night spots and inspiring the performers to unionize. Frank Shannon, of the local AFA office, is awaiting the arrival of Guy Magley before mapping any drive to organize Negro talent.

Detroit IA Takes Cut; Enables Vaude To Stay

DETROIT, May 14.—The projectionists' local of IATSE granted all theaters a wage cut running from \$3.50 to \$6 per week, effective May 15. Stagehands also granted a general cut of 10 per cent, effective May 13 at all houses.

Two first-run theaters, the United Artists and Madison, dropped prices 10 cents, to 35 cents, and will run a dime under the Michigan and Fox, which, with their stage shows, remain at the highest price level in town. United Artists also went to double bills this week, the first time in its history. Reports of further closing or shifting of policy among major houses are also current.

Culture Hits West Coast

SAN FRANCISCO, May 14.—Homer Curran is planning a California Literary Theater, one month a year devoted to playing four classic dramas with top talent, to run at Curran here and Baltimore in South.

Idea is to organize project as a civic cultural activity, with ticket sales and ballyhoo handled to appeal to upper crust as in opera and symphony seasons. Scheme is to vary the repertory, using tragedy, comedy and fantasy from works of Shakespeare, Chekhov, Shaw, Ibsen and O'Neill.

Max Reinhardt wants to direct one of his past hits, Curran said.

Private Broadcasters Unite To Oppose Govt. Short-Waver

WASHINGTON, May 16.—Private broadcasters marshaled their forces this morning to oppose the government short-wave station proposed by Congressman Celler at hearings before the House Naval Affairs Committee. Mark Ethridge told Chairman Vinson that private companies were more than willing to aid this country in preparing programs for South American consumption.

Celler's proposal if successful will revoke the temporary short-wave grants now held by Columbia Broadcasting System, General Electric and World Wide. First to appear was Lieut. Commander Dow of the navy, who estimated costs for the short-waver. Congressman Celler, next to testify, was grilled by Be-

Hub Judge Halts "Pin-Needle" Suit

WOBURN, Mass., May 14.—Joseph J. Jurman, columnist in *The Jewish Advocate* here, who scribbled a daily pillar tagged Pins and Needles, was stymied in his attempt this week to bring an injunction on bill in equity against the International Ladies' Garment Workers' Union; Labor Stage, Inc., of New York, and the Shubert Holding Co. of Boston, owner of the Shubert Theater, from using the name Pins and Needles in plugging and performing the play of that name now running at the Shubert.

Judge Edward F. Hanley, of Superior (See HUB JUDGE on page 69)

Nixon-Grand, Fay's, Philadelphia, Fold

PHILADELPHIA, May 14.—Harry Slatke's Nixon-Grand Theater, only septa vaude-film house in town, closed suddenly last week because of payoff trouble. They had Louis Armstrong booked in but canceled him the last minute.

Slatke, who has been having tough sledding since the banning of games, is reported owing the band two weeks closing money which, according to union rules, will have to be paid before the house is allowed to reopen.

Fay's Theater, West Philly vaude-filmer, also closed at the same time, to reopen September 9. This house, too, suffered from the bingo ban.

Cincy Manager's 'Birth' Ban Brings on Court Battle

CINCINNATI, May 16.—The *Birth of a Baby*, scheduled for opening at Keith's Theater here yesterday, was banned by order of Col. C. O. Sherrill, city manager. Sherrill demanded that the actual birth sequence be deleted from the film and attendance limited to persons above 18 years old. American Committee on Maternal Welfare and the pic's sponsoring committee, however, refused to permit cutting.

Dr. Fred L. Adair, Chicago, and William Skirball, Cleveland, president of Special Pictures Corp., will appear in Common Pleas Court today to fight Sherrill's ban. It is freely predicted that the pic will begin its run at Keith's Friday without the cuttings.

Shannon Heads Chi AFA

CHICAGO, May 14.—Frank L. Shannon left the local Federal Theater Project, where he was manager of the No. 1 vaudeville unit, to take charge of the American Federation of Actors' office here during the absence of Guy Magley, now on the road organizing circus performers. Magley is acting as an assistant AFA national organizer and is expected to be away all summer.

Wayne King Too Busy for Press

PITTSBURGH, May 14.—Wayne King has become royalty in practice as well as name. This week he was first band-leader to refuse Stanley back-stage interview in a dressing room that has seen Hal Kemp, Eddy Duchin, George Olsen, Jimmy Dorsey, Horace Heidt and (See WAYNE KING on page 75)

Stevens Leads With Chin

CHICAGO, May 14.—Ashton Stevens, veteran Chicago American drama critic, will climb the other side of the fence this summer when critics' row will judge his play, *Prospect Avenue*, to be presented in Theda Bara's summer theater, Oconomowoc, Wis. The lead will be played by Katherine Krug, who in private life is Mrs. Stevens.

Americans Set For Palladium

LONDON, May 14.—After nine months of production shows the Palladium, Europe's foremost music hall, returned to vaude last week. George Black, director and booker, has secured the following American turns for the season which runs till early September: Fanny Brice, Harry Richman, Willie and Eugene Howard, Bebe Daniels and Ben Lyon, *Hollywood Star Doubles Revue*, Duncan Sisters, Three Stooges and Sheila Barrett.

Other American acts set for early appearances are Joe Termini, Cookie Bowers, Sid Marlon and Madeline Kileen, Mae Wynn and Zella Co., Harry Kahne, Paul Remco and his Toy Boys, Barr and Estes, Ross and Bennett, Joe Jackson, Richards and Adrienne Dancers, Micky Braatz, Harris Twins and Loretta, Diamond Brothers; Wilson, Keppel and Betty; Ray Vaughn and Raynor Lehr.

Next *Crazy Show* is set to open here in September with Nervo and Knox, Flanagan and Allen, Naughton and Gold and Murray and Mooney, all English comedians; Condo Brothers, Stuart Morgan Dancers and Eddie Gordon, Americans, featured. Tentative bookings also include Harry Kahne and the Three Hayes (American).

Council Audition Of "Three Sisters"

NEW YORK, May 14.—Ninth audition sponsored by the American Theater Council—a performance of Tebekov's *Three Sisters* by Studio Group No. 545 at the Ambassador Monday afternoon—turned out to be a sort of old home week. For Studio Group No. 545 is almost entirely composed of former students of the American Academy of (See COUNCIL AUDITION on page 63)

Colonial, Dayton, Out

DAYTON, O., May 14.—With Stepin Fetchit and his *Harlem Hit Parade* opening yesterday, the Colonial bows out with stage shows for the season. Out last summer, stage shows were resumed last August, taken off in mid-September, reinstated New Year's Eve and have been running since.

English Agent Finds Few U. S. Acts "Fit"

CHICAGO, May 14.—Charles Tucker, English agent and booker, made this territory in search of talent, but only acts he cannot buy at home. He wants strong novelty acts and comedians with distinct personalities. In making the rounds of the local combo houses he nixed most of the talent he saw. Danny Graham, agent, will assist Tucker and submit prospects he deems marketable in England.

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People all lines for Platform Med. Must be versatile. Prefer Musical or Novelty Acts. Small show. Ghost walks every week. Terms must have trailer. State all and lowest first letter. Join immediately.
PAUL BALFONTE, Riceville, Tenn.

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Man for Tilly Conroy, Western General Business. Week stands. Pay your own. State salary for same money. Must join immediately. Write number letter. Has 100,000 cash ready.
CHARLES HUNTER & JACK REIFFER'S SHOW BOAT PLAYERS, Elizabeth City, N. C.

Kinsey Troupe Rep Ripples

Changes Title
Show ushers in canvas season to good start — few changes in cast

WOOFTER, O., May 14.—After being identified for more than 40 years with a repertoire and stock troupe bearing her name, Mrs. Beth Kinsey has passed the Kinsey Comedy Company on to her daughter, Kathryn, and the company hereafter will be known as the Kathryn Kinsey Company. Company opened the new canvas season at the Wayne County fairgrounds here April 30 and played to a big week's biz.

There have been few changes in the cast in recent years. Frank Miller continues in active charge of the troupe, while Hugh J. Geiselman is back as the general agent. New leading woman is Ruby Boland, of Long Beach, Calif. Remainder of the cast includes Vayne Hart, leads and director; James Travis, light comedy; Val Balfour, Earl Lartin, Van V. Miller, Paul Brady, Peggy Lennox, Ann Kelley and Little Patsy Kinsey. Mrs. Van Miller is in charge of reserved seats and Karl Sappat is at the piano.

The Kinsey repertoire this season includes *The Spite Bride*, *Life Begins at 40*, *Angel of Hell Valley*, *Elite Goes to Town*, *The Cartoonist*, *Ten Nights in a Barroom* and *Her Fatal Wedding*. Top again this season is a 80-footer with two 30s and the new color scheme is orange and black. Business the opening week was even better than last year. Manager Miller reports. Playing day and date on the same lot with the Robbins Bros. Circus, the show had a straw house Wednesday night, May 4. Usual Ohio territory will be played. Admission is 10 cents to all, with another dime for reserved seats.

WANT ACTORS, MUSICIANS
For the Original
TOBY'S COMEDIANS No. 1.
Need Young General Business People, Team, Those doubling Orchestra and Specialists given preference. Need Canvas Men. State all and lowest. Must join at once. Wire or write quick.
BILLY TOBY YOUNG, Manager,
Southwest City, Mo.

WANTED --- QUICK
Male Piano, double some Parlor; Canvas Man and Cook. Free room and wife. One and two-week stands. Open May 23. Write
BARTONE'S IDEAL COMEDY CO.
Eaton, O.

WANTED--DRAMATIC TENT
Will furnish the Show that will draw the crowd. Must be complete, with own transportation if possible. Percentage of gross receipts. State all.
ELMER BROWN,
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AT LIBERTY
For Tab, Musical Shows or Rep.—Singing, Dancing, Juvenile, Striptease, Man, Horse, Youth, variety, etc. I will write on and off. Emcee acts and sell items. Salary your limit. Don't need ticket. I know your place. Tels on wire. Air mail or wire.
EVERETT LAWSON, Stratford Hotel, Knoxville, Tennessee.

WANTED ACTS OR UNITS
BREAK YOUR JUMP.
Can use you any Saturday Night Show when you are in this territory. Write or wire
Manager of Greenbrier Theatre
Charleston, W. Va.

FOR SALE—First-class Tent Outfit, Dramatic End complete with Stage, Sweeney, Orch, Fla, Piano, P. A. system, 475 Chairs, Rhos, Light Plant, everything. New Tent, 50x150, used one season. B Lake Model Chevrolet Trucks, 2 with Van Bodies, 1 with 15-foot Trailer for Stage. Good Dramatic Co. new week. We show you, you stop us. No sunk. Must be seen to be appreciated. \$2,000. Cash takes all. If you are selling, have other business. Address **SHOW MANAGER, Box 102, Coalinga, Calif.**

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Cheapest GOOD TICKET on the Market
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10,000 . . . \$6.98
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Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

Billroy's Briefs

PETERSBURG, Va., May 14.—Into Raleigh Thursday past and found Harry Howard's *Hollywood Hotel* sitting out a one-day layoff. We had previously caught attraction in Greenville, S. C., and most of them were on hand that evening as our guests. Many names escape us, but among those present were Marty (Roberta) May, June Lorraine, Mr. and Mrs. Mac Davis, Robert Berry, the Stanley Brothers, Florence Walters and Bobbie Shaw.

Mr. Billroy has become so fond of the dainty, delicious morsels handed out over Buzz Brown's concession counter that he recently left his gold crowns behind there to catch up with his appetite. At least they were allegedly retrieved by Buzz from his pop-corn supply.

Various Billroyans visited recently with the Original Floating Theater at Deep Creek, Va., and besides Mrs. Howard, the owner; Mel Seymour, her son, and Thayer Roberts, producer, found Red and Marie Corley, Mr. and Mrs. Kuehn and Cotton and Chic Watts aboard. As was to be expected, when Cotton and Cal West got together many puns were tossed over the deep side. Perhaps it's just as well.

JOHN D. FINCH.

Cannon Shots

COLUMBIA, Va., May 14.—Starting the week off with a bang Monday in Altavista gave us an S. R. O. house and the biggest gross so far this season, but we've flopped horribly since then. Apemstox gave out with a school play, and Cumberland with commencement exercises. Virgilia gave us a full house last week-end. Just one more week in Virginia, then we tarry shortly in West Virginia on the way up to Jersey and New York, our goal.

Seems we've stayed just a little too long here now, what with so many shows swarming in here, and the farmers don't have enough shekels for all.

Our ball team swung into action Sunday for the first time, defeating the Altavista nine 13 to 6. Calling Paul Coble, of Van Arman's: Is the challenge still good?

Mr. and Mrs. Al Grant, candy salesman, stopped in to catch the show last night.

E. Snoden Holland, Dr. Holly Holland, Jimmie McCann and the writer ran out of red paint in Lynchburg Sunday night but still did a good job of painting the ole town red. Patsy and Elma Reed, Eleanor O'Neill and Toots and Pete Wilson and some others did their share in Roanoke.

Evelyn Conaway finally pens that she'll be seeing us soon. Because of her schooling she played hockey for the opening. She's studying to be a teacher.
BUDDY CANNON.

Fire Puts Damper On Biehl Sisters

KANSAS CITY, Mo., May 14.—Biehl Sisters' Stock Co. after three weeks of successful playing have decided not to reopen immediately after suffering the loss of their tent and equipment by fire last week in Neodesha, Kan.

Manager Terhune, who came here with the intention of securing another tent and equipment, experienced difficulty in getting what he wanted in the way of a complete outfit which was "ready to go," hence the quick decision to close. However, it is rumored the troupe will be reorganized and reopened some time in June.

Heffner-Vinson Hi-Lites

PARIS, Tenn., May 14.—Last Saturday was lost at Dickson, Tenn., as lot contracted for was too small and was only available one in town. Most of troupe took advantage of night off to catch Babe's Comedians, showing near-by Clarksville, where writer renewed acquaintances with Billy Wright and Howard Johnson.

Jim and Edna O'Brien, character team, visited us at Lebanon, Tenn. O'Briens are now located at Nashville, where they operate the Nashboro Gardens.

Writer enjoyed a visit with Skeets Mayo, formerly with Lessee White and who now has a costume shop in Nashville.

Ollie Hamilton, now ahead of the Tolbert Show, was on the lot in Gallatin. A. R. Hayes, of Nashville, and Harry (See HEFFNER-VINSON on page 30)

Davis "Follies" Take to Tent

PORT GIBSON, Miss., May 14.—Col. Ches Davis, who for years has toured his own unit, the *Chicago Follies*, thru the South, Midwest and West, has launched the organization on a one-night tent tour. Company opened under canvas here Monday night to a full house. Uica, Miss., Tuesday also gave the show satisfactory business. Show features the Littlejohns, rhinostoned novelty act, long a standard turn in vaudeville.

Other specialty acts include the Owen Triplets, fem harmony singers; Booms and Taft, ballroom team; Bobby Bedford, tenor; Burt Southern, dancing comedian; Nelson Thomason, balancing turn; Carolyn Tay, acro dancer; Bob and Hilda, dance team; Phil Lopez, comedy juggler; "Dud" Deterly, monologist, and Ches Davis, blackface. Unit carries a line of eight girls, a four-piece cowboy band billed as the Prairie Homesteaders and an eight-piece pit ork.

First half of the performance is billed as *The Isle of Ben Ben*, in which are featured Ches Davis, Bert Southern and Dolly Taylor, ingenue. Second half is given over to straight vaudeville. Bits, blackouts and vaude specialties make up the concert.

Davis organization is playing under a new 75-foot top with three 30-foot middle pieces and carries two light plants and a cookhouse for the working crew. Five large semi-trailer trucks transport the outfit. Troupe will swing thru Mississippi before heading northward.

Hugo Players Open Tent Season May 23

GRAND ISLAND, Neb., May 14.—Hugo Players will open their tent season in Nebraska May 23, going directly from their winter circle into the big top. Cast has been enlarged, an orchestra added and new plays and ideas will be worked out during the season.

Following is the roster: Harry Hugo, owner; Stella Dallas, Boss Henderson, Claire Hawkins, Millicent DeVere, George Henderson, Skip Hawkins, Jack Winston, Bob Williams, Bill Lee, Orville Spilman, Ted Mohler, C. Ramsey and Bill Chadd. Show totes a band and ork.

Boss canvas man and five helpers handle the top.

Tolbert Tattles

CLARKSDALE, Miss., May 14.—The three weeks behind, too much excitement is going on to catch up on back news. Our beautiful new Dorsey trailer truck arrived in Marianna, Fla.

Lillian and Henry Ferguson and Arnette and Buddy Hale drove on to Dethan, and other visitors that night were Mr. and Mrs. H. D. Hale and daughter, Mary; Eunice and Wofford Hale and daughter, Mildred; Doc Howell and brother, Toby.

Lots of night-clubbing has been going on. If we don't get in the stinks soon we'll all need a nerve tonic. At the Bottsiere, Jackson, Miss., we were guests of Mr. and Mrs. Demier, and at the Blue Room, Vicksburg, Miss., we enjoyed Ches Davis' revue. Lillian and Honey Wilds surprised the bunch when they showed up at the Hi-Bo Club, Biloxi, and did some fancy stepping.

Was surprised backstage last week by Jeanie and Toby Bunn and Baby Jeanie, who were in Dallas so long with the Madcap Players. BEATRICE JENKS.

Van Arnan Notes

WHITE SULPHUR SPRINGS, W. Va., May 14.—News was scarce on the John R. Van Arnan's Radio Funmakers this week. Weather has been cloudy and rainy and business has been off but better in West Virginia and Virginia than farther south.

Show is running smoothly with same cast that opened in Florida in March. Everybody is hoping for warm weather, as all believe business will pick up as soon as we get some tent-show weather.

Warren L. Warren and Jay Wall, ahead of show, are sure telling the folks we are coming, and the complete line of new paper is the best we have had.

We will be near Billroy's Comedians next week. We play Elkins, W. Va., May 17; Billroy will be there May 20. We play Buckhannon, W. Va., May 16, and Billroy follows May 21.
BILLY O'BRIEN.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

THE GREAT NICOLA and his bride have returned to their home in Meenmouth, Ill., after a honeymoon trip to Europe and a few weeks in New York. After clearing up the mail which piled up during his absence, Nicola says he will get down to hard work on his new show. He fails to reveal his future plans, however. . . . **JOHNNY J. NULL** has just finished six weeks playing for political testimonial dinners in Pennsylvania. It's a good field, Johnny says, but too short-lived. Writing from Carrolltown, Pa., Null says the clubs in that area don't go for the art unless one wants to work for scratch. . . . **SHERWOOD**, the "mystic master," opened at the Plaza, downtown Pittsburgh club, May 9 for two weeks. He moves to Philly June 1. Sherwood is still featuring Lucky, the "night club rabbit," and a score of white mice, and reports that the live stock is selling okeh. . . . **HORACE E. ROSE** is working his magic, Punch and vent with the Eddy Bros. Circus this season. . . . **CARLTON SHARPE**, the pastboard wiz, is back in Detroit clubs after a fling at theater work in the South and Southwest. He's current at the Frontenac Casino in the Motor City. . . . **VANTINE THE MAGICIAN** writes from the Stork Club, Kansas City, Mo., to urge us to warn magi not to teach emesees any effects. He says the magician who does this is cutting his own throat. Emesees, claims Vantine, regard magic as a new angle to stay over in spots and hurt chances of magicians to book the same location. Vantine winds up his epistle with, "Hoffman is misting hell about my magic cocktail bottle, but it's my pet number and I'm the originator of the effect, using the rat for a finish." . . . **BLACKSTONE** and Co. played the RKO-Golden Gate, San Francisco, last week. . . . **HARRY CECIL**, Detroit, gave a free show for the kiddie inmates of the Michigan State Sanitarium last week. Event was given considerable publicity thru the Sunshine Club, juve letter club sponsored by The Detroit News.

OTIS MANNING is set for a string of private club dates in and around the Windy City for the next fortnight. He took in the recent Kentucky Derby and, like a pal, shot us a hot tip. You guessed it—fighting Fox also ran. . . . **BRANDINO** is current at Schmieking's, Cincinnati, booked by the Burton office, Indianapolis. . . . **DECLEO THE MAGICIAN** has closed with the Larry Nolan Comedians to join the Holahan Comedy Co. in Ohio. . . . **WILL ROCK**, Detroit magus, who recently acquired much of the late Howard Thurston's equipment, is reported to be framing a new show to hit the road soon. John Mathews, magician and publicity mogul, has been appointed to p. a. the attraction. . . . **JACK W. GORDON**, managing director of the Gordon Entertainment Bureau, Hartford, Conn., reports a successful season of private and organization dates thru New England with his 82 pieces of baggage (a deck of cards). . . . **JAMES REAGAN**, University of Pittsburgh sophomore, is working his way thru college as a magician. He believes himself to be the only pro undergrad magus in the business. . . . **WILLIAM C. TURTLE** is now on tour in Washington State with a mammoth traveling theater on wheels, 55 feet long and eight feet wide, built on a Ford V-8 semi-trailer. Traveling theater is equipped with two picture machines and has a small stage built over the front wheels. Turtle is the only flesh act. . . . **LOS ANGELES** Society of Magicians staged a mammoth party last week in honor of Mrs. Harry Hoodini, with more than 200 attending the affair. Arthur Valli served as emcee, and among those who entertained were Fred Fawcett, Al Axton, Louis Manly, Chandu, Prof. Preston, William Brown, Max Terhune, A. J. Cantu, Lorraine Campbell and Harry Usher. Special guests included Mr. and Mrs. Harry Blackstone and members of their company, Mrs. Harry Hoodini, Dr. Edward Satou, Alexander the Great, the Great Leon, Harold Lloyd, Mildred Otte, Arnold Furet, Mr. and Mrs. Bill Monroe, Russ Walsh, Lionel Barrymore, Pat Armstrong, Dr. and Mrs. Ralph E. Smith, Jack Bekner and Frank Freeman.

As I See It

By DAVE VINE

THE BIG PARADE . . . While I was standing on Broadway watching the World's Fair Motorcade pass by, I thought to myself that life is just like that, just like a big parade. We all get in it. Some of us lead it, some are always at the end of it, and some of us let it go by. It's a great feeling to lead a parade, but not so good when you are in the rear of it with a white suit on and wheeling a pushcart with a brush in your hand.

FLOATS of all kinds pass. As a good-will float bearing the sign "Tolerance" came along, the sign brought to mind a comic who is now among those leading the parade in show business. He hasn't forgotten that he himself was once in the rear. He has taken many vaudevillians who have found the marching a little tough and given them jobs on his radio program. The more I thought of it the more I felt like getting in the parade and carrying a sign with Joe Penner's name on it.

JUST then a picket with an Irish brogue asked, "What's going on? Who's that parading?" In a joking mood, a fellow answered, "It's the Masons." The picket looked bewildered a moment and then yelled, "The Masons? What are they parading about? They are getting \$20 a day now!"

THE more I saw of the parade, the more I thought, "Time waits for no man." Why it was only two weeks ago that Bob Baker was alive. He stood right on this very same corner telling me how broken-hearted he was because many of the ones who passed him by were the very ones he had done favors for when he was in the chips. Yes, that was only two weeks ago. Just as I was thinking this, along came a band playing *Happy Days Are Here Again*. My thoughts go back to the big parade.

ALL OF A SUDDEN the parade got jammed up. The police blew their whistles. It seems some of the marchers in the rear tried to better their positions (a natural thing to do) but they knocked down innocent people who were also trying to get to the front. In their mad rush they never gave a thought to the hurt they had caused these others. It was so true of life that it made me think of—

THE INDEPENDENT EXHIBITORS and that cheap ad they ran in The Hollywood Reporter attacking certain picture celebs as box-office poison. The remark in itself is silly, because any celeb (whether it's in pictures, baseball, tennis, boxing, football, hockey or the theater) is poison at one box office and a money-maker at another. I have heard of managers sending in bad reports, but in all my years in this business I have never heard of managers putting ads in newspapers attacking the merits of performers. The public resented it because they have been taught to know a foul blow—a loser's blow.

IT LOOKS like some knew the story would hit the front page and their names would ride along with the story. That's an old gag. If you must fight, fight with a celeb. It's the quickest way to gain recognition. But you had better make sure that your fight bears merit. Remember that hat check girl who sued Rubinsoff? She received a lot of publicity. Rubinsoff is still a star, but I don't know where she is. Remember that girl who claimed Clark Gable was the father of her child? Gable is still a star.

SPACE prohibits my mentioning many more cheap attacks on those leading the parade. But everything rights itself, regardless of these petty tricks, as it did in that parade I was watching, because it wasn't long before I noticed that the police made those in the rear go back there. I heard one of them yell at a fellow, "Hey, you, we must have order. Suggesting everyone did that? Get back there. It isn't against the law for you to lead the parade. You have the same chance as everyone else, but—you must march up there like a gentleman!"

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Ross Biz Builds In Corpus Christi

CORPUS CHRISTI, Tex., May 14.—Hal J. Ross walks, being presented here under a new tent under auspices of the local American Legion, is in its third week, with business showing a noticeable upward trend after a slow opening occasioned, Ross says, by having to buck the effects of several poorly financed shows in this area in recent years. C. C. Dew and R. G. Elliott, of Corpus Christi, are associated with Ross in the local contest. Ross reported that he has two other spots lined up for the summer.

Still on the floor at this writing are Joe Oruber, Mary Walker, Phil Rainey, Chad Aiviso, Jackie Leonard, Oleta Couch, John Abrams, Vina Walker, Johnny Crowder, Joe Nalty, Gloria Wear, Mario Alessandro, Patsy Ryan, Jackie Parr, Maxine Lang, Clyde Hamby, Angie Oger, Blackie Latessa, Opal Ferdig, Tommy Ware, Mildred Moore and Snoodle Roth.

Emesees are Monte Hall, Art Wolf and Danny Bramer; floor judges, Ernie Bernard and Jimmy LeNard; trainers, Moe Goodman and Porky DeVelin; nurses, Mabel Kelly and Sue Roberts. Handling concessions are Mr. and Mrs. Harry Hamby, Mr. and Mrs. Jimmy Passo and Red Long.

Gus Barge's Orchestra furnishing the music, with George Newell on the off-shift. Jane Shannon is featured entertainer.

GLADYS HAUGHTON HOFFMAN reports that someone has been trying to

obtain transportation money under her name and warns promoters that anyone contacting them for such under her name is an impostor, as she is in a show at the present time and will be for a couple of months.

DAVE CULLINGS, floor judge, is temporarily out of the endurance field and is now at his home in Venice, Calif.

SEVERAL FORMER contestants and employees of Frank Ravese's last Long Island show have formed a club at Joe Hackett's bar and grill there, according to reports. Members include Joe Anese, Jack Kerns, Charlie Richards, Dick Whiting, Tom Garry, Tom Halkitt, Ruthie Booth, Elsie Bakirt, Jane Clafene and others. Club's entertainment is handled by Johnny Walker and Max (Schnozzle) Kelly, New England comedians. Judge Ernie Steele is on the welcoming committee.

EARL HARRINGTON has left the Dunlap show in Savannah, Ga., to work night clubs in the New York area as guitar soloist. Earl says he would like to read a line here on Mary and Joe Rock.

JERBY MARTONE is out of the endurance field for the summer and is resting at Krug Park, Omaha.

BOBBY ALLEN posts from Washington, where he is recuperating from injuries sustained in an auto accident in Roanoke, Va., last November, that he expects to hit the trail again, possibly entering the R. C. Aiviso show, scheduled to open in Washington soon. Visited the Baltimore walkie several times and compliments Ted Brown on his fine work.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

LEON LONG, minstrel magician, is playing the mining towns of Kentucky, with headquarters at Harlan.

REG (SAX) LANGWORTHY wonders if Al Tint remembers that circuit he played for Ernie Creech, of Columbus, O. He says, "Let's hear more of Al Tint's reminiscences, as I get plenty of laughs from them."

WALTER BROWN LEONARD asks, "Do you remember when Hi-Brown Bobby Burns worked an end on the Coburn show and played the clarinet in the band? When Al Pinard's mother sat on the front seat at her father's minstrel show and watched handsome Smith twirl the baton? When Nick Olyra did a single musical skit on the John R. Van Arnam Minstrels? When John E. had the dog and pony show with a carnival company? When Ted Middaugh, minstrel man, took out a Tom hall show?"

JACK MILLER queries from Knoxville, Tenn.: "What has become of Stan Reed, who came out of Lewiston, Me., and do any of the Neil O'Brien boys remember when he played his home town after the first year out? What are you doing, Al Tint and Bart Crawford?"

MRS. MAY GUY MEE, wife of Tom Mee, who formerly did a black-and-tan comedy act in minstrelsy and vaude, is in Mercy Hospital, Springfield, Mass., for a gall bladder operation. Mrs. Mee is the daughter of George R. Guy, said to be the oldest living minstrel man, now nearing his 83d birthday. Al Pinard Jr., son of Mrs. Mee, is now with John E. Van Arnam's tent show. Friends may write Mrs. Mee in care of Mercy Hospital, Springfield.

REP RIPPLES

(Continued from opposite page)
organization, paid his old stamping grounds a visit last week. . . . **DODD BROS' PLAYERS** began their tent trek at Garwin, Ia., Monday (16). . . . **ALLEN BROS' COMEDIANS**, now showing Missouri under canvas, has the following roster: Jack Vivian, manager; Jimmy Murphy, director; Irene Vivian, Daisy Johnson, Beverly Sutherland, Heater Holderby, Carl Park, Glenn Morris, Emile Conley, Buster Barnhart, Bill Bowers and Clarence Adams. . . . **SWANSON** has merged his two units and is now playing one-nighters in North Dakota houses. . . . **HAVE- STOCK'S COMEDIANS**, after a string of Texas dates, are working northward thru Oklahoma. . . . **PERCE HALL**, Nell Kempton and Ronald McBurney are recent additions to the Montana Players, circling in Southern Montana. . . . **PARAMOUNT PLAYERS** inaugurated their canvas season at Kansas City, Kan., Monday (18). . . . **MICKEY AND BERTHA MAE ARTHUR** have joined Ed Ward's Princess Stock Co. in Missouri. . . . **JACK APPLE** has signed to return to Hal Stone's Comedians this season.

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60 Years of Hits

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Minstrelsy
Musical Comedies
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Blackface Skits

We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and for every occasion.

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208 N. Wabash Ave., Dept. 16, Chicago, Ill.

DERBY SHOW OPENING MAY 26
CAN PLACE Spirit Teams, Emesees and Judges, Joe Jarvis, Bill Dwyer, Joe Good, Forest Baker, Jimmie Gabe, Eddie Collins, Joe Nochnadi wife, Constantine knowing King Brady wife. Five successive Coast Resort engagements in air-cooled buildings. Free money in bank, Virgin territory. **JACK LEON ECHOLS**, Internationally Known Performer, P. O. Box 468, Steamport, La.

On Account of Mill Strikes
THE OPENING DATE IS POSTPONED.
FRANK RAVESE
Care General Delivery, Brooklyn, N. Y.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Much attention is given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Worcester, Mass.
I have been reading with interest letters in the Forum from numerous writers about fresh entertainment coming back. I hope this is true and, from the type of movies I have seen recently, I can't see how they can continue to hold the attention of patrons. However, small shows of the flesh type must give better entertainment than they have been giving in the past. I spent the past winter in the South and made trips to some dozen small shows, and their entertainment was nothing to brag about. People with whom I talked in Southern towns were somewhat disgusted with some of the shows put on. This has been the great fault with many small shows; the managements do not appear to be willing to spend a little money to put on up-to-date shows. One show hurts the next. I expect to be lucky enough to see some of the shows coming into New England during the summer. As a rule, I have found them pretty good. I saw three shows in the South, all of which were using the word "Radio" in their titles. This word proved to be no drawing card so far as I could ascertain. They would have been better off to have their own distinctive names. I, with others, think the movies have had their best days and that gradually the road will come into its own.

Says Shows on Road Must Put On Better Bills

DAN UPGRAFF.

technique, distorted blarings and incoherent harmonies.

Musicians put in long enough hours of tiresome playing without having some inconsiderate band leader make their work exhausting by imposing program music that drains the last reserve energy at the conclusion of the daily performance. By employing common sense in circus music and bringing it up to conform with present trends, circus band leaders can please the public, enhance their prestige, make work easier for the musicians, who suffer from many a chapped and sore lip irritated by jamming, and bring about a better performance in general.

PIERRE J. AUDIN,
Instructor of Brass Instruments,
O'Neil's Center of Music, and an
Ex-Trouper.

Montgomery, Mich.
In the May 14 issue of *The Billboard* in an article by William J. Sachs there seemed to be a doubt regarding the oldest tent repertoire show now in existence. The Ginnivan Dramatic Co. was originated by my father, John W. Ginnivan, and is owned and operated by myself at present. Dad Ginnivan started under canvas as a partner with my grandfather, William Jenks, at the age of 17. Four years later he mar-

Ginnivan's Is Claimed Oldest Rep Tent Show

ried my mother in Homer, N. Y., while both were on the same show. My father, now 87 years old, is in perfect health and has been traveling on the show since the passing of my mother. I attended school in New Carlisle, O., in 1888 and the Ginnivan Dramatic Co. was an old established company at that time, using such plays as *Funat*, *The Haunted Man* and *The Flying Dutchman*. We used the old London Ghost Show effects and the plays were under direction of H. B. Keller, an actor from England, now deceased. We can give names of people who have known us for more than 50 years.

FRANK R. GINNIVAN.

Vienna, Mo.
There has been some argument recently about who wrote the first jazz song or the ragtime melody. It matters little what one calls it; it all amounts to about the same thing. First term commonly used by the very early writers was syncope. Then later came ragtime, which was changed to jazz and now it is swing. Probably the next name will be "Midnight Shivers"—but what is a name? The first argument that ever came up, so far as history of music is concerned, dates back to the dedication of King Solomon's temple. The argument arose over the idea that some wanted to dance when they sang and others did not want to dance. The argument against dancing was that the music was too rhythmical and hence profane and did not fit the religious idea of a dedication ceremony. The music was of a type out of which grew all modern dance forms and from which sprang the above-named types of music. On the day that the first maiden started to wiggle her body into

Thinks Swing Dates Back to King Solomon

Salmon, Ore.
I want you to know that I told the truth when I said to "Red Onion" that the bright spot in my week is the advent of *The Billboard* and that when it does come I read it very thoroly. If you are separated from most of the showfolks as I am by being so far west and out of things in general it is remarkable how much you can get out of *The Billboard*.
In the April 5 number I read on the Final Curtain page of the death of Myrtle Ireland in Merritt, Fla. I knew her well long ago but had lost track of her, and while sad to hear of her death I could not help remembering her as a bride on her wedding day. Curtiss and Myrtle were married on the Great Patterson Shows in Houston. It was a big wedding, with all the trimmings, for the showfolks, held in the animal show tent. I am not so good at dates, but it must have been about 1910 or so, and as it was the first wedding I had ever seen it left a deep impression on my mind. Curtiss Ireland had a gorgeous flower wheel of feather flowers, where you got a flower at every turn of the wheel. It was a beautiful as well as profitable concession. Myrtle worked with him and was a quiet, gracious girl loved and respected by all.
In Our Midway, April 16 issue, I saw a reference to George Alabama Florida, the man with the queerest name I ever knew. The last time I saw him he was in Seattle handling the press for the stage show *Hit the Deck*. I saw the show from a good seat on a pass when all Seattle was clamoring for seats to the show. My sister, Helen B. Smith, was with me and had worked with Mr. Florida at the Shubert Theater, Kansas City, so the best seats were none too good for his friends. He would make a good agent, as you say, for someone, but perhaps has a good spot and wants to keep it.
Also in Our Midway, April 30 number, I saw a note from Guy M. Duncan from La Fayette, Ind., telling of an accident to his wife, the former Essie Fay. That brought back many memories, and while I was not a personal friend of Essie Fay, she was such a general favorite with all the shows I cannot help feeling that I knew her well. I was sorry to hear of her accident and hope she is all right again. I can remember when all the shows, Parker's, Patterson's, Wortham's, Bernard's and many more, thought the midway was not right without Essie Fay with her show and performing horses on their roster. After the falls had been booked for the season the next question was where Essie would book for the year. I wish she would write you so we all could know where and what she is doing.
I read all the show rosters very carefully, too, telling where folks are that I would never be able to find any other way. I read just last week where Skinny Dawson was with the new Parker-Watts Circus and remember when other press agents in California used to tell about Skinny ducking around and giving little kids nickels to listen to the shout, "Who is the greatest press agent in the world?" and answer with a louder shout, "Skinny Dawson."
In the roster of Rubin & Cherry Exposition I see where Glenn Fox is the foreman on the Octopus ride. Glenn was our truck driver for several months and made some wild trips trying to keep up with my husband, Abner, and his booking ahead for the Loop-o-Plane. Glenn is a good driver, steady in speed but gets to the point where you send him and back without accident or arrest for speeding.
I read the ads, too, and the editorials and news of the bands and vaudeville. I like to see what songs are most popular and I get lots of laughs from George Spelvin. Now that O. O. McElroy is gone, I think George could do a fine job following him. I like Dave Vine's column and am sure he will end up with some syndicate, as his column has universal appeal.
Of course, I read all the news of the different ladies' auxiliaries and the show letters to see who had a party or a birthday as well as a good week.
Last but not least I see in the last issue on the Forum page where Dr. E. J. Irvine appeals for a silver offering for the memorial fund for Col. Linard Jones. I feel privileged to send in my little bit for, as they say, many little bits will swell the fund and we can all send in a little.
Yes, I read *The Billboard* and when I read it I read it.

VIRGINIA KLINE.

The Billboard

44th YEAR
Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company

R. S. LITTLEFIELD Sr., President.
E. W. EVANS, Secretary-Treasurer & General Manager.

A. G. HARTMANN, Editor
Outdoor Dept., 25 Opera Place, Cincinnati, O.
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Main Office and Printing Works, The Billboard Building, 26-27 Opera Place, Cincinnati, O.
Phone, Main 5306. Cable Address, "Billby," Cincinnati, O.

BRANCH OFFICES: NEW YORK—4th Floor Palace, 150 E. Broadway, Phone 4-1100. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets, Phone Central 2480, ST. LOUIS—309 Arcade Bldg., 3th and Olive Streets, Phone, Chestnut 0443. PHILADELPHIA—R. H. Patrick, 1222 Locust Road, Upper Merion, Pa. Phone, Madison 4395. LONDON—Bart Rose, care The Strand, 18 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Kevin Downan, City Tailor's Bldg., 108 Pitt Street, P.O. Box 11, Chambers, care American Express Co., 11 Rue Serbe.

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No telegraphed advertisement accepted unless reference is telegraphed or mailed in as to each publication office before noon Monday.
The Billboard reserves the right to edit all advertising copy.



Vol. L MAY 21, 1938. No. 21

The Bright Spot in Her Week

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Also in Our Midway, April 30 number, I saw a note from Guy M. Duncan from La Fayette, Ind., telling of an accident to his wife, the former Essie Fay. That brought back many memories, and while I was not a personal friend of Essie Fay, she was such a general favorite with all the shows I cannot help feeling that I knew her well. I was sorry to hear of her accident and hope she is all right again. I can remember when all the shows, Parker's, Patterson's, Wortham's, Bernard's and many more, thought the midway was not right without Essie Fay with her show and performing horses on their roster. After the falls had been booked for the season the next question was where Essie would book for the year. I wish she would write you so we all could know where and what she is doing.

I read all the show rosters very carefully, too, telling where folks are that I would never be able to find any other way. I read just last week where Skinny Dawson was with the new Parker-Watts Circus and remember when other press agents in California used to tell about Skinny ducking around and giving little kids nickels to listen to the shout, "Who is the greatest press agent in the world?" and answer with a louder shout, "Skinny Dawson."

In the roster of Rubin & Cherry Exposition I see where Glenn Fox is the foreman on the Octopus ride. Glenn was our truck driver for several months and made some wild trips trying to keep up with my husband, Abner, and his booking ahead for the Loop-o-Plane. Glenn is a good driver, steady in speed but gets to the point where you send him and back without accident or arrest for speeding.

I read the ads, too, and the editorials and news of the bands and vaudeville. I like to see what songs are most popular and I get lots of laughs from George Spelvin. Now that O. O. McElroy is gone, I think George could do a fine job following him. I like Dave Vine's column and am sure he will end up with some syndicate, as his column has universal appeal.

Of course, I read all the news of the different ladies' auxiliaries and the show letters to see who had a party or a birthday as well as a good week.

Last but not least I see in the last issue on the Forum page where Dr. E. J. Irvine appeals for a silver offering for the memorial fund for Col. Linard Jones. I feel privileged to send in my little bit for, as they say, many little bits will swell the fund and we can all send in a little.

Yes, I read *The Billboard* and when I read it I read it.

Spring Valley, N. Y.
Very many thanks for your kind consideration of George Bowles' letter from Tahiti as published in this week's (May 7) *From Out Front* by Eugene Burr, the most interesting of dramatic editors in the entire list of New York critics. To place it in that distinguished column places me in double gratitude for its publication. I feel sure the news George's letter gives of little known Tahiti, excepting recently on the screen, will be read generally by the profession and elsewhere *The Billboard* travels will be read with genuine interest.

Dean Doubly Grateful for Consideration

TUNIS P. DEAN.

Akron.
It has long been my desire to comment upon the antiquated notions of some circus band leaders as to what constitutes circus band music. One can readily assume that they have no musical background other than circus band experience, no extensive instrumental training, a limited knowledge of the theory of music, no other academic training that would definitely aid them in preparing the musical portion of the program allotted to them. It seems that they simply rose from the ranks of ordinary circus bandsmen minus any technical knowledge of conducting, arranging, harmony or instrumentation. Moreover, they have followed the path of least resistance by copying the routine established by their predecessors. Consequently, the style or mood of their circus bands has remained much the same as it did in post-Civil War days, with its wild, reckless, expeditious, blaring, blasting tumult known as circus style.

Thinks Some Circus Bands Remain in Rut

At one time this method might have been highly effective in astonishing the yokels or the town musicians by the accelerated tempo plus a pyrotechnic display of nimble fingers over keys and valves without regard to precision and accord among the musicians. Today people are continually hearing good music by the school band, school orchestra, sound film and radio that it tends to make them critical of the slap-bang type of music rendered by the circus band on parade. It would be far better for present small circus bands to obtain music within the scope of their instrumentation, abandon the double time whenever possible, thus eliminating the sloppy

seductive postures to attract attention of her favorite male came the original conception of any of these musical forms. Kerry Mills' At a Georgia Camp Meeting was the earliest thing I ever heard in this style of music. It was a classic of its kind, dating back to the last century. GRUFF GORDON.

Carlsbad, N. M.
I have noted recently in *The Billboard* some discussion and references as to desired qualifications in press agents, especially for outdoor amusement enterprises. The most interesting to me was the article by Leonard Traube. I cannot help agreeing with his correspondent who believes that the press agent with newspaper background does have the edge. I would like to write to him but all I could say would be, "Amen."
ROY E. STEIN.

ROUTES

(Continued from page 14)
Williams, Joe; (Mark Twain) Hamblin, Mo., N.
Winters, Barry; (Salon Royale) NYC, no.
Winters, Julie; (Top Hat) Union City, N. J., no.
Wiser, Hy; (Kempsey's) Binghamton, N. Y., no.
Y
Young, Sterling; (Clairton) Memphis, Mo.
Z
Ziemer, Cy; (Edgewater) Lafayette, La., no.
Zoller, Carl; (Paddock) Louisville, no.
Zollo, Leo; (Franklin) Phila., no.

HEFFNER-VINSON

(Continued from page 26)
Husband, of Nashville Tent and Auning Co., were also recent visitors.
News photographers from *Life* and Nashville newspapers were on the lot at Springfield, Tenn., taking shots of set-up, parade and performance.
Syd Lovett, who warns the natives we are coming, was on at Springfield. With Syd are Joe McDurham, boss biller, and two helpers.
Mother Vinson was missed from the ticket box in Carthage due to slight illness.
Herman Lewis is becoming so apt at demonstrating Charley McCarthy candy ball that Happy LeRoy, concert producer, expects to have a vent act soon.
Jinks and Jeanne Krider, formerly with the show and now located at Paris, Tenn., were recent visitors.
Betty Noble is back on show after two weeks' absence due to illness.
AL FITCAITHLEY.

The Final Curtain

ATKINSON—Tom, for many years operator of the Tom Atkinson Circus and interested in other shows, May 2 in Clayton, N. M., after several weeks' illness. Survived by his widow, Ethel, a brother and sister. Burial in Clayton.

BECKER—Frank, 58, boss butcher with Barnett Bros. Circus, May 10 of a heart attack in a Carnegie (Pa.) hotel. He formerly trouped with the Yankee Robinson Circus. Body was sent to Scranton, Pa., for services and burial.

BLEAU—Doris, 28, well-known fat woman known professionally as Diamond Kitty, May 3 in Miami of a heart attack, as briefly mentioned in Final Curtain of last week's issue. She appeared with the Rubin & Cherry Exposition in 1937, and was managed by E. V. McGarry, survived by her mother, sister and four brothers. Body was sent to Grand Isle, Vt., for services and burial.

BROWNE—Murray, 37, Chicago dance director, in that city recently. He was connected with the Ned Wayburn School and this season staged the numbers for Nick Bosta's Three Cheers for Rhythm unit. Survived by a daughter.

BUHL—Glenn, 32, dance orchestra leader, May 10 in a Council Bluffs (Ia.) hospital of complications from a hip injury received 15 years ago. A saxophonist, Buhl had worked out of Omaha for several years and was playing an engagement in Des Moines when stricken. He played with Lawrence Welk's orchestra before organizing his own band. Survived by his widow, daughter, son and parents. Burial in Elkhorn, Neb.

CLAIR—Mildred, wife of Arch Clair, veteran manager Norumbega Park, Auburndale, Mass., died at Charlegate Hospital, Cambridge, Mass., May 14. She had been failing in health several years and recently developed blood infection. She was known by a legion of carnival showfolk and was beloved for her charm and hospitality. She toured with her husband on the old Brown & Dyer Shows, Johnny J. Jones Exposition and other outfits. They were known in show business as an ideal couple and lavish hosts. Funeral services will be held May 17 in Battle Creek, Mich., her birthplace.

CODMAN—William Coombs, 73, builder of Wilbur Theater, Boston, May 9 in that city. Survived by his widow, two

sons, a daughter and brother. Services May 11 in Brookline, Mass.

CRIPPEN—Henry, father of Jack Crippen, with Russell Bros.' Circus, May 9. Burial in New Sharon, Ia.

CROW—Frank O., well known to showfolk in Northern Indiana and for 31 years a cafe proprietor in Roanok, Ind., March 5 in that city, it has just been learned. Survived by his widow, Maud.

DA COSTA—Father of Lillian Da Costa, secretary to Al Wilkie, Paramount publicity director, recently in Philadelphia.

EMERY—Edward, 77, actor, of heart ailment in Fifth Avenue Hospital, New York, May 9. His father, Sam Emery, was an English actor known for his interpretations of Dickens' characters. His grandfather, John Emery, was also an actor, and his sister, Winifred Emery, formerly was leading woman for Henry Irving. Emery came to America with the Wyndham Co., playing Boston and New York, and also appeared in Shubert productions. He leaves his wife and a son, John.

FRIEDMAN—Mrs. Rebecca, mother of L. C. Friedman, manager of National Screen Service, Des Moines, recently in Iowa Methodist Hospital after several weeks' illness.

FRY—Charles M., 57, well-known Philadelphia musician and orchestra leader, May 7 at his home in that city after two weeks' illness. From 1918 to 1928 his orchestra was featured at Millon-Dollar Pier, Atlantic City, and he directed the Philadelphia Moose Band for 23 years. Fry was musical director of the Atlantic City Beauty Pageant from 1920 to 1922 and also directed his dance orchestra and his Philadelphia Band for a number of years. He was a member of the Masonic order and Moose Club. Survived by his widow, Mrs. Margaret Fry, and a daughter, Mrs. Carrie Neidhardt. Services May 10.

GANNON—Charles E., 75, tenor soloist, former Washington choir director and father of Theo F. Gannon, manager of the Cincinnati Symphony Orchestra, May 8 in Good Samaritan Hospital, Cincinnati, following an operation for an internal ailment. Survived by another son, Charles F., New York. Services May 9 at St. Francis & Sales Church, Cincinnati. Body was sent to Washington for burial in Rock Creek Cemetery.

HERMANN—Richard, 54, for 28 years a carnival showman and concessioner, May 4 in University Hospital, Baltimore, after a long illness. At one time he operated concessions with William Penny on the Bruce Shows. Survived by a brother and sister. Services May 7 and burial in St. John Cemetery, Baltimore.

HILL—Thelma, 32, former Mack Bennett comedienne, May 11 in a sanitarium in Culver City, Calif.

JOHNSTONE—Mrs. O. H., 72, known professionally as Oussie Andrews, old-time stock and repertoire actress and mother of Pat Barratt, radio's Uncle Ezra, at her home in Chicago May 3 of pneumonia. Services and burial in that city May 7.

KELLOGG—Mrs. Mary Ware Hardwick, 24, of Springfield, Mass., Federal Theater player and radio actress known as Mary Ware, killed on the Boston Post Road, North Wiltshire, Mass., May 1 when the automobile in which she was riding struck a tree and overturned. In 1927-'28 she appeared with Niagara Players; 1930, Bonstell & Niagara; 1931-'32, Asheville Players; 1934, Buffalo Guild; 1935, Binghamton Group; 1936-'37, Springfield Guild and Repertory. Survived by daughter. Body cremated at Springfield.

KING—Mrs. Emma H., 60, mother of Floyd and Howard King, circus men, in Methodist Hospital, Memphis, Tenn., May 7 of coronary thrombosis. She was a daughter of John Hassell, former sheriff of Dyer County, Tenn., and widow of Rev. H. M. King, Southern Methodist minister and for 40 years a member of the Memphis Conference. She devoted the greater part of her life to religious and charity work and was well and affectionately known among hundreds in circus and amusement circles. After the winter quarters of the King Bros. were removed from Memphis Mrs. King moved to her girlhood home in Dyersburg, Tenn. Burial took place there May 9 in Fairview Cemetery.

LOCKTEE—Gus, formerly for many years in vaudeville and in later years in the tent rep field with such shows as Hazel Cass, Leslie Kell, Chick Boyes, L. Verne Slout, Choate's Comedians and others, April 14 at Veterans' Hospital, Hines, Ill., following an operation. He

had been in ill health for some time. Surviving are his widow, Lucille, and son, Ollie, now on tour with Choate's Comedians.

McKAY—Neil, 79, father of Willard McKay, at Vero Beach, Fla., May 9.

McMUNN—Frank, 53, actor, May 4 in the Hotel Coolidge, New York. He began his theatrical career 35 years ago with the Corse Payton Stock Co. at the old Lee Avenue Theater, Brooklyn. Subsequently he was associated with the Lady Teasle Players, Grace Van Stutterford, Harry Brooks' Varieties, Bert Lytell in Brothers, stock and repertoire. At time of his death he was cast in the Federal Theater Project's Coriolanus. Survived by his widow, Cora G. Johnson. He was a member of the Elks' Club. Burial in Kenasco Cemetery, Westchester County, N. Y.

MANLEY—Joseph P., band and orchestra musician for 40 years, May 7 at his home in West Hartford, Conn. Services from Church of St. Thomas.

MASON—Jack, dancer and dancing instructor, May 8 in Reception Hospital, New York, after a day's illness. He had been associated with the Shuberts at the Winter Garden Theater, New York, in 1914 and for several years following, later producing vaudeville acts and supervising dance numbers for other producers in New York and London. He was a member of the Catholic Actors' Guild, the Lambe' Club and the American Federation of Actors.

MATHIS—Charles B., magician known professionally as Mock Sad All, in Los Angeles early in April. Services April 5 and burial in Inglewood Cemetery, Los Angeles.

MESSAGER—Mme. Andre, 79, composer of *Auf Wiedersehen* and numerous other songs under the name of Hope Temple, May 10 in Folkestone, England. She was the wife of the late Andre Messager, composer of *Veronique*, who died in 1929. Among her songs which attained popularity were *An Old Garden*, *In Sweet September*, *Roses and Rue*, *My Lady's Bower*, *Fond Heart*, *Farewell*, *Thoughts and Tears*, *Could Memory Sleep* and *The Scent of the Mignonette*. She was born in Ireland.

RENNER—Joseph, 78, for 50 years a Cincinnati stagehand and last surviving charter member of Local No. 5, Cincinnati's stagehands' union, May 11 at the home of his son, Irvin, in Dayton, O., where he had lived for the past eight years since retiring. Born in Cincinnati, he worked the Old People's Theater there for 32 years, and also at the Grand Theater and Pike's Opera House in the same city. Services May 14 in Vine Street Hill Cemetery Chapel, Cincinnati.

SCHIEBERL—Frank Robert (Spot), 56, veteran carnival concessioner, May 8 in Bryan, Tex., of heart trouble. He had been ill six years, and at the time of his death was connected with Burdick's All-Texas Shows. Schieberl was born May 30, 1881, and went on the road in the late '90s as concessioner. During his career he toured with the old Patterson-Kilne, C. W. Parker, Mahaffey and other prominent shows. Except for an interval when he worked for a Chicago concern and later managed theaters in Chicago and Oak Park, Ill., for Balaban & Katz, Schieberl was engaged in outdoor show business. He made his home in Rock Island, Ill. Survived by five brothers, Joseph, showman; Ben, connected with the Valley Shows; Edward, Arthur and Clifford, Rock Island, and three sisters, Mrs. Arthur Schleuter, Davenport, Ia.; Mrs. Julia Beaver, Los Angeles, and Mrs. Mabelle Graves, Phoenix, Ariz. Services May 10 and burial in Bryan.

SCHWITZGEBEL—Robert, 21, manager of Ozaukee Theater, Port Washington, Wis., May 4 from injuries received May 2 in an automobile accident near Sheboygan, Wis. Survived by his parents and sister.

SIMON—Mrs. Bertha, 79, mother of Frank Simon, director of Arno Band heard over WLW, Cincinnati, May 11 in Middletown Hospital, Middletown, O., of paralysis after two weeks' illness. She was a member of Reformed Temple K. K. Bene Israel, Dayton, O., and the Eastern Star. Also survived by a sister, Mrs. Lena Yassenoff, Columbus. Services from the Frank Simon home May 13 and burial in Jewish Reformed Cemetery, Dayton.

SMITH—Margaret, former actress and member of the staff of Actors' Equity Association, May 11 at her home in

New York after an illness of two months. She made her stage debut with the Frawley Stock Company in San Francisco. Upon coming to New York she was engaged by Charles Frohman and other producers. During the World War she worked in behalf of the Stage Women's War Relief Committee, organizing shows that were presented on the steps of the New York Public Library to draw crowds which might make contributions. Actors' Equity engaged Miss Smith as assistant to Heward Short, organizing benefit performances and balls. Later she succeeded Mr. Short as general manager. In 1934 she organized the first Civil Works Administration theater productions for actors on relief as a predecessor of the Works Progress Administration. Within four days she had 12 companies in rehearsal. Since December, 1936, she had been in charge of the association's WPA activities. Her sister and only relative, Minette Barrett, is also an actress.

THORP—Clarence A. (Dad), 72, former trouper, May 8 in Bryan, O., of a heart attack. He was on the lot of Lewis Bros.' Circus, which was playing that city, when stricken. Survived by two sons, George and Harry, and three sisters, Mrs. M. E. Horton, Bryan; Mrs. McCConnell, Mountain View, Calif., and Mrs. Oscar White, Eau Claire, Wis. Services May 10 and burial in Edgerton, O.

VAN PILSEN—B. P., 37, of Bloomington, Ind., found dead in his hotel room in Jersey City April 24, victim of burns and suffocation caused by his smoking in bed. He was employed by Ringling-Barnum circus as a billposter and is said to have been a former Bloomington municipal employee. Survived by widow.

WADIMOFF—Emil, Russian singer at Club Troika, Washington, May 7 of a gunshot wound.

YOUNGMAN—George (Dutch), veteran actor, April 28 in Indianapolis of a throat ailment. He formerly had out the Twin City Quartet and at one time appeared with McIntyre and Heath to *The Hem Tree* and *Hello, Alexander*. He was the former husband of Mabel Elaine. Survived by his daughter, Josephine; two brothers and two sisters.

Marriages

BELL-BRELAND—Art Bell and Mrs. Lue Breland, mentalist, both of the B. G. Amusement Co., in Miami, Okla., May 2.

BRADFIELD-McLAIN—Jack Bradfield, concessioner with Scott's Dixie Exposition Shows, and Opal McLain, nonpro of Jasper, Ala., in Cullman, Ala., May 7.

DAIS-FLANAGAN—Eimer F. Dais, owner and manager of the 101 Club, Fond du Lac, Wis., and Eileen Flanagan in Milwaukee May 9.

JARO-BILDERBACK—Joseph A. Jaro, nonpro, and June Bilderback, of Station KSO-KRNT traffic department, Des Moines, in Omaha May 7.

MARTIN-BANNON—Shim Martin, orchestra leader, and Bonnie Bannor, actress, in Hollywood May 1.

OSTRANDER-DePEW—Albert Ostrander, scenic designer and stage technician, and Marian DePew, costume designer for children theaters, in New York recently.

SLOANE-REUTER—Paul Sloane, Station KDKA engineer, and Mildred Reuter, former secretary to D. F. Dickson, business manager of that station, in St. Luke's Lutheran Church, Pittsburgh, May 14.

WAGNER-BELONGEA—Leo Wagner, associated with Station WTAQ and WHBY, Green Bay, Wis., and Eleanor Belongea in that city April 30.

Coming Marriages

Robert A. Crowley, Hyde Park, Mass., and Esther C. Lane, Somerville, Mass., personal secretary to Paul N. Denish, Boston, New England manager of George A. Hamid, Inc., in Somerville June 4.

Salvatore Pellegrino, Boston musician, and Rose Ravid, nonpro, in that city soon.

Yehudi Menuhin, well-known violinist, and Nola Nicholas in the Registry Office, London, soon.

Births

An 8½-pound son to Mr. and Mrs. Burdett Peterson in Cincinnati recently. Father is Kentucky and West Virginia representative for National Theater Supplies.

An eight-pound daughter, Jacqueline, to Mr. and Mrs. Joe Walden in Emory University Hospital, Atlanta, May 7.

(See BIRTHS on page 73)

Louise Muldener

Louise Muldener, 84, an actress specializing in Shakespearean roles, leading woman for the stage's greatest tragedians in the 60 years she was associated with the American theater and pioneering member of the Women's Professional League, died May 11 in Lenox Hill Hospital, New York, where she had been a patient under care of the Actors' Fund of America.

For the first few seasons of her career Miss Muldener appeared at the Royal Opera House, Berlin, and traveled thru Germany with Ernest Poasart's repertory company. Upon returning to America in 1878 she debuted at the first Fifth Avenue Theater to bear that name under management of Stephen Pike and D. H. Harkins as Helen in *The Hunchback of Notre Dame*, with Mary Anderson.

Soon after she had such important assignments as Louise in *Fox Frox* with Miss Helen Modjeska, Lady May in *Rosedale* with Lester Wallack, and the leads with Joseph Jefferson in *The Cricket on the Hearth*, *Rip Van Winkle* and other Broadway productions in the '70s. In 1878 Miss Muldener became leading woman for Edwin Booth in *Hamlet*, *Othello*, *The Tempest* of the *Street* and *Richard III*. Two years later she turned to comedy, appearing in *Matrimony* and *My Geraldine* and taking on a long series of engagements as leading woman for the Boston Theater Company.

She was with the elder Salvini, Italian tragedian, on his first American tour, and with Ross, Italian actor, in his American stage debut. Later she stirred New Yorkers in Israel Zangwill's *The Melting Pot* in which she continued to play for several years. Her last professional production was with Mme. Bertha Kalich in *Mardi* in 1931.

Miss Muldener was a member of the Drama and Comedy Club, the Actors' Fund and the Actors' Society of America. She leaves a sister, Mrs. Abna Hoffman, and two nieces. Funeral services were held under auspices of the Actors' Fund.

ACTS, UNITS AND ATTRACTIONS

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

A
A. B. C. Trio (Elm Club) NYC, no.
Ace Roller (Miami Club) Newark, N. J., no.
Adrian, Iris (Leon & Eddie's) NYC, no.
Adrian Sisters (Lido) Ithaca, N. Y., no.
Alan & Annie (Cotton Club) NYC, no.
Alexander, Toddy (1-11 Club) NYC, no.
Allen & Kent (Silly Rose's Casa Manana) NYC, no.
Alshof, Charles (State-Lake) Chi, I.
Alvi, Celeste (Bal Tabarin) NYC, no.
Alvarez, Paula (El Chico) NYC, no.
Ames Girls (Chez Ami) Buffalo, no.
Anderson Sisters (Plantation) NYC, no.
Anderson, Sigurd (Inwood Tavern) NYC, no.
Aristocratic, Twelve (Lyric) Indianapolis, I.
Arnold Brothers (Bobby) London, h.
Arnold, Jack (Footlights) NYC, no.
Ashes, Percy, Follies (Dorchester) London, h.
Atiles, Joe (Plantation) NYC, no.
Anderson & Kilpatrick (Village Brewery) NYC, no.
Aunt Jeannine (State-Lake) Chi, I.

B
Bader, Gene (Hofbrau Long Island, no.
Bader, Nancy (Maple Grove) Harrisburg, Pa.
Baldy Sisters (Roosevelt) NYC, h.
Baltes, Pearl (Kit Kat) NYC, no.
Balke, Bonnie (Rosenwald) NYC, h.
Balaban & Bristol (Riverview) Pennsylvania, N. J., p.
Ballard & Rae (Queen's Terrace) NYC, no.
Banjo Eddy (Hollywood) Manning, B. C., 19-21 (Palace) Georgetown, B. C., 22-25, I.
Banks, Sadie (Old Romanian) NYC, no.
Barratt, Maxine (Cafe Continental) NYC, no.
Bates, Peg-Leg (Cotton) NYC, no.
Beck, John (Footlights) NYC, no.
Bell & Gray (Thomas Club) Lorain, O., no.
Bell's Hawaiian Follies (State Long Beach, Calif., 14-24, I.
Bennet, Kiki (Old Romanian) NYC, no.
Beno, Ben: Aurora, Ind.
Benson, Roy (Ben Marden's Bivertis) Fort Lee, N. J., no.
Berk, Irving (Romanian Village) NYC, no.
Beri, Ben (Drake) Chi, h.
BERMAN, Henry (New Bedford Rest) Brooklyn, no.
Bernis, Al (Chez Paree) Chi, no.
Berrigan, Benny, & Band (Paramount) NYC, I.
Beiser, Joe, & Lee Joyce (Tower) Kansas City, Mo., I.
Bessinger, Frank, & Jerry White (Radio Franks) NYC, no.
Beebe & Lee (Chancellor Supper Club) Milwaukee, N. J., no.
Bilmorettes (Michigan) Detroit, I.
Bliss, Daria (Russian Kretcham) NYC, no.
Bishop, Freddie (Radio Franks) NYC, no.
Blizans & Elliott (Boulevard) World's Fair, Chi, no.
Blizans & Elliott (Boulevard Tavern) Elmhurst, L. I., N. Y.
Bliss, Three, Notes (Edison) NYC, h.
Bliss, Jack, & Murray Garmun (Murray's Tavern) NYC, no.
Boeger, Art, & Andrietta (Gladstone) Casper, Wyo., h.
Boezner, Carl & Leona (Mc. Royal) Montreal, h.
Boran, Arthur (Arcola Inn) Arcola, N. J.
Bora, Hilda (Jimmy Kelly's Village Rendezvous) NYC, no.
Bowen, Sybil (Capitol) Washington, I.
Bower & Hayes (Grosvenor House) London, h.
Bower Collegiate Show (Loews') Montreal, Q. B., no.
Bower, Major, Unit (Riverdale) Milwaukee, I.
Brandell, Edith (Boulevard Tavern) Long Island, no.
Brandino, Magellan (Rock Club) Newport, Ky., 19-20, no.
Brandt, Eddie (New Yorker) NYC, h.
Bridol, Charles (Black Cat) NYC, no.
Brody, Al (Happy's Cabaret) Glendale, L. I., no.
Brown, Danny (Carnegie Casino) Denver, no.
Brown, Evans (El Capitol) Indianapolis, no.
Brown, Tom (Hildebrandt) Trenton, N. J., h.
Brownie, Bothwell Girls (Cavalier) NYC, no.
Bruce, Carol (New Yorker) NYC, h.
Bruce, Betty (Capitol) Washington, I.
Burgland, Margot (Cathedral) NYC, no.
Burt, Teddy, & Pat Holman (Radio Franks) NYC, no.
Burton, Effie (Club Alabam') Chi, no.
Burton, Mary (Club Maxine's) NYC, no.

C
Calloway, Cab, & Orch. (Pal.) Chi, I.
Campus Scamps (Edison) NYC, h.
Cardido & Nema (El Chico) NYC, no.
Cappell, Yvonne (Golden Glow) Cleveland, no.
Cappi, Joe (Village Casino) NYC, no.
Cappa, Kendall (Herald) Dublin, Ireland, 21-22, I.
Carleton & Juliette (Shoreham) Washington, D. C., h.
Carr & Carrio (Harama-Madrid) NYC, no.
Carron, Alan (Paradise) NYC, no.
Carol, Janet (Steuben's Vienna Room) Boston, no.
Carlos & Ramon (Marta's) NYC, h.
Carr, Billy (Kit Kat) Chi, no.
Carroll & Kane (Troyville) NYC, no.
Carroll & Howe (Capitol) Washington, I.
Carroll, Marlon (Wivel) NYC, no.
Carter & Schaub (Jimmy Kelly's) NYC, no.
Carter, Nona (Queen's Terrace) NYC, no.
Cass, Lorna Orch. (Paramount) Austin, Tex., I.
Cassandra (White) NYC, h.
Cassy, Billy, & Moe King (Coo Rouge) NYC, no.
Cassell, Katherine (Le Mirage) NYC, no.
Candler, Evelyn (International Casino) NYC, no.
Charlotiers (Kit Kat) NYC, no.
Cherry, Marta (Whirling Top) NYC, no.
Chambers, Peter (White) NYC, h.
Chancy & Fox (Walton Roof) Phila., no.
Chancellor, Collette Club NYC, no.
Christy, Floyd, & Co. (Lyric) Indianapolis, I.
Clayton & Dunn (Harrel of Fun) NYC, no.
Clifford, Patricia (El-Hal) Chi, no.
Cobey, Lew (White) NYC, h.
Cobb, Kid (Janet of France) NYC, no.
Cobb, Jack (Rainbow Room) NYC, no.

D
D'Arcy, Jean (McAlpin) NYC, h.
Daddino, Pete (Kennedy's Inn) Binghamton, N. Y., no.
Dagmar, Bert (Rowdy) NYC, no.
Dale, Maryon (Le Mirage) NYC, no.
Daley, Cass (Paramount) NYC, I.
Dallan, Jack, & Three Bernadets (Miami Club) Chi, no.
Danzels, Jean (Plantation) NYC, no.
Daniels, Putney (Parade) NYC, no.
Daniels, Billy (Mamma's Chicken Farm) NYC, no.
Dare, Virginia (Half Moon) Coney Island, N. Y., no.
Dario & Diane (Walton) Phila., h.
Darling, Jean (Swing) NYC, no.
Darrow, Chick (Half Moon) NYC, no.
Darryl & Gilbert (Carnegie Casino) Denver, no.
Dasiko, Tasha (Russian Art) NYC, no.

E
Edwards & Foray (Roxy) NYC, I.
Davis, Anita (Chicago) Chi, I.
Dei Rio, Anita (Troader) NYC, no.
Dell & Memory (Dempsy's Broadway Bar) NYC, no.
Denis, Zeryll (Top House) Elmira, N. Y., no.
Dennis & Bayers (Minnaqua Club) Williamsport, Pa.
De Gilano (Royale Follies) Chi, no.
Dias & Dinna (Stork) Kansas City, Mo., no.
Dietz & Helen (Viral) El Gumbro NYC, no.
Dixie Dunbar (Earle) Phila., I.
Dolores (Le Mirage) NYC, no.
Donata, Maria (Club Tivoli) Juarez, Mex., no.
Dornfield (Bismarck) Chi, h.
Douglas, Dorothy (Fountain) Detroit, no.
Doubles, Jean (Club Mayfair) Yatesville, Ga.
Dove, Ben (Chicago) Chi, I.
Downey, Morton (Chez Paree) Chi, no.
Downey, George (Frontenac Casino) Detroit, no.
Draper, Paul (Piano) NYC, h.
Drayton Sisters & Jack (3 o'Clock Club) Cleveland, no.
Drew, Charlie (Lombardy Bar) NYC, no.
Dull, Ginger (Bal Tabarin) San Francisco, no.
Dumont, Valerie (Village Casino) NYC, no.

F
Edward & Arden (Royale Follies) Chi, no.
Edwards, Joan (Salon Royal) NYC, no.
Edwards, Cliff (Oriental) Chi, I.
Ephert, Maxton (Plantation) NYC, no.
Elena & Antonio (El Bongo) NYC, no.
Eman, Lida (Pierrel) NYC, h.
Elliott Sisters (Famous Door) Chi, no.
Evis, Lily (Hofbrau Long Island, no.
Ezerrama, Tom, Mountaineers (Village Barn) NYC, no.
Ezra & Novello (Roosevelt) New Orleans, h.
Ezra, Three (Melody Club) Washington, no.
Eugene, Martinez, & Joe Negron (Pepper Pot) NYC, no.
Eve & Rodolfo (Lobby Cafe) Juarez, Mex., no.
Fagan, Jack "Nasty" (1-11 Club) NYC, no.
Farrington, Red (Biltmore) NYC, h.
Faye, Olive (Hollender) Cleveland, h.
Fay & Jordan (St. Moritz) NYC, h.
Feldkamp, Elmer (Hills-Carlton) NYC, h.
Felix, Claire & Tonila (Evan Frank's) NYC, no.
Fennell, Carrie (Footlights) NYC, no.
Ferguson, Bobby (Dude Ranch) Berwyn, Md., no.
Fetich, Stepin, Unit (Colonial) Darton, O., I.
Fields, Shep, & Orch. (State) NYC, I.
Finland, Frank (Inwood Tavern) NYC, no.
Flintrock, Jimmy (Sittler) Boston, h.
Flash & Dash (Kit Kat) NYC, no.
Flowerion, Consuelo (Chateau Moderne) NYC, no.

G
Gambles, August (McAlpin) NYC, h.
Gooding, Gladys (Broadway Horner) NYC, no.
Goodman, Charles (Biltmore) NYC, h.
Gordon, Frances (Gracie) Columbus, O., no.
Gordon, Rosalind (Wivel) NYC, no.
Grasados, Anacion (El Chico) NYC, no.
Grand Quartet (Paradise) NYC, no.
Grant, Rita (Paradise) London, no.
Gray, Jack (Park Lane) NYC, h.
Green, Al (Honey Nest) NYC, no.
Green, Bennet (Harrel of Fun) NYC, no.
Greenwell, Elsie & Marbie (Boulevard Tavern) Long Island, no.
Gregory, Don (Blady's) NYC, no.
Grey, Margaret (Jimmy Kelly's) NYC, no.
Grogan, Tom (Claypool) Indianapolis, h.
Guerlain, Annette (Footlights) NYC, no.
Guy, Harrington (Cafe Creole) NYC, no.
Gwyn Shaw Girls (Maple Grove) Harrisburg, Pa., no.
Gydenkron, Baron Ebbe (Garbo) NYC, no.

H
Haaken, Paul (Waldorf-Astoria) NYC, h.
Haig, Ray (Club Misset) Chi, no.
Haines, Tate & Simpson (Leon & Eddie's) NYC, no.
Hale, Teddy (Kit Kat) NYC, no.
Hall, Bob (Drake) Chi, h.
Hallowell & Aliza (Paradise) NYC, no.
Hamlin, Jackie (Belvedere) Hot Springs, Ark., h.
Hammond, Earl F. Eskimo Troupe (Ice Follies of 1937) Atlantic City.
Hansford, George Family (Forum Circus) Montreal, Q. B., Can., 21-22.
Hanson, Joe, & Accordions (Club Petite) Schenectady, N. Y., no.
Harrington, Pat (Club 18) NYC, no.
Harris & Yvonne (Village Barn) NYC, no.
Harrison, Bruce (Gay 90s) NYC, no.
Hartman, The (Piano) NYC, h.
Haskell (635 Club) Chi, no.
Hays, Claude (Columbia) Columbia, N. J., h.
Hayes, Haig & Howe (Bradford) Boston, h.
Hawley & Aliza (Paradise) NYC, no.
Hazen, Ruth (Village Casino) NYC, no.
Hector & His Pals (Troader) London, no.
Hemmer, Carl, Dancers (St. Regis) NYC, h.
Hemming, Pat (Roxy) NYC, I.
Herry, Pat & Billy (Cameo) Buffalo, no.
Hildegarde (Versailles) NYC, h.
Hill, Florence (Plantation) NYC, no.
Hillard, Jack (Royale Follies) Chi, no.
Hilda & Herbert (Black Cat) NYC, no.
Hirsch, Eddie (Cafe Creole) NYC, no.
Hector, Barrie (Billy Rose's Casa Manana) NYC, no.
Hodge, Brownie (Top House) Elmira, N. Y., no.
Holt, Billy (Half Moon) Coney Island, N. Y., h.
Holz, Lou (Billy Rose's Casa Manana) NYC, no.

I
Iceland, Aerial: Mason City, Ia.
Lackore, Jimmie (Ray-Oh Club) Niagara Falls, N. Y., no.
Ladell, Vincent (Boazert) Brooklyn, N. Y., h.
Lane, Kathleen (Lincoln) NYC, h.
Lane, Mary (Shoreboat) Bronx, N. Y., no.
Laurie, Jack (Little Old New York) NYC, no.
Law, Jackie (Carnegie Club) Atlantic City, no.
Lawlor, Terry (Belmont Plaza) NYC, h.
Lawson, Lewen M. (Lido) Lido Beach, N. Y., no.
LePau, Walter (Casa De Rhumba) E. St. Louis, Mo.
Levy, Shuffles (Three Star Inn) Portville, N. Y., no.
Lee, Bob (Wivel) NYC, no.
Lee, Cels (La Marquise) NYC, no.
Lee, Loretta (Roxy) NYC, I.
Levy, Lorraine (Jimmy Kelly's) NYC, h.
Leonard, Luke (Broadway Horner) NYC, no.
Leonard, Ada (Colosimo's) Chi, no.
Leonard, Eddie (Shore Boat) Bronx, N. Y., no.
Leslie, Lee (Jimmy Kelly's) NYC, no.
Leslie, Mona (608 Club) Chi, no.
Lester, Ted (Wivel) NYC, no.
Lewin, Ann (Plantation) NYC, no.
Lewis, Coni & Little (State-Lake) Chi, I.
Lewis, Ted, & Band (Met.) Houston, I.
Liza, Dorothy (International Casino) NYC, no.
Leyman, Jack (Chicken Coop) Grand Rapids, Mich., no.
Liberto & Owens (Paradise) NYC, no.
Lind, Christiana (Belmont Plaza) NYC, h.
Lind, Bernice (Club Tivoli) Juarez, Mex., no.
Lockett, Lou (Club Tivoli) Juarez, Mex., no.
Lombardo, Guy, & Orch. (Stanley) Pittsburgh, I.
Long, Avon (Plantation) NYC, no.
Long, Ben (Cafe Continental) NYC, no.
Lord & Pritchard (Bal Tabarin) San Francisco, no.
Lorraine, June (18) NYC, no.
Lorraine, Billy (Bill's Gay 90s) NYC, no.
Loy, Theda (New Kenners) Syracuse, N. Y., h.
Lydia Harris (Pepper Pot) NYC, no.

M
McClelland, Reed (Weylin) NYC, h.
McCoy, Bill (Biltmore) NYC, no.
McCoy, Clyde, & Orch. (Fox) St. Louis, I.
McMahon, Larry (Village Barn) NYC, no.
McNalle Sisters, Four (Paradise) NYC, no.
McNamara, Joe (Bayou-Piano) NYC, h.
Mabley, Jackie (Plantation) NYC, no.
Mack, Billy (La Caval) NYC, no.
Madison, Judy (Gay 90s) NYC, no.
Mabon & Rucker (Palais de la Mediterranee) Nice, France.
Mantelians (Michigan) Detroit, I.
Mantsh, Ed (Queen Mary) NYC, no.
Mann, Margie (Maple Grove) Harrisburg, Pa., no.
Mann, Peggy (Village Barn) NYC, no.
Manning, Gils (Brown) Louisville, h. no.
Manolis & Givella (Marta's) NYC, no.
Mans, Bruce (International Casino) NYC, no.
Mara, Vance (St. Regis) NYC, no.

N
Nancy, Ed (Cotton) NYC, no.
Nancy, Ray (Queen Mary) NYC, no.
Nancy, Owen (Central) NYC, no.
Nancy & Mona (Club Mayfair) Boston, no.
Nancy & Patricia (Bobby) London, h.
Nancy & Maravilla (El Chico) NYC, no.
Nann, Professor (Le Mirage) NYC, no.
Nape, Allen, & Boys (Monte Carlo 52 Hotel) Chi, h.
Nal, Momi (Lexington) NYC, h.
Nannas, The Tunes (Paris Paris) NYC, no.
Narciso, Marie (Wolfe) Danville, Ill., h.
Nay, Elden (Hault) Oshkosh, Wis., h.
Nay, Johnny, & Playboys (Wagon Wheel) Houston, no.
Naylor & Margie (Black Cat) NYC, no.
Naylor, Lotty (Leon & Eddie's) NYC, no.
Kennedy, Ann (Cavalier) NYC, no.
Kennedy, Buddy (Murray's) Tuckahoe, N. Y., no.
Kenny, Billy (Cortez) Ft. Pass, Tex., h.
Ker, Professor (Cherry Roxy) Columbia, O., no.
King, Helen (608 Club) Chi, no.
King, Marie (Steuben's Vienna Room) Boston, no.
Kings, Wayne, & Orch. (Earle) Washington, I.
Kings, Four (Biltmore) NYC, h.
Kiss, Billy, & Co. (Chippewa Lake Park) Chippewa Lake, O.
Kobler, George (Maple Grove) Harrisburg, Pa., no.
Kodling, Elsie (Desert Round-Up) Spokane, Wash., no.
Kobush, Ed.
Kobush, Edie, 14 (Village Barn) NYC, no.
Kramer, Leon (Zekes's) NYC, no.
Kreuger, Jerry (Club 15) NYC, no.
Kressel, Four (Bandy Beach) Fall River, Mass., 18-23, p.
Laffner, Arthur, & Co. (Lyric) Indianapolis, I.
Lakkar, Barbara (Zimmerman's Budapest) NYC, no.
LaMar, Henry (Gay 90s) NYC, no.
LaMar, Jackie (Hickory House) NYC, no.
LaMar, Frankie (Regina) Rochester, N. Y., no.
LaTour, George (Bobby) Limerick, Ireland, 22-23; (Holborn Empire) London, Eng., 30-June 4, I.
Lazella, Aerial: Mason City, Ia.
Lackore, Jimmie (Ray-Oh Club) Niagara Falls, N. Y., no.
Ladell, Vincent (Boazert) Brooklyn, N. Y., h.
Lane, Kathleen (Lincoln) NYC, h.
Lane, Mary (Shoreboat) Bronx, N. Y., no.
Laurie, Jack (Little Old New York) NYC, no.
Law, Jackie (Carnegie Club) Atlantic City, no.
Lawlor, Terry (Belmont Plaza) NYC, h.
Lawson, Lewen M. (Lido) Lido Beach, N. Y., no.
LePau, Walter (Casa De Rhumba) E. St. Louis, Mo.
Levy, Shuffles (Three Star Inn) Portville, N. Y., no.
Lee, Bob (Wivel) NYC, no.
Lee, Cels (La Marquise) NYC, no.
Lee, Loretta (Roxy) NYC, I.
Levy, Lorraine (Jimmy Kelly's) NYC, h.
Leonard, Luke (Broadway Horner) NYC, no.
Leonard, Ada (Colosimo's) Chi, no.
Leonard, Eddie (Shore Boat) Bronx, N. Y., no.
Leslie, Lee (Jimmy Kelly's) NYC, no.
Leslie, Mona (608 Club) Chi, no.
Lester, Ted (Wivel) NYC, no.
Lewin, Ann (Plantation) NYC, no.
Lewis, Coni & Little (State-Lake) Chi, I.
Lewis, Ted, & Band (Met.) Houston, I.
Liza, Dorothy (International Casino) NYC, no.
Leyman, Jack (Chicken Coop) Grand Rapids, Mich., no.
Liberto & Owens (Paradise) NYC, no.
Lind, Christiana (Belmont Plaza) NYC, h.
Lind, Bernice (Club Tivoli) Juarez, Mex., no.
Lockett, Lou (Club Tivoli) Juarez, Mex., no.
Lombardo, Guy, & Orch. (Stanley) Pittsburgh, I.
Long, Avon (Plantation) NYC, no.
Long, Ben (Cafe Continental) NYC, no.
Lord & Pritchard (Bal Tabarin) San Francisco, no.
Lorraine, June (18) NYC, no.
Lorraine, Billy (Bill's Gay 90s) NYC, no.
Loy, Theda (New Kenners) Syracuse, N. Y., h.
Lydia Harris (Pepper Pot) NYC, no.

O
O'Connell, Cab, & Orch. (Pal.) Chi, I.
Campus Scamps (Edison) NYC, h.
Cardido & Nema (El Chico) NYC, no.
Cappell, Yvonne (Golden Glow) Cleveland, no.
Cappi, Joe (Village Casino) NYC, no.
Cappa, Kendall (Herald) Dublin, Ireland, 21-22, I.
Carleton & Juliette (Shoreham) Washington, D. C., h.
Carr & Carrio (Harama-Madrid) NYC, no.
Carron, Alan (Paradise) NYC, no.
Carol, Janet (Steuben's Vienna Room) Boston, no.
Carlos & Ramon (Marta's) NYC, h.
Carr, Billy (Kit Kat) Chi, no.
Carroll & Kane (Troyville) NYC, no.
Carroll & Howe (Capitol) Washington, I.
Carroll, Marlon (Wivel) NYC, no.
Carter & Schaub (Jimmy Kelly's) NYC, no.
Carter, Nona (Queen's Terrace) NYC, no.
Cass, Lorna Orch. (Paramount) Austin, Tex., I.
Cassandra (White) NYC, h.
Cassy, Billy, & Moe King (Coo Rouge) NYC, no.
Cassell, Katherine (Le Mirage) NYC, no.
Candler, Evelyn (International Casino) NYC, no.
Charlotiers (Kit Kat) NYC, no.
Cherry, Marta (Whirling Top) NYC, no.
Chambers, Peter (White) NYC, h.
Chancy & Fox (Walton Roof) Phila., no.
Chancellor, Collette Club NYC, no.
Christy, Floyd, & Co. (Lyric) Indianapolis, I.
Clayton & Dunn (Harrel of Fun) NYC, no.
Clifford, Patricia (El-Hal) Chi, no.
Cobey, Lew (White) NYC, h.
Cobb, Kid (Janet of France) NYC, no.
Cobb, Jack (Rainbow Room) NYC, no.

P
Pagan, Jack "Nasty" (1-11 Club) NYC, no.
Parrington, Red (Biltmore) NYC, h.
Pape, Olive (Hollender) Cleveland, h.
Fay & Jordan (St. Moritz) NYC, h.
Feldkamp, Elmer (Hills-Carlton) NYC, h.
Felix, Claire & Tonila (Evan Frank's) NYC, no.
Fennell, Carrie (Footlights) NYC, no.
Ferguson, Bobby (Dude Ranch) Berwyn, Md., no.
Fetich, Stepin, Unit (Colonial) Darton, O., I.
Fields, Shep, & Orch. (State) NYC, I.
Finland, Frank (Inwood Tavern) NYC, no.
Flintrock, Jimmy (Sittler) Boston, h.
Flash & Dash (Kit Kat) NYC, no.
Flowerion, Consuelo (Chateau Moderne) NYC, no.

Q
Quinn, Ed (Cotton) NYC, no.
Quinn, Ray (Queen Mary) NYC, no.
Quinn, Owen (Central) NYC, no.
Quinn & Mona (Club Mayfair) Boston, no.
Quinn & Patricia (Bobby) London, h.
Quinn & Maravilla (El Chico) NYC, no.
Quinn, Professor (Le Mirage) NYC, no.
Quinn, Allen, & Boys (Monte Carlo 52 Hotel) Chi, h.
Quinn, Nal (15th Ave.) NYC, h.
Quinn, June (St. Moritz) NYC, h.
Quinn, Jean (Eddie Peyton's) Pittsburgh, no.
Quinn & St. Clair (Lobby Cafe) Juarez, Mex., no.
Quinn, Herbert (Edgewater Beach Hotel) Chi, h.
Quinn, Hal (15th Ave.) NYC, h.
Quinn, June (St. Moritz) NYC, h.
Quinn, Allen (Cafe Continental) NYC, no.
Quinn, Frances (Waldorf-Astoria) NYC, h.
Quinn, Frances, The (Club Mayfair) Yatesville, Ga., no.
Quinn, Eddie (Place Elegance) NYC, no.
Quinn, Fred (Broadway Hofbrau) NYC, no.
Quinn, Murray (Zekes's) NYC, no.
Quinn, Cass (Manny Wolfe's) NYC, no.
Quinn, John (Radio City Rainbow Grill) NYC, no.
Quinn, Steve (Chez Paree) Chi, no.
Quinn, Jack (Playland Park) Rye, N. Y., p.
Quinn, Frank (Onyx Club) NYC, no.
Quinn, Howard, & Sister (Bayott Club) Niagara Falls, N. Y., no.
Quinn, Ed (Bill's Gay 90s) NYC, no.
Quinn, Frankie (Regina) Rochester, N. Y., no.

R
Rainsworth, Marjorie (Walton Roof) Phila., no.
Rambles, Inez (Club Alabam') Chi, no.
Rambles, Antonio (El Congo) NYC, no.
Rambler, Grant & Edson (Alhambra) Milwaukee, I.
Rambler, Camille (Kennedy's Inn) Binghamton, N. Y., no.
Rambler, Jeanette (Biltmore) NYC, h.
Rambler, Jackie (Rudy's) NYC, no.
Rambler, Marilyn (Barney Gallant's) NYC, no.
Rambler, George & Sister (Carnegie Casino) Denver, no.
Rambler, Paul & Nino (State-Lake) Chi, I.
Rambler, Ethel (Bill's Gay 90s) NYC, no.
Rambler (Wonder Club) New Orleans, no.
Rambler, Gita (Carnegie Casino) Denver, no.
Rambler, Patricia (La Conga) NYC, no.
Rambler & LaMar (Stevens) Chi, h.

S
Sachs, Paul (15th Ave.) NYC, h.
Sachs, June (St. Moritz) NYC, h.
Sachs, Jean (Eddie Peyton's) Pittsburgh, no.
Sachs & St. Clair (Lobby Cafe) Juarez, Mex., no.
Sachs, Herbert (Edgewater Beach Hotel) Chi, h.
Sachs, Hal (15th Ave.) NYC, h.
Sachs, June (St. Moritz) NYC, h.
Sachs, Allen (Cafe Continental) NYC, no.
Sachs, Frances (Waldorf-Astoria) NYC, h.
Sachs, Frances, The (Club Mayfair) Yatesville, Ga., no.
Sachs, Eddie (Place Elegance) NYC, no.
Sachs, Fred (Broadway Hofbrau) NYC, no.
Sachs, Murray (Zekes's) NYC, no.
Sachs, Cass (Manny Wolfe's) NYC, no.
Sachs, John (Radio City Rainbow Grill) NYC, no.
Sachs, Steve (Chez Paree) Chi, no.
Sachs, Jack (Playland Park) Rye, N. Y., p.
Sachs, Frank (Onyx Club) NYC, no.
Sachs, Howard, & Sister (Bayott Club) Niagara Falls, N. Y., no.
Sachs, Ed (Bill's Gay 90s) NYC, no.
Sachs, Frankie (Regina) Rochester, N. Y., no.

T
Tadpole, Pete (Kennedy's Inn) Binghamton, N. Y., no.
Tadpole, Bert (Rowdy) NYC, no.
Tadpole, Maryon (Le Mirage) NYC, no.
Tadpole, Cass (Paramount) NYC, I.
Tadpole, Jack, & Three Bernadets (Miami Club) Chi, no.
Tadpole, Jean (Plantation) NYC, no.
Tadpole, Putney (Parade) NYC, no.
Tadpole, Billy (Mamma's Chicken Farm) NYC, no.
Tadpole, Virginia (Half Moon) Coney Island, N. Y., no.
Tadpole & Diane (Walton) Phila., h.
Tadpole, Jean (Swing) NYC, no.
Tadpole, Chick (Half Moon) NYC, no.
Tadpole & Gilbert (Carnegie Casino) Denver, no.
Tadpole, Tasha (Russian Art) NYC, no.

U
Udell, Jean (McAlpin) NYC, h.
Udell, Pete (Kennedy's Inn) Binghamton, N. Y., no.
Udell, Bert (Rowdy) NYC, no.
Udell, Maryon (Le Mirage) NYC, no.
Udell, Cass (Paramount) NYC, I.
Udell, Jack, & Three Bernadets (Miami Club) Chi, no.
Udell, Jean (Plantation) NYC, no.
Udell, Putney (Parade) NYC, no.
Udell, Billy (Mamma's Chicken Farm) NYC, no.
Udell, Virginia (Half Moon) Coney Island, N. Y., no.
Udell & Diane (Walton) Phila., h.
Udell, Jean (Swing) NYC, no.
Udell, Chick (Half Moon) NYC, no.
Udell & Gilbert (Carnegie Casino) Denver, no.
Udell, Tasha (Russian Art) NYC, no.

V
Vanderbilt, Marjorie (Walton Roof) Phila., no.
Vanderbilt, Inez (Club Alabam') Chi, no.
Vanderbilt, Antonio (El Congo) NYC, no.
Vanderbilt, Grant & Edson (Alhambra) Milwaukee, I.
Vanderbilt, Camille (Kennedy's Inn) Binghamton, N. Y., no.
Vanderbilt, Jeanette (Biltmore) NYC, h.
Vanderbilt, Jackie (Rudy's) NYC, no.
Vanderbilt, Marilyn (Barney Gallant's) NYC, no.
Vanderbilt, George & Sister (Carnegie Casino) Denver, no.
Vanderbilt, Paul & Nino (State-Lake) Chi, I.
Vanderbilt, Ethel (Bill's Gay 90s) NYC, no.
Vanderbilt (Wonder Club) New Orleans, no.
Vanderbilt, Gita (Carnegie Casino) Denver, no.
Vanderbilt, Patricia (La Conga) NYC, no.
Vanderbilt & LaMar (Stevens) Chi, h.

W
Wainwright, Marjorie (Walton Roof) Phila., no.
Wainwright, Inez (Club Alabam') Chi, no.
Wainwright, Antonio (El Congo) NYC, no.
Wainwright, Grant & Edson (Alhambra) Milwaukee, I.
Wainwright, Camille (Kennedy's Inn) Binghamton, N. Y., no.
Wainwright, Jeanette (Biltmore) NYC, h.
Wainwright, Jackie (Rudy's) NYC, no.
Wainwright, Marilyn (Barney Gallant's) NYC, no.
Wainwright, George & Sister (Carnegie Casino) Denver, no.
Wainwright, Paul & Nino (State-Lake) Chi, I.
Wainwright, Ethel (Bill's Gay 90s) NYC, no.
Wainwright (Wonder Club) New Orleans, no.
Wainwright, Gita (Carnegie Casino) Denver, no.
Wainwright, Patricia (La Conga) NYC, no.
Wainwright & LaMar (Stevens) Chi, h.

X
Xavier, Marjorie (Walton Roof) Phila., no.
Xavier, Inez (Club Alabam') Chi, no.
Xavier, Antonio (El Congo) NYC, no.
Xavier, Grant & Edson (Alhambra) Milwaukee, I.
Xavier, Camille (Kennedy's Inn) Binghamton, N. Y., no.
Xavier, Jeanette (Biltmore) NYC, h.
Xavier, Jackie (Rudy's) NYC, no.
Xavier, Marilyn (Barney Gallant's) NYC, no.
Xavier, George & Sister (Carnegie Casino) Denver, no.
Xavier, Paul & Nino (State-Lake) Chi, I.
Xavier, Ethel (Bill's Gay 90s) NYC, no.
Xavier (Wonder Club) New Orleans, no.
Xavier, Gita (Carnegie Casino) Denver, no.
Xavier, Patricia (La Conga) NYC, no.
Xavier & LaMar (Stevens) Chi, h.

Y
Yardley, Marjorie (Walton Roof) Phila., no.
Yardley, Inez (Club Alabam') Chi, no.
Yardley, Antonio (El Congo) NYC, no.
Yardley, Grant & Edson (Alhambra) Milwaukee, I.
Yardley, Camille (Kennedy's Inn) Binghamton, N. Y., no.
Yardley, Jeanette (Biltmore) NYC, h.
Yardley, Jackie (Rudy's) NYC, no.
Yardley, Marilyn (Barney Gallant's) NYC, no.
Yardley, George & Sister (Carnegie Casino) Denver, no.
Yardley, Paul & Nino (State-Lake) Chi, I.
Yardley, Ethel (Bill's Gay 90s) NYC, no.
Yardley (Wonder Club) New Orleans, no.
Yardley, Gita (Carnegie Casino) Denver, no.
Yardley, Patricia (La Conga) NYC, no.
Yardley & LaMar (Stevens) Chi, h.

Z
Zander, Marjorie (Walton Roof) Phila., no.
Zander, Inez (Club Alabam') Chi, no.
Zander, Antonio (El Congo) NYC, no.
Zander, Grant & Edson (Alhambra) Milwaukee, I.
Zander, Camille (Kennedy's Inn) Binghamton, N. Y., no.
Zander, Jeanette (Biltmore) NYC, h.
Zander, Jackie (Rudy's) NYC, no.
Zander, Marilyn (Barney Gallant's) NYC, no.
Zander, George & Sister (Carnegie Casino) Denver, no.
Zander, Paul & Nino (State-Lake) Chi, I.
Zander, Ethel (Bill's Gay 90s) NYC, no.
Zander (Wonder Club) New Orleans, no.
Zander, Gita (Carnegie Casino) Denver, no.
Zander, Patricia (La Conga) NYC, no.
Zander & LaMar (Stevens) Chi, h.

Mace & Pals (Lyons Marie Hall) Seattle, Wash., Dc.
 Marina, Florida (Wives) NYC, re.
 Marlon, Los (Trocadero) NYC, re.
 Marlow, Great (Doolley's) Charleston, Pa., Dc.
 Marlow & Michaels (Radio City Rainbow Room) NYC, re.
 Marquis, Rosalind (Chez Paree) Chi., re.
 Marquise, Three (La Marquise) NYC, re.
 Martin, Joe (Casa Grande) Cincinnati, re.
 Marilyn, Des (Adolphus) Dallas, re.
 Maurice & Gordia (Chicago) Chi., re.
 Maxwell, Kathryn (Queen Mary) NYC, re.
 Mealey & Duprey (State-Lake) Chi., re.
 Medrano & Donna (Pierre) NYC, re.
 Mele, Vi (Hills-Carlton) NYC, re.
 Melvin, Jack (Queen's Terrace) Woodside, N. Y., re.
 Merriman, Ted (Chez Ami) Buffalo, re.
 Merrill, Lorena (Howe) Akron, re.
 Merrill, Dr. Frederick (Frontenac Casino) Detroit, re.
 Merry Sisters (Terrace Gardens) Rochester, N. Y., re.
 Metcalf, Peggy & Vincent Daniels (Marcel's) Flushing, L. I., N. Y., re.
 Michon, Michel (Russian Kretchma) NYC, re.
 Michon, Marie (Harlem Casino) NYC, re.
 Michon & Milla (Club Mayfair) Yonkers, Pa., re.
 Miller, Beth (Rumanian Village) NYC, re.
 Minnie Mrs. Three (Lexington) NYC, re.
 Mirkin, Harry (Club Mayfair) Boston, re.
 Mitchell & Michael (Rainbow Inn) NYC, re.
 Modett, Adelaide (Ambassador) NYC, re.
 Mone, Jean (New Yorker) NYC, re.
 Montez, Neva (Dimitri's Gauche) NYC, re.
 Month, Mills (St. Regis) NYC, re.
 Moore, Iris (Greenwich Village Nat) NYC, re.
 Morales Bros. & Little Daisy (Kasbar's) Toledo, re.
 Moreno, Consuelo (Casa Valencia) NYC, re.
 Morgan, Charles (Mano Del) NYC, re.
 Morgan, Helen (Billy Rose's Casa Manana) NYC, re.
 Morgan, Johnny (Boulevard Tavern) Long Island, re.
 Morrison, Alex (St. Regis) NYC, re.
 Mosey Trio (Circus) NYC, re.
 Motter & Davis (Chicago) Chi., re.
 Mura, Corina (Waldorf-Astoria) NYC, re.
 Murry, Sammy (Old Rumanian) NYC, re.
 Murtola, Gerry, The (Barry-Plaza) NYC, re.
 Musical Aces (Innis Arden) Old Greenwich, Conn., re.
 Musical Stylists, Three (Chiltenen) Columbia, O., re.
 Myers, Tammie (Moonlight Cafe) Chi., re.
 Myrtle & Packard (Roxy) NYC, re.
 Myria (College Inn) Chi., re.

N

N. T. O. Revue (Boston) Boston, re.
 N. T. & Charles (George Washington) Jacksonville, Fla., re.
 Naldi, Claudia (Radio City Rainbow Room) NYC, re.
 Nascia, Daring (Hi-Hat) Chi., re.
 Nascia, St. Regis NYC, re.
 Nara, Walter (Piccadilly) N.Y., N. Y., re.
 Nara, Alexander (Wives) NYC, re.
 Nash, Evelyn (Shoreboat) Bronx, N. Y., re.
 Nasley & Norman (San Diego) Detroit, re.
 Newton, Peggy (Hickory House) NYC, re.
 Nichols, Roberta (Parkwood) NYC, re.
 Nichols, Howard (Grosvenor House) London, re.
 Nissen, Gertrude (Cafe de Paris) London, re.
 Norkis (El Chico) NYC, re.
 Norris, Lee (Swann's) Houston, Tex., re.
 North, Presently Glad (Kennedy's Inn) Binghamton, N. Y., re.
 Novak, Wilma (Butler's Ye Old Tap) NYC, re.

O

O'Hara, Barney (High Hat) Peoria, Ill., re.
 O'Hara,ileen (Oasis) Seattle, Wash., re.
 O'Hara, Grace (Hollywood) Phila., re.
 O'Connor, Millie (Corktown Tavern) Detroit, re.
 O'Connell, Virginia (Wives) NYC, re.
 Olive, Nina (Dimitri's) (Queens Terrace) Woodside, L. I., re.
 Olsen & Johnson (Palace) Cleveland, re.
 Omar (St. George) Brooklyn, re.
 Onda, Neva (Marie's Casino) NYC, re.
 Onda & Martinez (Havana-Madrid) NYC, re.
 O'Brien, Irma (Swing) NYC, re.
 Owen, Guy (International Casino) NYC, re.
 Oxford Boys, Three (Lyric) Indianapolis, re.

P

Pace, Bob (Adolphus) Dallas, re.
 Pace, Grant (Black Cat) NYC, re.
 Palmer, Gladys (Mammy's Chicken Farm) NYC, re.
 Pammur, Helen (Boulevard Tavern) Long Island, re.
 Pan-American Revue (Paramount) Andin, Parker, Lee (Northwood Inn) Detroit, re.
 Parkerson, Lew (Savoy-Plaza) NYC, re.
 Parks, Susan (Kennedy's Inn) Binghamton, N. Y., re.
 Parraga, Graciela (La Rue) NYC, re.
 Parsons, Kay (Post Lodge) Larchmont, N. Y., re.
 Pasche (606 Club) Chi., re.
 Pastore, Al & Gang (Memorial) Boston, re.
 Pedro & Lela (Rosalind) Jackson, Miss., re.
 Pepper, Mack (Chez Maurice) Dallas, re.
 Peppino, Three (Hickory House) NYC, re.
 Peppino & Camille (Adolphus) Dallas, re.
 Peppy & Jeanette (606 Club) Chi., re.
 Perry, Mimi (Wives) NYC, re.
 Perry Sisters (Cotton) NYC, re.
 Perry, Ruth (Billy Rose's Casa Manana) NYC, re.
 Phillips & Kohl (Michigan) Detroit, re.
 Pierre & Harris (Ben Marden's Riviera) Fort Lee, N. J., re.
 Pines, Sebastian (Hobart) Long Island, re.
 Pines, Ted (Torch Club) Cleveland, re.
 Platt, Betty (Hi-Hat) NYC, re.
 Plaza, Trini (Dimitri's Gauche) NYC, re.
 Poe, Evelyn (Club Mayfair) Boston, re.
 Pol-Max Girls (Hi-Hat) Chi., re.
 Polak, Jack (Hingside) Ft. Worth, Tex., re.
 Pritchard, Emma (St. Regis) Omaha, re.

Q

Quintas & Mena (The Tavern) Nogales, Sonora, Mex.

R

Rai, Jean (Dorchester) London, re.
 Ralph, Wynne (Le Mirage) NYC, re.
 Rand, Rida (Havana-Madrid) NYC, re.
 Rand, Sally (Hartford) Hartford, Conn., re.
 Randall, Connie (Adolphus) Dallas, re.
 Randolph, Amanda (Cafe Creole) NYC, re.
 Ravay & Margo (Blue Moon) Milwaukee, re.

Ray, Betty (Roxy) NYC, re.
 Ray, Iris (Pepper Pot) NYC, re.
 Ray, Milla & Vera Gordon (Casa Grande) Cincinnati, re.
 Ray, Jill (Club Rival) Baltimore, re.
 Reade & Waldi (Radio City Rainbow Room) NYC, re.
 Raymond, Gene (Paramount) NYC, re.
 Readinger Twins (Ben Marden's Riviera) Fort Lee, N. J., re.
 Rees & Drina (Edison) NYC, re.
 Reed, Ruth (Chez Maurice) Dallas, re.
 Regan, Phil (Capitol) Washington, re.
 Reid, Ruth (Hingside) Ft. Worth, Tex., re.
 Reyes, Paul & Eva (St. Regis) NYC, re.
 Reynolds, Helen (Marine Circus) New Haven, Conn.
 Reynolds & White (Oriental) Chi., re.
 Rice, Frances (Hollywood Casino) Providence, re.
 Rhodes, Dorothy (Kit Kat) NYC, re.
 Rhythm Pals (Harlem Casino) Pittsburgh, re.
 Richards, Harold (Belmont-Plaza) NYC, re.
 Richards, Lynn (Half Moon) Cony Island, re.
 Richards & Menette (Herig's German Gardens) Columbus, O., re.
 Richards, Ed (Carmel Club) Chi., re.
 Rio & Rita (Steuben's Vienna Room) Boston, re.
 Roberts, Dorothy (Claypool) Indianapolis, re.
 Robbins Family (Capitol) Washington, re.
 Robson, George (Radio City) NYC, re.
 Robson, George (Radio City) NYC, re.
 Rockwood, John (Jimmy Kelly's) NYC, re.
 Rodgers, The (Mayflower) Akron, O., re.
 Rogers, Jerry (Velvet Girls) Lackawanna, N. Y., re.
 Rogers, Lila (Half Moon) Cony Island, N. Y., re.
 Roland, Ross (Stork Club) Norwood, R. I., re.
 Rolando & Verditta (Blue Moon) Milwaukee, re.
 Rogers, Eddie, & Bert Haly (Hi-Hat Club) NYC, re.
 Rogers, Helen (Swing) NYC, re.
 Rollnickers Trio (Schubach) Louisville, re.
 Romner, Bob (Adolphus) Phila., re.
 Romaine, Doug & Don (Arcade) Watertown, N. Y., re.
 Roper, Rita (Palmer House) Chi., re.
 Rosalind & Seville (Muehlebach) Kansas City, Mo., re.
 Ross, Jack (Place Elegante) NYC, re.
 Ross, Lila (Happy's Cabaret) Oldfield, L. I., re.
 Roudin, Paul (Walton Roof) Phila., re.
 Ross, Benny (Paradise) London, re.
 Ross, Willy (State) Columbus, re.
 Rostiano, Milla & Sigmund (Club Tivoli) NYC, re.
 Roth & Shay (Circus Fenyes) Budapest, Hungary.
 Rubinstein, Erna (Zimmerman's) NYC, re.
 Rudolph, Teresa (Gracener) Chi., re.
 Rupa, Yvette (Columbo's) Chi., re.
 Russo, Ruth (Village Brewery) NYC, re.
 Ruval & Marcea (Jimmy Kelly's) NYC, re.
 Ryan, Jerry (Gay '90s) NYC, re.

S

Sallera, Three (Earle) Phila., re.
 St. Clair & Yvonne (Boulevard Tavern) Long Island, re.
 St. Clair, Irene (Mayfair) Boston, re.
 St. Clair, June (Harry's New York Cabaret) Chi., re.
 St. Omer, Joe, Co. (Hippodrome) Los Angeles 18-24, re.
 Salazar, Hilda (El Bongo) NYC, re.
 Sandoval, Neva (Waldorf-Astoria) NYC, re.
 Santos, Alexander (Oriental) Chi., re.
 Sasse, Fred (Roxie House) Newark, re.
 Sats, Ludwig (Rumanian Village) NYC, re.
 Sauters, Dorothy (Kit Kat) NYC, re.
 Savva, Marussia (Russian Kretchma) NYC, re.
 Sawyer, Bob (Club Hi) NYC, re.
 Scott, June (Columbo's) NYC, re.
 Scott, Jean (Leon & Eddie's) NYC, re.
 Seal, Peggy (Trocadero) London, re.
 Sedgewick, Edna (Drake) Chi., re.
 Seelan, Peggy (Trocadero) London, re.
 Seiler, Ray & Lou (Michigan) Detroit, re.
 Seton, Monroe (Club Mayfair) Yonkers, Pa., re.
 Shunder (Buckingham) NYC, re.
 Shuster, Anna (Rumanian Village) NYC, re.
 Shuster, Buster & Co. (Lyric) Indianapolis, re.
 Shaw, Ralph (Hillock Casino) Dubuque, Ia., re.
 Shaw, Ralph (Hollywood Supper Club) Rockford, Ill., re.
 Shaw, Helen (Old Rumanian) NYC, re.
 Sheane, Al (Queen's Terrace) Woodside, L. I., re.
 Shepard, Helen (Greenwich Village Nat) NYC, re.
 Shore, Willie (Hi-Hat) Chi., re.
 Shuffa, Ethel (Roosevelt) New Orleans, re.
 Simmons, Lee (Pittsburgh) NYC, re.
 Simmons, Gertrude (Palmer House) Chi., re.
 Simpson, Carl & Faith (St. Paul) St. Paul, re.
 Smith, Rudy (Black Cat) NYC, re.
 Sokolovska, Nadia (Russian Kretchma) NYC, re.
 Spallas, Four (Piccadilly) London, re.
 Spark Plug (Fontenac) Detroit, re.
 Spee & Spot (Tower) Kansas City, Mo., re.
 Spencer, Amy (Cafe Creole) NYC, re.
 Springer, Elaine (Village Brewery) NYC, re.
 Spurr, Capt. (Armory) New Haven, Conn., re.
 Spiller, Capt. Sea Lion: Montreal, Can., re.
 Standish, Helene (Club Hi) NYC, re.
 Starr, Jack (Carnion Casino) Denver, re.
 Steele, Lairy (Harlem Casino) Pittsburgh, re.
 Steinh, Leo (Steuben's Vienna Room) Boston, re.
 Stepping, Elax (Piccadilly) London, re.
 Stephenson, Gail (Herring Village) Columbia, O., re.
 Steing, Wynne (Rumanian Village) NYC, re.
 Stevens, Leith & Orch. (Earle) Phila., re.
 Stevart, Larry (Half Moon) Cony Island, N. Y., re.
 Stone, Bebe (Cafe Creole) NYC, re.
 Stone, Madine (Paradise) London, re.
 Storr, Allan (Commodore) NYC, re.
 Stuart Morgan Dancers (Palmer House) Chi., re.
 Sullivan, Maxine (Oxy) NYC, re.
 Surf Club Boys (Oriental) Chi., re.
 Swann, Russ (Harlem Casino) NYC, re.
 Sybil, Paul (Billy Rose's Casa Manana) NYC, re.
 Sylvania, Eve (Waldorf-Astoria) NYC, re.

T

Taft, Ted & Mary (Gracener) Chi., re.
 Tanya & Tammy (Blumack) Chi., re.

Tappa, George (Billy Rose's Casa Manana) NYC, re.
 Tatum, Art (Paradise) London, re.
 Taylor, Smiling Lou (Cavalier) NYC, re.
 Tede, Agnes (Walton) Phila., re.
 Templeton, Alec (Ambassador) Hollywood, re.
 Terrace Boys (Barney Callahan's) NYC, re.
 Terry & Walker (Murray's) Tuckahoe, N. Y., re.
 Terry Sisters (Shoreboat) Bronx, N. Y., re.
 Theodora (Marie's Tavern) Lima, O., re.
 Thomas, Audrey (Kit Kat) NYC, re.

THE TITANS
 "RHYTHM IN SLOW MOTION"
 HOTEL NEW YORKER, NEW YORK, N. Y.
 Dir.: MILES INCALLS & JACK DAVIES.

Thomashefsky, Boris (Rainbow Inn) NYC, re.
 Thron, Martha (Pennymania) NYC, re.
 Tinney, Dot (Black Cat) NYC, re.
 Tisdale Trio (Le Mirage) NYC, re.
 Titan Trio (New Yorker) NYC, re.
 Tomack, Sid (Royale Follies) Chi., re.
 Tompkins, John & Edna (Chez Paree) Chi., re.
 Tooley, Evelyn (Club Hazy) Columbus, O., re.
 Trade Twins (Fox) St. Louis, re.
 Travers, Jean (Hi-Hat) Chi., re.
 Travis, Jimmie (Club Swans) Houston, Tex., re.
 Tremlin, Terry (Club Riverside) Middletown, Conn., re.
 Trent, Tommy (Michigan) Detroit, re.
 Troubadors, Three (Dimitri's El Gauche) NYC, re.
 Truce, Mildred (Shoreboat) Bronx, N. Y., re.
 Tucker, Sophie (Ben Marden's Riviera) Fort Lee, N. J., re.
 Turand Brothers (Trocadero) London, re.
 Two Georges (Nixon) Pittsburgh, re.

V

Vaccaro (El Gauche) NYC, re.
 Valda, Countess (Carl's Club) Baltimore, re.
 Valdez, Vera (Wagon Wheel) Houston, re.
 Valdez, Peggy (Bamboo) Gardens) Washington, re.
 Valie & Lee (New Penn) Pittsburgh, re.
 Vallee, Nannette (Dimitri's Gauche) NYC, re.
 Vandy, Marion (Hi-Hat) Chi., re.
 Varela, Adella (Havana-Madrid) NYC, re.
 Velez, Angela (Chateau Moderne) NYC, re.
 Veratic Trio (Mon Paris) NYC, re.
 Vee Aimee Girls (Tap House) Kimira, N. Y., re.
 Vickers, Joan (Leon & Eddie's) NYC, re.
 Vienneuse Queens (Neil House) Columbia, re.
 Vincent & Anita (Shirland Gardens) Armonk, N. Y., re.
 Vitale, Valerie (Billmore) NYC, re.
 Vody's Jubilees (Cotton Club) NYC, re.
 Voelke, Linda (Russian Art) NYC, re.
 Von Kahn, Joseph & De Negre (Fontenac Casino) Detroit, re.

W

Wade, Dick (Kit Kat) NYC, re.
 Wain, Beatrice (Olen Island Casino) New Rochelle, N. Y., re.
 Walters, Jack (New Yorker) NYC, re.
 Walker, Betty (Black Cat) NYC, re.
 Walley, Nathan (International Casino) NYC, re.
 Walsh, Sammy (Mayflower) Akron, O., re.
 Walter, Gene (Kelly's Village Rendezvous) NYC, re.
 Ward, Will (Bill's Gay Nineties) NYC, re.
 Watts, Virginia (Maple Grove) Harrisburg, Pa., re.
 Wayne, Naunton (Dorchester) London, re.
 Welch, Frances (Barkley's) Flushing, Brooklyn, N. Y., re.
 Welch, Muriel (La Marquise) NYC, re.
 Wendel, Ray (Paul Gubb) Peoria, Ill., re.
 Wenzel, Dorothy (Bill Bertolotti's) NYC, re.
 West, Art (Chateau) Cleveland, re.
 White, Jack (Hi) NYC, re.
 White, Eddie (State-Lake) Chi., re.
 White, Ann (Queen Mary) NYC, re.
 Wickie, Gus "Poppy" (Radio Frank's) NYC, re.
 Wilfred Mae Trio (State) Baltimore 23-25, re.
 Wikie & Ray (Saver) London, re.
 Wilkens, Marlon (New Yorker) NYC, re.
 Willer, Frances (Webster Hall) Detroit, re.

Williams, Betty (Half Moon) Cony Island, N. Y., re.
 Wilson, Edna Marie (State Line) Kansas City, Mo., re.
 Winchill, Cliff (Harry's New York Cabaret) Chi., re.
 Winston, Walter (Brittwood) NYC, re.
 Wise, Don (Dude Ranch) Berwyn, Md., re.
 Wolf Sisters (Kempore) Syracuse, re.
 Woods & Gray (Nixon) Pittsburgh, re.

Y

Yacopa (Royal Palm) Miami, re.
 Young, Margaret (Gay '90s) NYC, re.
 Yourloft, Your (Old Rumanian) NYC, re.
 Zang & Todd (Tower) Kansas City, Mo., re.
 Zaza (Argonauts) NYC, re.
 Zita & Marcella (Cocked Hat) Kansas City, Mo., re.
 Zorine (Fontenac Casino) Detroit, re.
 Zucchi & Co. (Paramount) Des Moines, Ia., re.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)
 Abbey Players (National) Washington.
 Golden Boy (Billmore) Los Angeles.
 Hayes, Helen (Curtain San Francisco.
 Pins and Needles (Oscar) Boston.
 Boom Service (Auditorium) St. Paul 17-18;
 (Lyceum) Minneapolis 19-20.
 Star-Wagon, Three (Pocent) Phila 20-21.
 Tobacco Road (Forsman) Phila.
 You Can't Take It With You (Auditorium) Sacramento, Calif., 15; (Aug.) San Jose 19;
 (Aud.) Oakland 20-21.
 You Can't Take It With You (Locust St.) Phila.
 You Never Know (Grand) Chi.

MISCELLANEOUS

Arthur, Magician: South Port, Tenn., 10-19;
 Enterprise 20-21.
 Chief Holding Cloud Dog Town Follies: Clarion, Pa., 16-21; Mt. Union 22-23.
 Declio, Magician: Jamestown, O., 14-23.
 Double Drama: Co.; Havana, 16a, 23;
 Buhl 24; Gooding 25; Sheehane 27; Richfield 28.
 Marquis, Magician: Lynden, Wash., 19-20;
 Wenatchee 23; Ellensburg 24; Yakima 25-26.
 (See ROUTES on page 76)

PALLADIUM, LONDON—

(Continued from page 23)
 Hoopers with a spicing of comedy, get second billing honors. Act abounds in speed and cleverness but is loosely knit. Rerouting would help plenty. Ted Ray, young and personable English monologist, has more laughs to his credit than any other on this line-up. Closes to a socko getaway with a session of straight and comedy fiddling.
 Five Talo Boys, smart-appearing Continental Risle and teeterboard acrobats, click with breath-taking tricks plus acceptable clowning. Batis and Foster, colored comedians and hoofers, are not so forte. Their talk is old and only funny in spots. Best bit is the hoofing of the hefty Batis, Hector and his Pals, the latter a bunch of funny pooches, click solidly with a corking routine that is both funny and clever. A good bet for any bill.
 Gracie Fields walks on to a deafening ovation. Sings 11 numbers during her 30-minute session and stops the show cold. Encores, requests, tab' speeches and floral tributes all come her way. Royal China Troupe, six in number, impress with a great act of uncanny acrobatics plus plate spinning.
 Business capacity. Bill moves at a fast pace considering that 12 acts appear in 130 minutes.
 Bert Ross.

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R-B Brooklyn Biz Under '37

Evening draw hurt by rain, cool weather—salary cut essential, says John North

BROOKLYN, May 14.—Ringling-Barnum Circus opened its annual canvas season here this week to business somewhat below that of last year. Rain early in the week and unseasonably cold weather thereafter hit evening draw and had marked effect on concession business. Matinees have been satisfactory. It is reported, and Clyde Ingalls' Side Show has done better than expected.

Running time is still longer than usual, performances this week hovering around 2 hours and 50 minutes—too long for a big show when it moves each night. Usual cutting of acts when show (See R-B BROOKLYN on page 70)

Circus and Union Battle See Page 3

Russell Bros. To Play Chicago Lots

CHICAGO, May 14.—Russell Bros.' Circus has been contracted to play a number of stands in Chicago, starting its first engagement at Leland and Kimball avenues May 21 and 22.

This will be the first truck show that has played in the city limits of Chicago in a number of years. Downie Bros. and other shows have played suburban spots during the last few years, but none in the city limits.

Russell Bros.' show thru its representative, Dwight Pepple, has made tick-of tie-ups with a number of merchants and business firms. Pepple has been working on the plan for some time. Justus Edwards and Jackie Wilcox spent several days this week in Chicago doing advance publicity.

WPA Show Opens Canvas Season

SUNNYSIDE, L. I. N. Y., May 14.—The WPA Federal Theater Project's circus opened here May 10 under sponsorship of the Mayor's Community Study Committee. Biz was light, due more to cool weather than anything else. Newspapers were generous with space, with *The Long Island Daily Star* running a splendid after-story on front page.

Visitors included Walter Campbell, agent-cashier for Federal Project No. 1; Mrs. Venie Hines, widow of Marty Hines, one-time noted horse trainer of the Barnum & Bailey show; Rose Stein, feature magazine writer; George Burton, feature writer for *The Long Island Daily Star*; Miriam Baron, who writes articles on circuses for various magazines. The program and staff of show will be in next week's issue, reports Wendell J. Goodwin.

Barnes Encounters Snow On Way to Sacramento

SACRAMENTO, Calif., May 14.—The A. J. Barnes-Sells-Photo Circus was late pulling out of Reno, Nev., for this city. It encountered snow on trip across the Sierra Mountains and arrived here so late that the afternoon performance did not start until 4:30. Attendance was light, but show had capacity house at night.

RENO, Nev., May 14.—The Barnes show was billed in Colfax, Calif., May 3 but couldn't get on the lot, as it was partly under water, due to snow melting on the mountains a couple of days before and covering the spot. Spent the day feeding and watering. The Colfax picture show gave a special matinee for the folks. Train pulled out for Reno at 6:30. Excellent business here at both shows. Very cold and windy.

Ringling-Barnum Strike See General Outdoor News Section



PICTURE TAKEN in railroad yards at Washington, D. C., May 6, when a "plaster" was placed on the Col. Tim McCoy Wild West. Left to right: Denny Helms, lot superintendent; Frank Chicarella, personnel director, and Jack F. Fenton, special agent.

Harris Top, Program Cut

Economy move made after first month's patronage goes below expectations

MASSILLON, O., May 14.—Launched early in April in the South, Harris Bros.' Circus since moving into Ohio has reduced the size of its big top and program. Retrenchment was decided on after the show's patronage the first month fell way below expectations and as an economy move, Ray Marsh Brydon informed *The Billboard* representative here. Business during the show's Ohio tour has been spotty, with an occasional stand making the show a little money. Brydon revealed.

Program is very good for a small circus. (See HARRIS TOP on page 39)

Roster of Eakin Bros.

INGALLS, Ind., May 14.—Roster of Eakin Bros.' Circus includes J. C. Admire and D. R. Eakin, owners; D. R. Eakin, manager; Walter W. Gentry, assistant; Charles D. Stewart, secretary-auditor (will have his sound truck and public-address system with show); Arthur R. Burns, treasurer and Social Security agent; J. C. Admire, general agent; Max Eakin, manager advertising care; Ray Vaneleves, boss canvasser; Brownie Silverlake, equestrian director; Gladys Admire, promotions, banners, merchant ticket sales; Hawk Lemay, lights; Jake Admire, reserved seats and announcements. With show will be 3 trucks, 4 trailers, 12 house trailers, 7 autos; on advance, 3 cars, 2 trucks.

Robbins Bros. Has Smaller Top But Seating Capacity Same

NEWARK, O., May 14.—Robbins Bros.' Circus started second week of its tour here May 9 with a smaller top and a curtailed personnel in almost all departments. Retrenchment was in keeping with present-day times. Jess Adkins, owner-manager, informed *The Billboard* representative here. First week's grosses in territory which always is counted on for good outdoor business, were far short of expectations and reflected general business conditions in the Middle West, show executive asserted.

The new top used the first week out was shipped back to the makers at Kansas City and a smaller one, 120 round, with a 30 and two 40s, was sent here. Seating capacity will remain the same, the switch absorbing unneeded space around the hippodrome track. One number in program has been reduced by half, about eight performers being dismissed. Working departments were pared all along the line, and the advance cut somewhat. Show went out April 30 with about 400 persons. Starting here, child's general admission was

Improvement in Business for Downie in Ohio

MOUNT VERNON, O., May 14.—Altho favored with ideal weather, Downie Bros.' Circus has had spotty business first month of the season. Charles Sparks, manager, informed *The Billboard* representative here. There was an improvement in business at Ohio stands over the West Virginia territory, show executives revealed.

At Lancaster a good day; Chillicothe grosses satisfactory. After four Buckeye State stops show moves into its customary Western Pennsylvania territory and then east into New York State and perhaps New England.

The Downie show is faring much like other circuses which have been playing this territory, an occasional good day cropping out.

The program is one of the best and new canvas makes a beautiful spread. Top, a 100-foot round, is smaller than last year.

Dakota Bill Resumes

SOUTH BOSTON, Va., May 14.—Dakota Bill's Circus reopened here May 8. Col. M. L. Baker is owner-manager and his wife secretary-treasurer; Charles Baker, agent, Rube Stone, clown, and Lawrence Beam's Hillbilly band joined here. Program has eight circus acts and trained dogs, goats and birds.

Arensens Join Lewis

CANTON, O., May 14.—The Arensens, comedy acrobats and wire performers, have joined Lewis Bros.' Circus. Act was with Klein's indoor circus past winter.

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reduced from 50 to 25 cents. New set-up gives program a much more intimate presentation and still does not lose its effectiveness. No immediate further curtailment is anticipated unless business gets worse, show executives revealed. Train will remain at 14 cars back and one ahead and there will be no letdown in billing and exploitation, it was said.

Youngstown last Friday proved the best stand the first week out, topping Akron, which was high until Thursday. Salem was light at the matinee, but fair at night.

JOHNSTOWN, Pa., May 14.—With the exception of two late arrivals, Robbins Bros.' Circus is enjoying the reputation of being one of the fastest moving railroad shows. It is seldom later than 12:30 a.m. when Trainmaster McGrath has the show out of town. The noon-day parade never fails to result in old-time circus day interest.

Bernie Head, who has been contract-

(See ROBBINS BROS. on page 38)

Gainesville Biz Is Spotty

Members of community show injured in home city—Gilmore transferred

GAINESVILLE, Tex., May 14.—Engagement of the Gainesville Community Circus last week in Denton under Junior Chamber of Commerce auspices was pleasant but business was far below expectations. The Gainesville engagement of three days was very satisfactory, with capacity houses first two nights and two-thirds the last night.

Next engagement of show will be at the annual Union Festival in Farmersville May 31. Matinee and night performances are scheduled. The show will also exhibit at the second annual Health Festival in Mineral Wells, Tex., June 16 and 17, with matinee on second day.

There were several injuries during the Gainesville engagement. Mrs. Jerry Murrell suffered a painful leg injury when her horse lied down on it during the menage number. Helen Ryan, lad-

(See GAINESVILLE on page 39)

Bad Weather But Good Crowds for Parker & Watts

CLAY CENTER, Kan., May 14.—The Parker & Watts Circus since opening in Emporia has had much bad weather but good crowds. The parade is the talk of every town and streets are packed when the march hits the downtown streets.

Max Louis and John Levan, of *The Wichita Beacon*, visited recently. They gave the show wonderful advance publicity, also afternoons. Also visiting were William Flato and wife.

Junction City, May 9, was the first perfect day for weather and tent was packed at both performances.

George Dural, general agent, and wife were back on show for a visit at Abilene. The newspapers are giving show fine afternoons and Ira M. Watts has received many nice letters from mayors, superintendents of schools and the heads of the Chambers of Commerce, reports Thomas (Skinny) Dawson.

Two for Springfield, O.

SPRINGFIELD, O., May 14.—Springfield circus fans will have two shows within three days of each other. Tom Mix Circus is here today on the fairgrounds, Mix being a guest star in the Springfield celebration of the Northwest Territory observance.

Cole Bros.' Circus will be here May 17, sponsored by local automobile club, for benefit of the Springfield school-boy patrol activities.



VALENTINES SENSATIONAL FLYERS (William, Freddie and Roy Valentine and Mary Atterburg) will open May 28 with *The Grand Circus Schreyer* as a headline act of Caracas, Venezuela, South America. Will play celebrations and fairs upon their return to the States.

So Everyone May Know the Facts, Read What the Pittsburgh Newspapers Printed on Page 1

Post-Gazette

the World's Great Newspapers

MORNING, MAY 11, 1938.

THREE CENTS

**LATE
NIGHT
EDITION**

Circus Officials See Plot In Suit by Actors' Union

Suits Totaling \$100,000, Brought by Picket
Instituted to Force Signing of Contract,
Officials Allege in Statement.

PITTSBURGH POST-GAZETTE: FRIDAY, MAY 13, 1938

Officials of the Hagenbeck-Wallace circus charged last night that union organizers were trumping up charges against them in local courts to force them into signing a contract.

Close on the heels of a series of warrants issued against the circus by three ex-employees who claimed they were "kidnaped" from the picket line came a statement from Howard Barry, the circus manager, that he had been offered a "proposition."

Barry said that Attorney John Frankel, representing the American Federation of Actors, told him in a phone conversation that he thought he could "adjust" four attachment suits against the circus, totaling \$100,000, if the union were recognized.

The attachments, based on charges of interfering with the picket line, ordinarily would require the circus to post a \$200,000 bond

pending a court decision. Attorney Charles B. Prichard, representing the circus management, said:

"Frankel told us: 'We can adjust this whole thing if the circus will sign up.'"

Pickets still were patrolling the grounds in front of the big tent at Fifth and Penn avenues last night as they had been since the circus, biggest unorganized entertainment venture of its kind, arrived in town.

Warrants were out for Barry and 10 other circus men on charges made by three striking employees, Buck Gilbert, John Young and Clarence Edwards.

The three charged in informations before Alderman A. M. Maloney, downtown, that they had been forced to stop picketing by armed circus "stooges," and kept prisoner in the managerie tent all

(Continued on Page Two, Col. 2)

Circus Denies Kidnap Story

(Continued From Page One.)

night until finally released through the efforts of a union attorney.

Besides Barry, those named in warrants charging disorderly conduct and asking surety of the peace were Nick Carter, William Moore, Mel Smith and seven others identified only as "John Doe"—their names presumably unknown to the three complainants, who have been with the circus only this season.

There was another warrant for false arrest, based on the complaint of an unnamed organizer that he had been picked up on charges of having a criminal record in Chicago, and then released when it was discovered the charge was untrue.

Gilbert, Young and Edwards, members of the "squad" that cares for the elephants, admitted yesterday they were the only employees of the show who joined the picket line when the show arrived in town.

Circus Files Suit Against Union Chiefs

Charges Slander on Part
Of Actors, Pickets Who
Alleged Kidnaping.

A suit charging union officials with "slanderous" statements was begun here yesterday by the Hagenbeck-Wallace circus.

It was the outgrowth of the attempt by American Federation of Actors' pickets to force the show into union agreements during its stay here early this week. During the controversy the union men had warrants issued charging "kidnaping" of three pickets, obtained attachments against show property and issued statements that working conditions in the circus were "terrible."

Attorney Charles B. Prichard, speaking for the circus management after the show's departure for West Virginia towns, said the suit was directed against Guy Magley, George Laray and William Wolfington, union representatives, and Buck Gilbert, Clarence Edwards and John Young, the three who claimed they were "kidnaped."

Union Claims Denied.

At the same time the suits were announced, Prichard denied union statements that pickets had followed the show to Washington, Pa., when it left here Tuesday night.

"Moreover," Prichard said, "there is no ground for the charge of 'terrible' conditions among the circus workers. The Hagenbeck-Wallace management is not anti-union. It maintains relations with the musicians' and billposters' unions, and any employe is free to join any union. Most of the employes do not want to sign up for a wage scale this summer, because they say they'd rather work than go on relief and they realize the show cannot operate if it has to adopt a higher scale at this time."

HAGENBECK-WALLACE CIRCUS HAS NO STRIKE

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CHAS. SPARKS, Mgr., Downie Bros. Circus.

Sawdust and Spangles

By CHARLES WIRTH

WHEN the Col. Tim McCoy Wild West folded in the nation's capital night of May 4 many dallies throughout the country carried stories of the closing. Here's a little interesting comment on it, written by Nelson Bell, of The Washington Post, and which was published in that paper:

"That was too bad about Col. Tim McCoy's Wild West Show and World Congress of Rough Riders that went on the rocks, as the saying goes, after its last performance here night of May 4. The whole thing seems to have been the result of over-confidence on the part of Colonel McCoy and his associates in the promotion of this pretentious enterprise. They were sure that a revival, after 10 or 12 years, of the sort of thing 'Buffalo Bill' Cody, 'Pawnee Bill,' 'Broncho John' Sullivan and other hardy old Westerners used to do would meet with immediate and infallible public enthusiasm. They seem to have waited a little too long. Public memory is a treacherous thing, especially with a new crop of motion-picture-minded amusement seekers coming along so rapidly.

"The McCoy show represented an investment, so I am reliably told, of approximately \$450,000. The whole thing was authentic to the last detail. It was a brand new 'production,' made to order, with its own trains. It might have been the part of foresight and discretion to have held out, say, \$50,000 of that \$450,000 as an emergency fund. If that had been done, this thing would not have happened—at least, not yet. And there is always the possibility that the show might have caught on. Show business!"

BUSINESS with circuses, as a whole, has been somewhat off from last season, due, of course, to conditions. According to reports several have been playing to an average good business, while others have found it to be very spotty. However, they are going along, hoping for a break or pick-up in the near future. One manager declared that he will keep going even if a little retrenchment is necessary. A fine spirit, indeed.

Clayton To Open Late Next Month

BINGHAMTON, N. Y., May 14.—The Clayton Combined Circus, in quarters at Castle Creek, N. Y., will take to road late in June.
Several new small animals have been received. Show will play under auspices wherever possible and will confine its itinerary, in all probability, to New York State.

Golden Has Snow In Idaho and Nevada

CINCINNATI, May 14.—Golden Bros. Circus, formerly Barney Bros. Circus, touring Idaho and Washington, has been encountering some bad weather. At McCall, Ida., snow was so deep that it had to be shoveled off the lot in order to put up the big top. There also was snow in Austin, Nev., and Cascade, Ida.

Riggs Management Pleased With Biz

LYONS, Neb., May 14.—The management of Riggs Three-Ring Circus and Wild Animal Show has been well pleased with business. Show opened at Union, Neb., April 10 and has encountered much rain. Big-show program runs an hour and 15 minutes and concert, Buck Riggs and Co., 30 minutes. Claude McDonald has the Side Show, featuring 23 Hollywood Monkey Revue. Kid show and managerie are combined.

Ralph Kirk is equestrian director and features his trained spotted stallions and his mule, May West. Bob Holliday, lot superintendent, was tendered a surprise birthday party in dining tent recently, and Joe Bryan, chief, outdid himself.

Art Crawford and his five-piece band give concerts uptown. Harry Johnson, secretary, has opened an uptown ticket wagon. Show has added five lengths of reserved seats. Management has ordered more seats for reserves and entrance masking. A new truck and callopie will be added. Howard Holliday, contracting agent, has bought a new Chevrolet coach, and Delbert and Ina Knight a Buick coupe. Show has tie-ups which start May 21 and everything is being dressed for the celebrations.

Recent visitors, members of Shad Circus, Mr. and Mrs. Hammond and son, members of Alaskan Revue, Mr. and Mrs. Fred Harper, Frank Koko.

George B. Beal Interviewed In Connection With Book

BOSTON, May 14.—To one "showman" at least Friday the 13th holds no superstition, for yesterday George Brinton Beal, of The Boston Post, was interviewed over WORL for a 15-minute period in connection with his recently published book, *Thru the Back Door of the Circus*.

Beal received quite a bit of advance publicity to this interview and for his book, since during the previous week when Ringling-Barnum circus was in town he interviewed circus folk, using the name of his book as the program's title and hence getting newspaper plugs that the radio listings.

Beal, it will be remembered, was the first person ever to be allowed to take motion pictures of the behind-scenes activity of the sawdust and spangle world. Following a lecture tour, during which he showed these pictures, he compiled his wealth of material in this book.

On the radio program Beal took the audience to seven different circuses on two separate continents, and in his tete-a-tete with Bob Perry, WORL special events announcer, personally told some of the most outstanding incidents in his life with the circus people while he was collecting his avid information.

Nick Carter's Personnel

STUBENVILLE, O., May 14.—Nick Carter, superintendent of privileges with Hagenbeck-Wallace Circus, announced following personnel of his department here:

Bob Keathley is assistant to Carter; Sidney Ayles, cashier; Winn Partello, stockman; Harry Simmonds, purchasing agent; Adolph Murphy, cushions; Jimmy Ambrose, bugs; Joe Lewis, novelty stand; Albert Strubbe, Samuel (Conley) Golden, Joe Allen, novelties; Bill Hunt, managerie stand; Kirby, No. 1 stand; Jack Riggs, No. 2 stand; Tony Felcher, No. 1 hamburger; Clarence Hichack, No. 2 hamburger; Lawson, candy floss; Don McKnight, floss; Dale Thoma, manager custard truck; Bill Vining, pop corn; Red Bowen, pop corn; sests, William Anderson, Harold Crain, Billy Cochran, Dominic Burrenatt, Arby Dunn, Frank Angledon, William Hunt, Dale, Austin Larry, Al Rasen Snodan, Boy Young, Dick Dickson, Eric Murphy, and Joe Urban, peanut board.

Linard Jones Fund \$57

ERIE, Pa., May 14.—James V. Chloupek, Oakland, Calif.; Stedman R. VanWyck, also of Oakland, and Carey C. Enrie, Mt. Washington, Cincinnati, O., have donated to the Linard Jones Monument Fund. Amount now totals \$57.10. George H. Lux, 1331 West 10th street, Erie, is general chairman of the committee. He handles all contributions which he turns over to Frank V. Baldwin, treasurer.

With the Circus Fans

By THE RINGMASTER
CFA
President MELVIN D. HILDRETH, 710 Evans Bldg., Washington, D. C.
Secretary W. M. BUCKINGHAM, Charles Hall, Norwich, Conn.
(Conducted by WALTER HORNAPPEL, Editor "The White Tops," care International Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., May 14.—Ellwood Moore, 88, father of Mrs. Karl Kae Knecht, died May 5 in Walker's Hospital, Evansville, Ind., where he had been confined for three weeks with a broken hip.

Col. William Sneed and John S. Shepard called on Irving K. Pond at St. Luke's Hospital May 5. Mr. Pond is suffering from a broken leg.

A. T. Sawyer, Monmouth, Ill., and Fred Schlotzauer, of Oquawka, caught Russell Bros. Circus at Aledo, Ill., May 14.

Ten Fans from Norwich, Conn., and four from New London attended the Grotto Circus (Hamid-Morton show) at New Haven May 7.

F. E. Loxley, Cranston, R. I., saw Ringling-Barnum circus at the Boston Garden May 5.

G. C. Comfort attended Sells-Sterling Circus at Moline, Ill., May 9. States a very good show and good attendance at night performance.

On May 6 Mr. and Mrs. Storms Shultz, Galeburg, Ill., caught Sells-Sterling Circus at Burlington, Ia. They met Fred Schlotzauer on the lot.

A meeting of James Robinson Top No. 11 was held at Hotel Manger, Boston, May 3. Benjamin F. Perkins, State chairman, and Frank T. Ford were present, also the following invited guests: Charles B. Brown, H. E. Metcalf, Robert M. Preston, H. C. Pearl, L. R. Schroeder and Charles F. Moreau, all of American Tissue Mills, Holyoke; Jim Dinn, Boston; R. B. Brooks, Springfield, and W. L. Montague, CPA, West Hartford, Conn. After adjournment the guests were served dinner. Later all went to the Ringling-Barnum show. Later they were joined by several members of the show at the hotel for a social session.

The Old Animal Man

By KARL PFAUSE
YES, man, they are tigers. No, man, they are not from Africa. Lions come from Africa, but there are no tigers on the mainland. These tigers come from India.
What's that? How often do we feed them? Once a day on week days we give them meat. On Sundays they get milk. Oh, that's done because it is natural for them to fast part time. No, they do not get sick often. We watch after them too well. I can't say whether they like captivity or not. Most of them have never known any home other than these cages, tho. If one escaped it would not know what to do. It would be a stranger in a strange world.
No, they don't get out often—only when someone has been careless. (See OLD ANIMAL MAN on page 44)

Evans Stock With Sparton

MASSILLON, O., May 14.—J. J. Evans has contracted his trained stock with Sparton Bros. Circus, which opened May 11 at Keyser, W. Va. His acts include four midget mules, a mare and troupe of dogs.

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Under the Marquee

By CIRCUS SOLLY

RITA AND ERNOS, serialists, have signed with Eddy Bros. Circus.

STEVE BYRD, who is still confined to the Veterans Hospital, Ward 4, Biloxi, Miss., would like to hear from friends.

COLE BROS. CIRCUS will exhibit on Harbour street grounds, Hartford, Conn., June 3.

STERLING (DUKE) DRUKENBROD, who was side-show manager of the McCoy show, is back at his home in Canton, O. It is undecided as to the future.

BUDDIE WEDIN, midget clown, who had been with Sells-Sterling Circus, has opened a shoe-shine parlor in Dickenson Hotel, Iron Mountain, Mich.

CHARLES BAKER and wife, while playing St. Louis Police Circus, entertained Bob Gow and Chester Sherman. Baker has a new trailer.

YOU MAY have troubles, but so do others.

OSCAR WILEY, general agent for Barnett Bros. Circus, has contracted Syracuse, N. Y., for May 28. Will be first show there this year and will be on the new lot, McCarty's Island.

RAY ROGERS, of Barnett Bros. Circus, announced at East Liverpool, O., recently that one of his elephants had been leased to the Highland Park Zoo at Pittsburgh, Pa., for summer season.

FLYING BEHRES, who recently returned from a two-year tour of Europe, are with Robbins Bros. Circus as one of the features. They will return to Europe for the winter months.

ORA O. PAREE, general press representative of Cole Bros. Circus, was given considerable mention, accompanied by cut, in *The Indianapolis Star*, issue of May 5.

JOE MILLETTE is again with Ringling-Barnum circus as head salesman in the layout department. Has been with the show for many years. C. Johnson is again wagon man in charge of 103 in layout department.

ROY HAWKINS, injured last season on Hagenbeck-Wallace Circus and who has been in hospital, is now at 1122 Broadway, Macon, Ga., and will appreciate hearing from acquaintances. He is as yet unable to walk.

YILDING is sometimes the best way of succeeding.

JOHN TAYLOR, ventriloquist, with World Bros. Circus, says he started Edgar Bergen as a ventriloquist and is therefore the grandfather of Charlie McCarthy. From "Do You Remember?" by E. E. Meredith, in *The Fairmont* (W. Va.) Times May 4.

AL HATCH recently arrived in Columbia, O., from St. Petersburg, Fla., to join the F. E. Gooding Shows. Rex Hatch, musician, accompanied him. They have new equipment and trailer. Visited Frank Miller and George French with Hagenbeck-Wallace in Columbus.

EVERETT BLANSHAN, of Kingston, N. Y., who some time ago stated that there were no more circus lots in that city, pens that there is one now, the Athletic Field, located in central part of city on Cornell street. Newton Bros. Circus will be there May 10.

MEL KIDDIE SHOW, which has been playing the Blank Circuit in Nebraska, finished at World Theater, Kearney, Neb., May 14, then goes into North Dakota and Montana for tent season. Will open about June 3 with new outfit. Big in Nebraska fair.

DO NOT MISLEAD—have what you advertise and advertise what you have.

JAMES (BUGS) KELLY, who has been in hospital, having undergone operation, has returned to his home at Pattersonville, N. Y. It will be necessary for him to stay off the road this year. Letters

from acquaintances will be appreciated. Address is Box 6.

THE FOLLOWING appears in Russell Bros. Circus herald:

For every soul is a circus,
And every mind is a tent;
And every heart is a sawdust ring
Where the circling race is spent.
—VACHEL LINDSAY.

MRS. GEORGE H. McSPARRON, professionally known as Emily Stickney, has gone to California to join her husband, who is located there. She was accompanied by her son, Clyde McLeod. En route they stopped off at San Antonio, where they visited with Mrs. Dan Odum and Col. C. G. Sturtevant.

JESS ADKINS, manager of Robbins Bros. Circus, entertained the following when show was at Salem, O.: R. M. Harvey and Ray Marsh Brydon, of Harris Bros. Circus; Ray Wallace, theater executive of Alliance; K. C. De Long, Boy Wild, Doc Mast, Ray Rogers, of Barnett Bros. Circus; Glen Wagner, Nick Henick, "Honey" Bauman and Rex McConnell.

WILLARD J. OAKLEY'S favorite act is Rudy Rudyoff's Liberty horses. What is yours?

ADVERTISING CAR No. 1 of Cole Bros. Circus was in Canton, O., May 8 billing for May 20. Crew made a great showing, particularly in downtown section. Country route crews were able to use several Robbins Bros. stands, as that show had appeared at Akron days before the car was in. So far it's the only circus for Canton this season, no others having been contracted.

Somebody should ask city council of Harrisburg, Pa., if it believes in "live and let live," and if so, why it decided to hike the fee for circuses to \$100 for the first day and \$100 for each additional day in the proposed new city license tax ordinance.

VISITING NOTES—Willard J. Oakley visited Ringling-Barnum at the Boston Garden and renewed acquaintances.

SENER AND WEBB'S unit saw Tom Mix Circus recently and visited with friends. **THOMAS J. BOEHM** attended Barnett Bros. and Robbins Bros. circuses and the McCoy Wild West.

W. J. GARNER saw Eddy Bros. Circus and says that show has a new big top and equipment is spick-and-span. **PHILIP YONKERS**, wife and sons visited MIT Robbins and wife at Marion, O., reporting good show. Yonkers is in advertising business in Wisconsin. **E. J. McKNIGHT, CPA**, and reports quite a bit, saw Tom Mix Circus in afternoon at Madison, Ind., and reports very nice house and good performance. **E. E. SIMMONS**, and Leslie A. Lyons saw Cole Bros. Circus at La Fayette, Ind., night of May 9. Weather cool but large crowd.

FROM ALFRED J. MEYER: "Having made an extensive observation of the wonderful collection of circus posters and old circus photos assembled at the Museum of the City of New York recently, I must say Mr. Vail, the historian, has done himself proud with this collection. To any student of circus lore this exhibition is well worth the time to inspect. One of the posters that impressed me greatly was the bill of the Dan Rice one-ring show billed for New London, Conn., August 21, 1883. That was the same year Dan Rice's foster nephew, the celebrated rider, William (Billy) Showles, was born. His foster parents, Jacob and Elizabeth Showles, are featured in this same poster. Jacob Showles is the leading gymnast and his wife, Elizabeth (Libby), billed as the best horsewoman in the country, showing her beautiful filly Rebecca. Rice performed his pet mules, Pete and Barney, in intricate maneuvers. Also showing on the wall was a fine black and white engraving of Levi J. North, famous English equestrian, pirouetting on a fast-moving horse. This was billed at the Bowery Theater in 1840."

It looks like all of the railroad circuses will be in Canada this season. Time will tell whether it was wise for so many to be in the same place simultaneously. The population of the Dominion is only 9,000,000, slightly less than the State of New York.

FLASH! FLASH!

A MESSAGE TO THOSE WHO HAVE WIRED OR WRITTEN REGARDING TIM MCCOY CANVAS EQUIPMENT:

We were delayed in having equipment shipped to us from Washington, but same will be in our possession and ready for sale at approximately sixty cents on the dollar about May 18. First orders will be given preference and inquiries answered as soon as equipment is appraised.

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Dressing Room Gossip

BARNES-SELLS-FLOTO—Last week I told you the baseball feud was blooming between ring-stock boys and performers. At this writing it has developed so rapidly it is now in full bloom. The epidemic has spread to the women's dressing room, and latest team to emanate from those quarters will be managed by Marion Darling. The Reiffenach family is scoring heavily, and Clarence Bruce is rolling 'em in the aisles with his leap over his steed. Olvera Brothers, doing a head-to-head on high perch, are holding center ring with big success. Johnny has removed the adhesive tape from his nose, which he wore for about 10 days after a fall from his head stand, caused by the understander getting too close to aerial rigging. Ann Merkel, who does the ceiling walk and later on in show performs one-arm swings, surely sells her act.

The concert is clicking and doing good business. A line of some 20 beautiful girls dressed in white satin uniforms and wearing bellhop hats trimmed in gold seems to impress the customers. Johnny Dove, acrobatic roller skater, gives plenty of thrills. Chatter Escalante pleases with her reminiscences of Old Mexico.

Thompson Sisters sell their tap-dance routine in a big way. The La Fer troupe, appearing in an apache dance and closing concert by hurling knives at their dancing partners, furnish a fast close. Myrtle Williams has her ponies working smoothly in Ring 3. George Tipton's food is better than in previous years. Shirley Bryan visited her mother in Oakland when show played San Francisco.

Ed Delevan left show at San Francisco after being ill for a few days with a heavy cold. Homer Goddard and Johnny Tripp are holding down the spot formerly held by the Pine Sisters when this act was put out of commission due to Concha injuring her foot. She was removed to Franklin Hospital, San Francisco, and may be there for some time. Evelyn Burns' mother visited her in San Francisco. This is Evelyn's first season on show. Bob Thornton has the show working smoothly. Jack Joyce is riding the equine star Rex Love.
ARTHUR SPRINGER.

ROBBINS BROS.—As I sit on my trunk looking down the aisle, I see Cliff Downing teaching Stanley White a few new riffs on the trombone; Freddie Freeman coaching his baseball team; Art Cesky keeping the dressing-room gang amused with his cornet practicing. Among recent visitors were Mollie Moon and sister, of Youngstown, O.; also Ted Deppish, a circus fan. Herbie Hobson

(See DRESSING ROOM on page 38)

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The Corral

By ROWDY WADDY

STORY ON the outcome of the annual 10-day rodeo held in Duquesne Garden, Pittsburgh, will be found in the General Outdoor section this issue.

BI AND FANNY OTIS and their trick mule, Ender, had top billing at the Cat and the Fiddle, one of Cincinnati's prominent West End nighteries, last week.

LESLIE CARMIN has been contracted to furnish all stock, excepting calves, for the rodeo to be held in Gordon, Neb., in conjunction with the Sheridan County Fair, according to Fred B. Pich, secretary.

WOLF POINT (Mont.) Stampede Association will take advantage of National Airmail Week to sponsor a portion of a flight over that area to advertise its 1938 stampede. Airplane will arrive at Wolf Point May 19 at 12 noon. Special stamp for Wolf Point's cachet carried stampede advertising.

JEANNE GODSHALL, daughter of Mr. and Mrs. Cal Godshall, of Victorville, Calif., has been selected as the Glamour Girl of the Golden West to visit the Eastern metropolitan cities heralding the Shrine convention at Los Angeles, a feature of which will be a three-day rodeo. Miss Godshall has been featured at several Western major rodeos.

RESULTS OF THE Lakeside Rodeo held May 1 at Lakeside, Calif., follow: Bronk Riding—Blondie Brunzell, Calgary Red, Bill Bonegas. Bull Riding—Tom Wood, Tex Stone, Dick Sisson. Calf Roping—Bob Whiting, Jess Hill, Hans Starr and Eddie Dixon split third. Steer Wrestling—Hans Starr, Bill Cody; John McFarlena, Tom Woods, Jess Crooks and Buzz Barton split third.

FOLLOWING ARE the results of the one-day rodeo held recently in Monticello, Calif.: Bronk Riding—Doff Aber, Cliff Gardner, Pete Grubb, Jack Dalton. Bull Riding—Young Townsend, Art Deck, Mickey Roberts, Dave Hart. Single Roping—Glen Shaw, Agnew Shea, Lee Bruback. John Schneider. Calf Roping—John Schneider, Stanley Gomez, Vic Rogers, Al Skelton.

BESIDES ABILITY, a good appearance should be the contestant's stock in trade. Dress the part and you'll find that your drawing power is greatly enhanced.

SPECIAL EXPLOITATION plans for the seventh annual rodeo to be held this summer in Electra, Tex., under Chamber of Commerce and Agriculture auspices, call for an area of 700 miles to be covered with pictorial rodeo paper to be put up six weeks in advance, according to Elmer D. Wright, publicity director. Carl B. Armstrong will manage the event, with Lon Deaton handling the arena director's chores.

NEARLY 1,000 friends, including neighbors, oldtimers and various celebrities, attended the dedicatory and unveiling ceremonies of the Texas Longhorn Steer statue, which Avery Wilbur, wealthy rancher, had erected on his ranch in Trece, Kan., in perpetuation of the history and memory of the animal which was first brought to that section of the country by Wilbur's father. Wilbur is well known in Wild West and rodeo circles and has appeared on several occasions with John A. Guthrie's Frontier Day's Wild West attraction, which is sponsored by the Mounted Troops of America.

AN UNUSUALLY LARGE advance ticket sale has been recorded for the seven-day championship rodeo which will be produced by Frank Wirth in Wilmington, Del., under General Hospital auspices early in June. Present plans call for the erection of a grand stand seating 4,000 persons and a bleachers with a seating capacity of 3,000 on the grounds donated by the Latimer Estates. The women's committee, headed by Mrs. William Carn, general chairman, is holding weekly meetings to further advance ticket-sale work. Various trophies and cups will be presented by Delaware's governor and Mayor Bacon.

FIFTH ANNUAL three-day Arkansas-Oklahoma Rodeo to be held in Fort Smith, Ark., late this month, under

Chamber of Commerce auspices, will have P. K. Rogers as chairman of the executive committee for the third consecutive year and J. F. (Pat) Garner as publicity director for the fifth consecutive year. Floyd Gale is managing director. Contracted performers already engaged include the Ramsey Family, trick riders and ropers; Bob Wilcox, Bobby Kelly and Vaughn Kreig, trick riders. Stock, according to reports, will be furnished by K-Bar Ranch Rodeo Co. and Homer Todd. Event, which will be governed by Rodeo Association of America rules, will be broadcast buck-by-buck from the press box by Garner.

THIS SHOULD be a banner year for contests if attendance figures already recorded can be taken as a criterion.

OFFICIALS OF THE Calgary Stampede, big feature of the Calgary (Can.) Exhibition and Stampede, are again mailing out attractive literature relative to the event. A portion of it, including pictorial half sheets upright, special art cards, explanatory booklets, windshield stickers and invitations, hit the corral desk last week. Especially pretty are the pictorial half sheets, which embellish lots of color and are laid out in good taste. Cash prizes totaling \$10,655, in addition to a number of trophies, chief among which is the G. A. Gaherty trophy, will be awarded contest winners, according to E. L. Richardson, general manager. Officials also have guaranteed the amount of entry fees up to a larger amount than last year and have added to prizes in each event in the belief that this system will be much better than the one which formerly prevailed and which provided that the entry fees should be divided among the final winners only. Under the new system day money winners will also participate. Another change noted in the prize list and rules booklet is the one in connection with the Wild-Cow Milking and Wild-Horse Race events. Only contestants in other events may enter these two events. Idea is to insure that the prize money in these two events will go to help contestants in other events.

WE'VE NOTICED in a number of instances where contest managements have added all entry fees to their prize lists. This is as it should be and we believe the day isn't far removed when all managements will follow this procedure.

Despite rain the first two days, first championship rodeo held in Sacramento, Calif., April 29-May 1 broke even financially. Event cost about \$23,500, and almost \$22,000 was taken in. Cost of chutes and equipment was \$5,000. With this prorated over five years the budget this year is about balanced. City gave the affair big ballyhoo. Collection of rain insurance totaling \$8,000 helped save the financial end of the show. Results: Bronk Riding—First day, Pete Grubb, Nick Knight, Doff Aber, Fritz Truan. Second day, Ray McGinnis and Doff Aber split first and second; Bill MacMakin and Nick Knight split third and fourth. Third day, Paul Carney; Ray McGinnis and Burel Mulkey split second and third; Pete Grubb. Finals, Nick Knight, Pete Grubb, Stub Bartelmy, Fritz Truan. Bull Riding—First day, John Schneider, Dick Griffith, Smoky Snyder, Hubert Sandall. Second day, Dick Griffith, Paul Carney, Frank Schneider and John Bartram split third and fourth. Finals, Jimmy Wallis and Hank Mills split first and second; John Schneider, Dick Griffith and Jimmy McGee split third and fourth. Bareback Riding—One go-round, Pete Grubb; Paul Carney, Carl Dossey and Joe Burell split second and third; Smoky Snyder, Calf Roping—First day, Vic Rogers, Cecil Owsley, Buck Sorrels, Curtis Lamar. Second day, Clay Carr, Bill Eaton, Curtis Lamar; Asbury Schell and John Schneider split fourth. Third day, Homer Pettigrew, Asbury Schell, Bill Eaton; Andy Jauregul and Charles Jones split fourth. Finals, Buck Sorrels, Cecil Owsley, Bill Eaton, Curtis Lamar. Steer Wrestling—First day, Everett Bowman, Steve Heacock, Joe Thompson, Hugh Bennett. Second day, Gene Ross, Joe Thompson, Everett Bowman, Holloway Grace. Third day, Joe Mendes, Jack Korschner, Steve Heacock, John Bowman. Finals, Steve Heacock, Hugh Bennett, Clay Carr, John Mendes. Single Roping—First day, Andy Jauregul, Glen Shaw, Allan Jersperson, John Schneider. Second day, John Bowman, Andy Jauregul, Glen Shaw; Cecil Owsley and Charles Jones split fourth. Third day, Asbury Schell; Homer Pettigrew and Andy Jauregul split second and third; John Bowman. Finals, Andy Jauregul, John Bowman, Glen Shaw, Everett Bowman.

DRESSING ROOM

(Continued from page 37)

has been learning some new chords on the banjo. Happy Kellems is whipping his band in shape, and at this time Leo Kerns seems to be resting comfortably in his chair. Gladys Wilkoff's performing horse, Easter Cloud, getting plenty of attention with the trucking number.

Had a little trouble finding the laundry man, Albert Plect, as he was out getting fish for the seals when a customer came in. Harry Ross enjoys reading the comic section of Cliff Downing's paper. Homer Hobson is giving the boys the baseball dope. Leo Smith, clown cop, dropped a lighted cigaret in his slinger but extinguished it before it did any damage. Albert Powell is doing the big belly gag in the car and getting many laughs. The ballet girls look very good in the La Argentine dance. Kami Hayashi claims to be the pool and golf champion. VAN WELLS.

HAGENBECK-WALLACE—Looks like house-cleaning day for clown alley, a la rummage sale, Joers ditching old wardrobe, etc. Notice Grover Nitchman making new clown suits. Fur coats have replaced spring outfits among the women during the cold snap. Boxing is in vogue. Several boys put on the gloves in the big top between shows. Other event talked about is the foot race between Bill Hamilton and Mel Smith. Jimmy Albanese will be stakeholder for all wagers.

In Pittsburgh show had several radio broadcasts. One 25-minute program was devoted entirely to clowns, featuring Art Lind, Danny McAvoy, Mickey McDonald, Fred Winzel, Bill Nippo and yours truly. It was a big day for all when Jack Wynn, of Corinna, Mich., visited and brought 300 ice-cream cups for the two dressing rooms. The men's dressing room was crowded on a recent Sunday with visitors from Downie Bros., Barnett Bros., and World Bros.' circuses. Barbara Myers, Helen Wright and Pauline Penny are seen daily practicing on the wire.

Nana Hanneford is the chief trouble listener for girls. She always has a solution for their problems. Dorothy Carter and Stella Cronin are now known as the "cooching twins." Jeanne Frechette and Gracie Hanneford visited Robbins Bros.' show in Youngstown, O. All the folks miss the little terrier "Tinky" lost on the lot. Rewards have been offered. The baseball season is well under way, but haven't noticed anything from Kinko in The Billboard.

CHESTER (BO-BO) BARNETT.

DOWNIE BROS.—With five shows playing in the vicinity of our show everyone was busy exchanging visits. Jeanette Wallace, Martha Karsey and Georgianna Larkin made an early morning trip to the Haag show; Roy Leonard, Johnny Bossler, Cress Troupe, Mayme Butters and Avis Feister to Hagenbeck-Wallace show in Pittsburgh; Caesar DeLiberto and Bill Leon to Barnett Bros.' show. Many visitors on our lot. Noticed Eno Troupe, Norma and Helena Rogers, Howard Bryant and wife, Mr. and Mrs. Rogers, Tommy Burns and wife, Flo McIntosh from Barnett show. Walter L. Main spent several days around the show. The writer entertained Mrs. Eddie Keck and mother and father-in-law; Helen Tudor and Marshall Chaplin from World Bros.' Circus.

Joe Hodgini and Charlie Poplin are running a close race for boss of the high seats. Noticed Harry LaPearl, Harold McEvoy, Barry Cress, Mickey Lund, Henry and Norman Tyndal busy with hammer and nails repairing their trunks. Trunk wagon overturned.

Dave Rollins and Ous Henry are additions to B. Karsey's big top band. Harold McEvoy is working the track doing clown cop.

Tony Senla, leaper, has joined the Joe Hodgini riding set and is doing nicely as a straight man. Carlos Carson and his newly introduced military horse finish in the Liberty number is scoring. Horse rurs on hind legs and waves American flag in his mouth. EDDIE KECK.

PARKER & WATTS—The performance is clicking with the public. Red Monroe gets the show up and down in fast time. The first of the performers to reach the lot daily is Bum Henry. He is not going to miss the swell meals show is putting out. Jimmy Hackensmitz has turned candid camera fiend. Says he is going to show up his old friend Milt Taylor before the season ends, but bet it will keep him broke. Alex Brock and Al Conner are laid up with bum knees, but expect to be back in line-up soon. Band and clown tops aside by side; no noise

15 Years Ago

(From The Billboard Dated May 19, 1923)

The second week of the 100th anniversary tour of the John Robinson Circus was perhaps the biggest of any spring week in its history. It played at Huntington, W. Va.; Charleston, where three performances were given; Middleport, Marietta, Zanesville and Cambridge, O. . . . At Lancaster, Mo., opening stand of the Honest Bill and Lucky Bill Shows, a large elephant refused to leave the grounds and ran away with a tractor, nearly demolishing it, when an attempt was made to pull the animal. . . . Mrs. Ida White, with Ringling-Barnum Circus, fell from the top of a 34-foot pole on which she was balancing and was severely injured. . . . Al G. Barnes Circus lost its scheduled stand at Massillon, O., because of cold weather.

DeArmo, juggler, formerly with Walter L. Main Circus, was badly burned while paraffining a tent for Maskey's Medicine Show as a result of a co-worker dropping a cigaret in some gasoline. . . . The Long Island Railroad and the New York, New Haven & Hartford Railroad refused to handle circus traffic because of heavy passenger travel. . . . Loss amounting to hundreds of dollars was suffered by the Ringling-Barnum and John Robinson circuses in a wind and snow storm that swept away banner and lithograph stands in the vicinity of Canton, O., which was heavily billed. . . . Leahy Brothers, comedy gymnasts, opened on the Pool Time at Springfield, Mass., May 3. . . . George Chandler was in advance of Kretz Bros.' Overland Show. . . . Hans Schwitters closed as advertising agent with Neel O'Brien's Minstrels and joined the Al G. Barnes Advertising Car No. 1 as boss lithographer.

Hagenbeck-Wallace Circus had a turn-away at Bluefield, W. Va., May 7. . . . Robert Courtney and Eddie Dowling, formerly with Ringling-Barnum circus, were in the ticket department of the Hagenbeck-Wallace Circus. . . . Henry (Apples) Welch resigned as superintendent of baggage stock on Golden Bros.' Circus and opened a riding academy at Fort Dodge, Ia. . . . John Dooley, attache of Ringling-Barnum circus, was severely injured at Philadelphia when a lion he was feeding leaped on him and severed his arm at the wrist. . . . Tom Atkinson closed his two-car circus at Fresno, Calif. . . . Walter D. Nealand, after 24 years under the white tops, announced that he would not troupe in 1923. He was publicity director of the Chicago and Milwaukee branches of the Goldwyn Distributing Corp.

ROBBINS BROS.

(Continued from page 34)

ing press, is now doing story work along with Raymond B. Dean.

The performance is fully in keeping with high standard of excellence maintained by Jess Adkins in other seasons with his various circuses. Scores of well-known showmen are noted on the lot daily.

Jack Nedrow, former circus advance car manager, caught the show at Wooster and Akron. Walter L. Main, Mrs. Howard Y. Bary and Mrs. "Poodles" Hanneford were also visitors in Akron.

Floyd King, general agent, was with show at Salem, O., when he was informed of the death of his mother, Mrs. Emma H. King, at Memphis. He attended the funeral services in Dyersburg, Tenn., May 9. C. W. Finney and several members of the advance of the ill-fated Col. Tim McCoy Wild West visited at Youngstown. Remarkable weather has been in evidence since opening. Fred Barker, former manager of the No. 2 car on the John Robinson Circus and now owner of the snipe plant in Cambria County, Pennsylvania, visited at Johnstown with his family.

or arguments. Lee Hinkley just came back with the mail. Seems like he has a cold, as we don't hear "route cards."

Tige Tagueon and Kit Carson are packing them for concert. They put on a good show. A recent visitor around back lot was Jack Harvey from Emporia. Visited with Ira M. Watts.

JIMMY THOMAS.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ROLLER rink concession at Hamid's Milson-Dollar Pier, Atlantic City, has been taken over by Mr. and Mrs. Benny Ruben, Philadelphia, the pier having been recently acquired by George A. Hamid and Samuel W. Gumperts. Mr. Ruben was with Chez Vous Rink, Philadelphia, several years and later opened Arcadia Rink on Chestnut street there.

MANAGER Orville Godfrey, Madison Gardens Rink, Detroit, has leased Edgewater Beach Ballroom, near Detroit, and after installing a new hardwood floor and other improvements will open it as summer rink about May 30.

BILLY NELSON, former New England pro champ, reports he is operating Quincy (Mass.) Gardens Rink and will conduct Eastern States amateur roller skating speed championships there in July.

"**REFERRING** to the rather severe criticism in The Billboard of April 30 by William Llewellyn, Chicago, of skate-dancing steps for adoption by the Roller Skating Rink Operators' Association of the United States, eight simple dance-step routines were selected, from the 41 demonstrated at the Cincinnati convention, by the skate dancing committee," writes Robert D. Martin, assistant secretary of the RSROA and assistant manager of Arena Gardens Rink, Detroit.

"In the demonstrated steps none were more difficult than the ten-step, Mineola swing and one-step. It was evident that the entire country is not ready to grasp these advanced types of steps as yet, so the several which have been criticized were set in. None of the chosen steps, with exception of the waltz (open and closed) were among the many steps skated in Detroit but we feel that they are worthy of our strict attention until a large number of patrons are capable of skating them with good form. In addition to the competitive steps, now being prepared, is a very comprehensive booklet describing "test dances." These, of course, will be of much higher standard than those selected for our first year of national competition. Michigan and Ohio championships included a large number of advanced dance steps last season and good style was shown by competing skaters. As an old-time skater, Mr. Llewellyn should recall that the promenade was skated early in the 1900s.

The Billboard has been designated as official publication for the dissemination of news and other organization announcements of the Roller Skating Rink Operators' Association of the United States.

Later a similar step, known as the Cake Walk, was in prominence.

"The men who selected these steps are not ignorant of the fact that a dance, to be worth while, must be tried for at least a few years. The promenade has been skated in three forms for some 40 years. England, especially, uses this step extensively and it probably will be in the international competition list. I am surprised at an 'old-time skater' suggesting changing a dance name that has been in use as long as this. Should names be changed from year to year, just where do you think this would all end? In reference to the Chicken Scratch, I feel a bit incensed at the term 'farmer,' for the farmer referred to is none other than Earl Van Horn, and I think he knows at least as much and perhaps a little more than Mr. Llewellyn about dancing on skates, having spent his life in this line of work and in the last decade has devoted his time almost exclusively to this subject. The name Chicken Scratch was the outcome of a jest made when they were working out this simple step (which is a type of schottische) a few years ago in Mineola (L. I.) Rink. Its popularity is attested by the great number in that locality who know the step and skate it for pleasure and fun. Van Horn has made notable progress in skate-dancing steps in that rink, where many thousands have been taught a number of steps and the floor is crowded with these skaters every night.

"Skate dancing has lagged in Chicago. Two dance steps were skated there for the past 15 years and are still being skated there. Only one of these steps is of competitive value, the waltz. I have spent my life in rink business and grew up and went into it in Chicago. I had the pleasure of reopening Riverview Rink in 1933 as manager. First season there developed many waltzers, but I can not recall seeing any other step than that and the fox-trot. My father, Fred A. Martin, worked out the verbal instruction method of class instruction at White City the same year. No step other than the two mentioned came to his attention in that rink. We of the RSROA are fully aware that mistakes will be made, but we shall not make the big mistake of others—let the greatest factor of interest in roller skating lie dormant. Skate-dancing is worth teaching and promoting because this array of steps gives a skater something to work on until he or she spends many years with the sport. In proof of this, R. D. Gilbey, chairman of the skate dancing committee for the NSA of Great Britain, will substantiate this statement."

FIRST of a series of dance-step contests among club teams at Earl Van Horn's Mineola (L. I.) Roller Rink began on May 9 for a cup donated by Bayside Dragons' Athletic Club. Contest is limited to clubs belonging to the Roller Skating Rink Operators' Association of the United States. Team winning three times will gain permanent possession of the cup, but should no team win three times before the season's close a grand final will be held to decide winners. Manager Van Horn reports that the Keller Sisters appeared at the rink on May 4-10 and that the rink will be kept open three days weekly during summer.

"**ON** May 7 and 8 I was guest of Fred Martin at his Arena Gardens Rink, Detroit. Never in all my travels have I been received more cordially," writes E. M. Moors, Cincinnati. "I was agreeably surprised at interest shown in figure skating. Sunday morning at 10 o'clock 35 or 40 of the figure-skating class were on hand to begin practice and altho most of them had attended the previous night's late party, it was marvelous the way these kids took up the morning stunt. To other managers and operators I suggest that they get busy if they expect to have skaters capable of competing in next year's contests. Sunday being Mother's Day, mothers of younger patrons had been invited to see how their children enjoyed skating in the Arena's moral atmosphere. At afternoon and evening sessions a number was set aside and mothers invited to skate with sons and daughters as escorts to strains of the big pipe organ, with Mr. Bice playing music of bygone days. It was an impressive sight. Each mother and

child was presented with roses on entering, and after the special number those taking part as well as mothers who did not venture on the rollers were served refreshments by the Arena Club. Male members of the club, assigned the task of greeting and serving, were in dark coats and white trousers. Such a feature should be a yearly affair at every worth-while rink. The friendly attitude of Mr. Martin, his staff and skaters is immediately noticeable. No minor courtesy is overlooked; they all want to do something for guests, and that is why Fred Martin and his rink are a success.

"It is almost assured that patrons of Arena Rink will have a new modern building before snow flies. A site has been purchased and plans practically completed. But the Arena is not to be abandoned by Mr. Martin and partners, as it will be retained as in the past for boxing, wrestling and other sports. It has been found advisable to continue roller skating in a plant by itself. It is estimated the new skating palace will cost about \$200,000, and it will have the largest skating surface in the U. S., with ample room for spectators. Construction probably will start in 60 days. Old-timers' Night at the Arena on May 21 promises to tax capacity. Isabelle Fraser, one of the news gatherers for the Arena house organ, is a poet as well, as evidenced in her latest, *Vas You Efer in Ztranzmet?*, which deals with the recent national convention.

"Robert D. Martin, who is handling the figure-skating class and contest work in Arena Gardens, drove to Chicago after the season on May 7 to attend a meeting of skating officials that had to do with Olympic Games and it is hoped he returned with something definite regarding admission of roller skating into this greatest of all sports events. One thing that makes skating enjoyable in Arena Gardens is that no children are allowed on the surface at evening sessions. Saturday and Sunday afternoons are set aside for them at a reduced rate; to prevent attendance of adults and older boys and girls, they are assessed the regular evening price and therefore prefer to attend in the evening. This leaves the way open to tots to enjoy afternoons to the fullest extent. They are schooled in rink behavior and when the time comes that they may attend in the evenings they will be proficient in many ways and become valuable patrons."

NANTASKET ROLLERWAY, Paragon Park, Nantasket, Mass., opened for the summer on May 7. Seasons are held nightly, with matinees on Saturday and Sunday. Annex Rollerway, Boston, managed by Melvin Solar, is operating nightly, with matinees on Sunday. Ira Bates is organist at Lyonhurst Rollerway, Marlboro, Mass.

DON ROSE, Canton, O., won tri-State roller-skating speed championship in Winland Auditorium Rink, East Liverpool, O., on May 8 as a capacity house watched eight of the fastest in Ohio, West Virginia and Pennsylvania battle for honors. Each had won one of the eight elimination heats on successive week-ends. Dick Boulton, East Liverpool, O., finished a close second, with Johnny Vebel, Dover, O., third.

"**HAVE** been home a week recovering from a touch of pneumonia contracted on a New York trip, altho my work went over well in each spot. Arena Rink, Rochester; Dexter's Rink, Niagara Falls, and Jack Wythe's Alhambra Rink, Syracuse," writes Fred (Bright Star) Murree, 77-year-old Indian fancy skater, Red Lion, Pa. "Met the three Whirling Bees, Buddy, Betty and Bob, skating act, playing at the Prison Inn Club, Syracuse. They have a good show and their manager is a live wire and keeps them working. I had a letter from a rink manager requesting me to write a letter to his rink club so he could put it where members could read it. I will try to write each club of which I am a member, 13 in all, representing 19,000 skaters. I

hope they will keep growing and that I may have the pleasure of meeting them all next fall. I regretted leaving the show in the Cincinnati Rollerdoms on April 4, as I had to catch a midnight train. I had a nice time during the three-day meet, am looking forward to the next one and hope it will be as successful as the one in Sefferino's Rollerdoms. Best wishes to each member of the Roller Skating Rink Operators' Association of the United States; they all did their best. Too much praise can't be given the racers. No pros ever staged a better show or with better sportsmanship than those amateurs."

THREE WHIRLING BEES, Buddy, Betty and Bob, managed by Ted Merriman and booked for a Canadian tour, recently played Glen Casino Ballroom, Williamsville, N. Y., and Club Gee Ami and Casino and Hay-Mow roller rinks, Buffalo. During Buffalo engagements they visited Scott's Roller Rink. Act is booked for a Canadian tour.

HARRIS TOP

(Continued from page 34)
cus and is moving smoothly under direction of Fred Crandall.

Weather the past week has been bad for business, cold and rain keeping people from the lot. Matinees have been light.

While not pretentious, show makes a good appearance on the lot. Side Show has a long banner line. Show is billing heavily for a small trick, and newspapers are giving it much space.

After another week in this State it moves east to play much the same route as in former years. It has encountered plenty of truck-show opposition since opening.

Show had a light matinee but a near-capacity house here despite threatening rain and cold weather. Visitors around Canton included Ray Rogers, George Carson, K. C. DeLong, John S. Hare, Glen Wagner, Nick Henick, J. J. Evans, and wife, Howard Peters, Doc Mast, Jack Nedrow, Duke Drunkenrod, Roy Wild, Tom Spain, "Honey" Bauman and Billy Walsh.

GAINESVILLE

(Continued from page 34)
der girl, suffered a fractured rib but continued her dance in the spec and in the statues. Vern Brewer sprained an ankle putting on his boots one night but never missed a performance.

Leon M. Gilmore, president of the circus and district manager for the Texas Power and Light Co., has been transferred to the Lampasas district, but his family will continue their residence here until close of the circus season, and he will maintain his circus post for the time being.

Other Personnel

Members of the personnel not previously mentioned include: Band, Carey C. Shell, director; Bud Hughes, Bill Brooks, A. C. Anderson, Paul Girardin, Hills Van Duker, Roger Martin, Bill Powell, Clark McPherson, Jack Stewart, Bill Tanner, Paul Musche, Grady Sanford, Newman Shell, Pat Leonard, Howard Homer, Tom Talley, Charles Greenwood, Terrance Wyatt, Ticket sellers, D. E. O'Brien, superintendent; Bob Evans, J. D. Cope, Ned McCullery, tax box, Bill Blanton and T. H. Chaffin. Ushers, C. C. Patterson, superintendent; O. C. Logan, Irvin Brightwell, L. B. Nichols, Kenneth Heath, Truman Jones, Harry Caldwell, Bill McCollum, Bill Miller, Elmo Paubson, front door, Roy Wilson, superintendent; C. H. Clark, Sylvan Davis, Anoll Smoot, Paul Schud, Hostlers, Henry Briggs, boss; Henry Skaggs, Dolph Spurgeon, Canvas men and property men, Foster Renfro, Paul McGehee, Orval McGehee, Otis Wilson, Cecil Wilson, Berow Adkins, Walden Kerr, Kermit Baker, Emmett Cameron, I. M. Rushing, Jack Sims, Ira McGehee, Ted Norman, Steward, O. P. Ryan; assistant, James Rowland.



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No. 778

\$3,750,000 SET-UP IN MICH.

Huge Building Move Proposed

Federal and State project is idea of Manager Isbey—suggests eight structures

DETROIT, May 14.—Frank N. Isbey, general manager of Michigan State Fair here, has submitted a building expansion and construction program for the fair, estimated cost of which would be \$3,750,000. He declared that if this program were carried out Michigan would have "the finest State fair in the world."

The program as proposed calls for expenditure by the State of only \$125,000, the remainder to be financed under PWA and WPA projects.

Manager Isbey suggests construction of eight buildings, an automotive display building to cost \$1,325,000; combination auditorium, restaurant and exhibit building, \$300,000; horse barn, \$600,000; beef-cattle barn, \$400,000; 4-H Club building, \$300,000; sheep and swine building, \$200,000; women's building, \$175,000, and an open-air theater, \$175,000.



MODEL OF THE AMUSEMENT SECTION of the New York World's Fair as it appears in the administration building in Flushing, L. I. Several models pictured here do not represent actual concessions scheduled to be part of the fair, and all the pieces can be moved by hand so that officials may eventually arrive at the best possible layout. Two projects definitely set are the music and theater building in the left foreground, to be built by the fair management, and the parachute-drop ride in the extreme rear.

New Michigan Annual Set in Grand Rapids

GRAND RAPIDS, Mich., May 14.—Next fall here at an agricultural exhibit, unique in the history of Michigan, marketing and distribution of farm products will distinguish the event. A. C. Carton, chief of fairs, Michigan department of agriculture, sees in it a possible solution of farmers' problem of profitable disposition of products. Michigan Festival Corp., a non-profit organization formed by Grand Rapids Association of Commerce, Mr. Carton has declared, is eligible for participation in premium money offered by the State, and he has (See NEW MICHIGAN on opposite page)

FORT WORTH, Tex. — Southwestern Exposition and Fat Stock Show stockholders re-elected Van Zandt Jarvis, president, 16th year; Amon G. Carter, vice-president; John B. Davis, secretary-manager; John N. Sparks was named treasurer to succeed Ed H. Winton. Four new directors were added to the board.

Dufour-Rogers Book Life Show For G. G. Expo

SAN FRANCISCO, May 14.—A Life Show will be presented at the 1939 Golden Gate International Exposition by Lew Dufour and Joe Rogers, it was announced by Chief Director Harris Connick, who recalled that these well-known showmen had attractions and concessions at Chicago's A Century of Progress; Texas Centennial Exposition, Dallas, and Great Lakes Exposition, Cleveland. Director Connick also announced that other negotiations are on for presentation of an incubator-babies show.

Rather than bother Congress, fair executives put up \$18,000 for office furniture at expo headquarters. Thus far work has been done on desks and (See DUFOUR-ROGERS on page 63)

Paulding, O., Books Thrills

PAULDING, O., May 14.—The 1938 Paulding County Fair will be held four days and nights, instead of three as formerly, starting with Thrill Day, said Secretary W. E. Mentzer. Grand-stand seating capacity will be doubled, as attendance has increased annually the last five years. Three auto shows will be given away. J. R. Edwards' shows and rides will be on the midway.

Paris Odds and Ends

PARIS, May 14.—Give Frenchmen a few colored light bulbs and there is going to be a night fête of some kind and, being good showmen, they will find an appropriate title. Having odds and ends left over from the International Exposition of '37, they are putting on the Festival de Printemps with light as the theme. On June 1 will be first of a series of gala events, when 30 large floats will go down the Champs Elysees with a galaxy of maidens and music. Final event on July 2 will be a night gala at Longchamps race track, with fireworks and 1,000 entertainers doing their bits between dances. Standout feature, the Rose Festival, in Bagatelle Gardens on June 28 coincides with a visit of the King and Queen of England to Paris and they are expected to attend. Plans are to serve 1,000 diners, with entertainment by the opera ballet and orchestra.

Replaces Annual At Lufkin, Tex. Forest Festival

LUFKIN, Tex., May 14. — Angelina County Fair Association has been abandoned in favor of Texas Forest Festival, which will utilize properties of the fair association in putting on an exposition in recognition of Texas' second largest industry, forestry products. Lufkin, pivot city of the timbered belt, is expanding its program into Texas Forest Festival and hopes to develop a State-wide exposition. Its directing personnel will probably be changed from that of Angelina Fair Association with exception of the managing director, Ed C. Burris, formerly manager of Angelina Fair.

Texas Forest Festival, he said, will be the only forest show in the Southwest, there being at present only two others (See REPLACES ANNUAL on page 63)

North Vernon, Ind., Group Takes Annual

NORTH VERNON, Ind., May 14.—The 1938 Jennings County Fair here will be managed, according to plans for the future, by an organization of farmers, with a member from each of the 11 townships on the board, having been (See NORTH VERNON on opposite page)

LIBERTY, Tex.—John H. Morris was elected manager of Liberty County Fair, succeeding R. W. Chambliss, resigned.

Mo. State Is To Feature More And Varied Attractions on Bill

ST. LOUIS, May 14.—The 1938 Missouri State Fair, Sedalia, will feature attractions more than ever, said Secretary Charles W. Green, who was a visitor here and had just completed bookings. On opening day Barnes-Caruthers will present Capt. P. F. Prakes' airplane crash and Frank Winkley's Suicide Club and motorcycle races. A big first-night program will have Don Davis, of WHB, Kansas City, furnishing WHB Radio Revels. The program will be repeated at Sunday night's grand-stand show. On Children's Day on opening Saturday attendance awards will be made.

Sunday afternoon Gus Schrader, Cedar Rapids (Ia.) world's champion dirt-track pilot, will attempt to break his 1937 State fair record of a mile in 51.1. Len Musick, Dallas, who gave Schrader competition last year, is expected to participate in the national circuit cham-

ionship races and also on closing Saturday afternoon.

Ernie Young will furnish the night musical revue on a new 60x80-foot stage in front of the grand stand, his *Follies Internationales*, with Louise Millard, prima donna; Anita Wood, soubret, and a cast of 70. Seven Fearless Potters and Joe Thomas Saxofet will appear in the revue as features.

Sidney Belmont contracted to furnish George Belmont's International Five. Risley act; Cycling Stars, trick riders; Jack's Crazy Kar; McConnell and Moore, jugglers; Four Aerial Monarchs, high act, and Musicians' Post Band, St. Louis. Grand-stand revue will open Monday night, playing thru Saturday night closing. Thearle-Duffield Fireworks Co. will again furnish nightly displays. The 100-piece Boy Scout Concert Band, (See MO. STATE on page 63)



PERCY W. ABBOTT, managing director of Edmonton (Alta.) Exhibition, is working with the association board on plans for the fair's "Diamond Jubilee" anniversary celebration this year. He became a director of the exhibition in 1921 and was its president in 1923-'27, having been made managing director in 1927. He is a past president of the International Association of Fairs and Expositions. Special programs will mark the 1938 event, Edmonton's 60th exhibition.



L. O. JACOB, Anoka, secretary of Minnesota Federation of County Fairs, who, with the other officers, worked out a snappy program for the annual spring conference in the Radisson Hotel, Minneapolis, on May 15. Speakers scheduled included T. A. Erickson, 25 years State leader of 4-H Clubs, for which organizations the State Fair will provide a new building; Henry Lund, State Fair publicity manager, and Frank McInarny, of The Minneapolis Journal.

Fair Grounds

LISBON, O.—Opening day of the 1938 Columbiana County Fair here will assume a ranking place with the two following fair days, said Secretary H. P. Marsden. In the past the first day has been devoted to preliminary work. Walter Stratton was elected to succeed the late J. Ellsworth Rice on the board.

WAUPACA, Wis.—County board voted to purchase Waupaca County Agricultural Association's property in Wausau for \$5,000. With this money the association is to improve buildings and erect one suitable for use by county 4-H Clubs. Grounds are to be leased to the association for \$1 a year and profits will revert to the county to liquidate current indebtedness.

MADISON, Wis.—Dane County board on May 9 refused a request of Dane County Agricultural Society for \$5,000 to operate a 1938 fair. Board's finance committee also recommended that \$2,500 already set aside for a fair be transferred from the society to the board's agricultural committee for staging a 4-H Club fair. Board's action followed a proposal by its agricultural committee that a Junior Dane County fair association be organized to conduct an annual exhibit of 4-H Clubs.

BAY CITY, Tex.—Several gulf counties are co-operating in organization of a Gulf District Fair, with civic bodies of this city, Wharton and adjoining communities meeting to complete plans.

PINE BLUFF, Ark.—With American Legion posts co-operating, plans are under way for a 1938 six-county fair in Pine Bluff in conjunction with the annual Feeder Calf Show.

GREENVILLE, Miss.—Mayor Milton Smith has appointed a committee to plan erection of a fair plant. In addition to exhibit facilities, half-mile race track, grand stand and barns, plan is for a WPA loan to aid in building a



ED C. BURNIS, managing director of the new Texas Forest Festival, Lufkin, formerly was manager of Angelina Fair Association there. The fair, having been abandoned in favor of the festival, properties of the old association have been sold and new grounds purchased and construction will soon be under way on a plant for the Forest Festival. Plans are to develop it into a State-wide exposition.

community house within grounds to seat several thousand, outdoor swimming pool and courts for athletics. A bond issue of \$50,000 to match a government grant is suggested. Greenville, without a fair plant for nearly a quarter century, once held the first event in the Delta.

CORSICANA, Tex.—Corsicana Live Stock and Agricultural Show filed incorporation papers, incorporators being given as J. M. Dyer, Edith Carpenter and W. C. Stroube.

JACKSON, Miss.—Northwest Mississippi Fair and Horse Show will have a free gate on the first two days, with admission on closing night only when a Horse Show will be held. Over \$3,000 in premiums will set a new high.

COLUMBUS, O.—Annual midsummer conference of Ohio Fair Managers' Association will be held here in the Deshler-Wallick Hotel at 1 p. m. on June 14. It is announced by Executive Secretary Mrs. Don A. Detrick, Bellefontaine.

SALT LAKE CITY.—Uniform regulations for award of premiums at Utah county fairs were discussed at a meeting in State fair headquarters in the State capitol, with Mrs. Pearl Hunsaker as chairman. A committee, an outgrowth of a meeting held to form a women's auxiliary to the State Association of County Fairs, appointed women from all over Utah to take definite action.

Grand-Stand Shows

FOR the 1938 Kansas State Fair, Hutchinson, the board has contracted Ernie Young's Parkian Reuse, George V. Adams Rodeo, Graham's Western Riders and Thearle-Duffield fireworks.

DIRECTORS of Holmes County Fair, Millersburg, O., contracted Black's Bears as a 1938 grand-stand show feature.

REIN'S Attractions has a contract for grand-stand show, band and sound system at the 1938 Dayton (Pa.) Fair, eight acts to be on the bill.

PAULDING County Fair, Paulding, O., booked Baum's Circus and Red Devil Drivers for the 1938 fair, third consecutive year there for the attractions, reports Fair Secretary W. B. Mentzer.

AFTER finishing a string of theater dates this month Wilfred Mac Trio report they will open their season of parks and fairs under the Hamid banner and that they recently purchased a new 21-foot Silver Moon trailer.

INLAY CITY, Mich.—Dr. D. T. Allison was elected president of Lapeer County Fair; Lester Smith, vice-president; Lewis Steele, treasurer; Austin T. Cornell, secretary-manager; Frank Rathburg, assistant.

To Lavish "Black Light" On Murals at G. G. Expo

SAN FRANCISCO, May 14.—Development of the new low-cost purple glass bulb, which absorbs practically all visible light and transmits a high percentage of ultraviolet, will make possible at the 1939 Golden Gate International Exposition here the most lavish exterior use yet planned for the reaction of "black light" and fluorescent paint.

This reaction will be used to vitalize and enrich the color of gigantic exterior murals, sculptured relief work, architectural niches and huge relief maps. The two largest murals, each 165 feet long and 65 feet high, will be built of metals, enamels, glass and marble. Highlights and studied sections of the scenes will fluoresce under ultraviolet rays from trough reflectors above and below, adding life and change as well as the rich glows characteristic of fluorescence.

They will be found in the Court of the Great Pacific and their subject matter will be the arts and civilization of Orient and Occident. They will cost \$40,000 and materials of construction will be indigenous to the countries represented.

North Iowa Boosters Dine And Hear Extension Plans

MASON CITY, Ia., May 14.—Activities for the 1938 North Iowa Fair here were started at a boosters' dinner on April 27 when it was announced that tentative plans are ready for a proposed \$95,000 WPA project to improve the plant.

On the program were Huck Shaffer's Band; Sergeant and Mrs. Allot, pistol-shooting act, and an address by Lloyd Cunningham, State Fair director, Cresco. Axel Bendixen's All-American Exposition Shows, which wintered on the fairgrounds, will open a week's engagement there on Monday and next month the fair management in conjunction with the VFW Post will present a "Tin Can Derby," reported E. D. Motesworth, secretary-manager of the fair.

Texas State May Use Aud

DALLAS, May 14.—Restoration of Fair Park Auditorium, converted into Casino Night Club in 1936 for Pan-American expo, is sought by Park Board Member E. J. Radtke and Texas State Fair management, who plan to have it revamped for this year's Texas Golden Jubilee Exposition. Contemplated modernization includes enlargement of seating and air conditioning. A movement is under way to build a municipal auditorium downtown. Earl B. Smyth, chairman of the downtown auditorium committee of Dallas Chamber of Commerce, is working with representatives of the Citizens' Council and city council on building and financing plans.

Va. Annual Extending Area

ABINGDON, Va., May 14.—In connection with plans to revive Southwest Virginia Fair here this year, Secretary A. M. Bradley announced that arrangements have been made to embrace within scope of the annual Smyth, Russell, Scott and Washington counties, Virginia; city of Bristol, Va.-Tenn., and Johnson and Sullivan counties, Tennessee. There will be a free Horse Show on two nights. Conditions are reported good in this territory.

NORTH VERNON

(Continued from opposite page) incorporated as Jennings County Fair Association.

Since the founding organization, Jennings County Agricultural Association, sold the grounds to the city for a park and dissolved about 10 years ago, fair management has been subject to frequent changes, depending on the city administration for sanction before anything could be done each year. It has been operated by committees of businessmen, promoters, committees appointed by the council, and once during depth

of the depression three citizens put on the fair to prevent the 55-year-old annual from missing a year.

Present organization has been sanctioned by city council as operator of the fair, to be a non-profit organization, and profits will be put back into larger purses, premiums and attractions. The board elected W. P. Miller, president; Charles Wilbur, vice-president; C. E. Jones, secretary-treasurer; J. C. Siger, county agricultural agent, will have charge of live-stock and agricultural shows; Curtis Russell, well-known horseman, will be superintendent of speed, and S. B. Berkshire will be in charge of amusements and concessions and be acting fair secretary.

NEW MICHIGAN

(Continued from opposite page) promised to guarantee 50 per cent of premiums. Balance of premiums, which will total from \$10,000 to \$13,000, is to be guaranteed by the corporation.

Howard C. Lawrence, former State treasurer, is chairman of the civic committee which undertook sale of stock. Negotiations are on for use of the Civic Auditorium, new municipal service building, and several other public buildings downtown.

Twenty farm organizations have made arrangements to hold meetings or conventions in Grand Rapids concurrent with the festival.

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Now booking rides, shows, attractions and legitimate concessions. **TOM BAKER, Secretary.** I also have four other Festivals Contracts in August—2 County Fairs. Contracting now for all live spots. Those holding contracts write. Attractions write for booking.

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CARNIVAL

Or Ride, Shows and Concessions. **TAYLOR COUNTY FAIR ASSOCIATION, Bedford, Iowa.** Fair Week of August 8 to 13, 1938. **JAS. SALTER, Secretary.**

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A Column About Bingo in the WHOLESALE MERCHANDISE Department
THIS WEEK and EVERY WEEK

Lagoon's Pool Is Given First National Prize

SALT LAKE CITY, May 14.—Preparations are on for the 1938 opening of Lagoon Resort, all concessions and buildings having undergone overhauling and, with addition of several new features, a bang-up season is expected. Last year Lagoon pool, with capacity of 1,500,000 gallons, was awarded first prize in the Perkins System 1937 national swimming pool contest for safe, clean water. Additional improvements have been made, especially in the circulating system, which has been re-designed. Policy is "When days are cool we heat the pool." Utah board of health requires each pool operating to secure annually a new permit before it is allowed to open. Lagoon is proud possessor of certificate No. 1 for 1938.

A new ride, Dodgem Boats, has been installed. As has been the policy for the (See LAGOON'S POOL on page 44)

Olentangy Pool To Remain

COLUMBUS, O., May 14.—Work of razing Olentangy Park, nearly half a century old, is under way. Leo and Elmer Haselien, former operators, said the swimming pool, which will be utilized in a proposed \$2,000,000 housing project on the park site, will be the only portion of equipment or buildings that will remain. The Haseliens are undecided as to future plans and may not continue in amusement park operation, it is said.

Acts Open Williams Grove

MECHANICSBURG, Pa., May 14.—Williams Grove Park opened here on May 7 with School Day. Saturday night fireworks, always a big drawing card, helped bring more than 30,000 to the midway. Free acts included Polly Jenkins and her Blow Boys, Cooke and Cooke, Johnson and Williams and Pop Melcher.

Many Outings for Capitol

LINCOLN, Neb., May 14.—Management of Capitol Beach, which opened its 33rd season today, reports that 40 staid and organization picnics have already been set. Price on season swim tickets was boosted by Pool Manager Ralph Beechner from \$4 to \$5, sales being about the same.

BURLINGTON, N. C.—V. F. W. Amusement Park, Inc., has been chartered by the secretary of state. Authorized capital is \$25,000 and subscribers are given as Norman E. Sykes, Don E. Scott, E. N. Pearce, George E. Holt Jr. and S. R. Holt.



VIEW OF WILLOW BEACH PARK, Houston, Pa., where the pavilion, remodeled at a cost of about \$15,000, has been leased from S. C. Reynolds, owner, by F. A. Lucas & Co., Pittsburgh, for five years. Modernized and with striking interior appointments, it has capacity for 400 diners and dance floor 45 by 100 feet, and will open on May 18, playing name bands only. With new bathhouses and filtration plant the pool will open on May 24. Riverside Park, Morgantown, W. Va., owned and managed by Mr. Reynolds, will open on May 18. New sand beach is 40 by 75 feet.

Chi's Riverview Opens 35th Season

CHICAGO, May 14.—City's only amusement park, Riverview, will open its 35th season on Wednesday with new paint, new rides and a concession space sell-out. Park has been a steady crowd-puller and with an increased budget plus plans for more variety in free entertainment, officials, headed by President George A. Schmidt, expect a top season despite more stringent biz conditions this year.

Installation of an Octopus and Miniature Indianapolis Raceway will add to the ride line-up, which has been one of the park's strong points. Three Roller Coasters have been reconditioned and equipped with streamlined cars.

Price policy remains about the same, with 2-cent matinee four days a week, including Saturdays, instead of three days as before. Tuesday and Thursday nights are 5-cent nights. Because of Riverview's position of being the only playground in Chi, the spot becomes a natural for exploitation and garners plenty of publicity via direct mail campaigns and last year inaugurated dramatized shows on the radio.

Asks Whalom Sale Approval

PITTSBURGH, Mass., May 14.—Henry G. Bowen, president of Pittsburg & Leominster Street Railway, has filed a petition with the State department of public utilities asking permission to sell land and buildings of Whalom Park to the newly formed Whalom Park Amusement Co., purchase price being given as \$106,843.75.

AKRON.—Dave Roberts, concessioner for more than 10 years in Summit Beach Park, again has pop corn, crispette and apple concessions and cigar stand on the midway for 1938.

Man With "Most Interesting Job In the World" Cincinnati Visitor

THE man with the "most interesting job in the world" was in Cincinnati on May 10. He is Herbert Hagenbeck, 27-year-old traveling "good-will ambassador" for the Circus Carl Hagenbeck, Stellingenbei Hamburg, Germany. As a nationally known authority on wild animal trapping and a good enough showman to manage his family's famed traveling circus, Hagenbeck naturally can speak for himself and for his business.

The firm that is owned by his father and uncle not only owns the circus, but also operates the internationally known Hagenbeck Zoo at Hamburg, which supplies wild animals "on order" to any other zoological garden in the world. Hagenbeck is making a tour of this country to visit managers of zoological gardens and to get some idea of the "futures" on the wild animal market. Joseph A. Stephan, animal welfare director of Cincinnati Zoo, was his host here. First item to merit Hagenbeck's con-

Cincy Coney Gains In Pre-Season Biz

CINCINNATI, May 14.—Gratifying business marked first week-end preview days at Coney Island here on May 7 and 8, said President and General Manager Edward L. Schott. While daytime attendance was not heavy, crowds came out in the early evening.

Moonlite Gardens Ballroom drew 3,100 Saturday night and the count Sunday night was more than 1,500 dancers. Park will be open on May 14 and 15, with season's opening on May 21.

Instead of a possible slump expected in dance excursion business on the Coney steamer, Island Queen, patronage up until today had shown a 13 per cent increase over the same period last year.

More Acts for Sunnyside

TORONTO, May 14.—Sunnyside Amusement Park will open on May 19 with attendance of Mayor Ralph Day on a season in which it is planned to use more outdoor stage acts than ever before. Stage has been built up in triple tiers to accommodate mass effects. Plans call for a combination of local and Itamid-booked acts. Tommy McClure, now handling the resort, plans playing up Sunday night community singing, which took hold last year, with some audiences of 25,000.

Winnepesaukah Adds Games

CHATTANOOGA, Tenn., May 14.—Despite rain, more than 10,000 turned out for reopening of Lake Winnepesaukah. Mrs. Minette Dixon is again head of the resort. Outboard motor races on the lake adjoining the swimming pool were featured. Games and other concessions have been added. Roller rink has been open all winter and basket-ball games on skates drew large crowds.

Added Attractions Ready for Opening At Hershey, Pa.

HERSHEY, Pa., May 14.—Hershey Park will open on May 22 with a new kiddies' playground, new walk-thru Death Valley and new Scooter building, with 20 new Auto Scooter cars. Front of the old Funhouse has been changed and this attraction has been renamed Whoops. Latest additions bring rides and other attractions to 15.

Hershey Park Zoo, open every day, is a big drawing card, as is Hershey Park Golf Club, open since April 2. Ballroom, big name spot for Central Pennsylvania, opened on May 7 with Will Hudson. Sammy Kays is booked for today; Kay Kyser, May 21; Mal Hallett, May 23, and Benny Goodman on Decoration Day. Twenty-fourth annual May Hop is scheduled for May 23, with Mal Hallett. Every Sunday and holiday the park offers free open-air band concerts. Present indications, said Manager J. B. Sollenberger, point to a good season.

Pontchartrain Day Biz Good

NEW ORLEANS, May 14.—Cool weather has held down night crowds at Pontchartrain Beach but daytime patronage is best in several years, Manager Harry Batt reports. Thousands came out last Sunday to see mothers compete for prizes at a Mothers' Day attraction. About 10,000 saw Bee Kyle do an afternoon high dive and many more saw two night performances. Mr. Batt said he will replace Al Durning as director of an annual beauty contest to pick Miss New Orleans for the Atlantic City pageant.

Pleasure Beach Adds Rides

BRIDGEPORT, Conn., May 14.—Pleasure Beach Park will include among 1938 improvements a 1,500-foot pier at which excursion boats from New York City will land. Many thousands of dollars were spent in repairs to shore house and restaurant, and among the new devices installed are Flying Scooter, Octopus and Scooter Boats. No ferry service from Bridgeport is planned, but speed boats may run.

Idora To Get New Features

YOUNGSTOWN, O., May 14.—Charles Deibel, manager of Idora Park, said a new Octopus and Funhouse will be on the midway. Arrangements have been made to entertain thousands of high school students at outings prior to regular park opening late this month. Dance pavilion has been open three weeks, playing name bands under sponsorship of local groups.

AKRON.—Larry Larrimore, Akron concessioner, is readying equipment for the season, which will be confined to parks, celebrations and Eastern Ohio and Western Pennsylvania fairs, as he will have no concessions with carnivals this year. He will return to Chippewa Lake Park, near Medina, O., where he will have bingo and other concessions.



HARRY A. ILLIONS, who put in long hours readying the Maynes-Illions rides in Belmont Park, Montreal, for the season's preview on May 14 and 15 and for formal opening on May 22. Herbert Schmeck, Philadelphia Toboggan Co., was called in for consultation on equipment for a Funhouse, which, it is said, will be greatest ever shown in Canada. Rex D. Billings, general manager of the park, left Florida a number of weeks ago to tackle the job of preparing for 1938.



J. B. SOLLENBERGER, manager of Hershey (Pa.) Park, opening the season on May 22 with changes in grounds layout and addition of rides and remodeling of showfronts. The year-round zoo and park ballroom are popular features. Manager Sollenberger declares indications are for a good season.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Learn-To-Swim Drives

Appropos of Learn-To-Swim campaigns on the West Coast by the Jantzen Swimming Association and forthcoming National Swim-for-Health week next month, it might be interesting to note what some pool and beach operators think of such promotions. Too many pool men pool-pool the idea without giving it a fair trial. There is no question that a Learn-To-Swim drive increases box.

All natatorium managements that have co-operated with the Jantzen association rave about results, and Martin Stern, director of the national campaign, says that all pool owners who tied up last year are repeating with even bigger campaigns. They all can't be wrong. A. W. Ketchum, manager of Forest Park Highlands, St. Louis, writes:

"We welcome the Jantzen Learn-To-Swim campaigns and like to run them early each season because they bring us about 3,500 extra admissions for the week. They acquaint hundreds of new swimmers with our facilities. They are responsible for much repeat business and give us good publicity. They give us a feeling of being responsible for teaching thousands of people how to swim for health, exercise and safety."

Many promotions of this kind fail because they are mismanaged. It is best to have someone who has run a campaign of this kind conduct yours instead of trying to do it without any experience. The column heartily indorses the Jantzen swimming campaigns which are proven successes. Of, if you desire, there is still time to tie in with the national swim campaign in June.

On High Diving

A recent item here concerning possibilities of a new high-diving meet brought a flock of letters from water performers inquiring as to developments. There was talk of such a contest being planned in Cleveland for late summer. If I get further notice of the proposed competition you can be assured that mention will be made of it here. "Dare-Devil Jack" Lathkowski, a contestant in the first high-diving champs, conducted by this column, writes that he wants to be among first to challenge all other divers, but he wants the meet in a pool and not into a portable tank as at the first world's high-diving tourney. "I think you will find that 75 per cent of divers will agree on that point," he writes. "Such a meet will not only give each man and woman a break but there won't be any excuses later. Then and then only will there be a lot of high divers who will go the limit."

Water Polo Critic

Regarding a statement here concerning what I termed "phony water polo," Harry Proboens, aerial performer and former aquatic champion, who has writ-

ten to this department before, confirms my conviction. "I am well acquainted with aquatic conditions all over Europe and I am learning new items in the United States," he writes. "Some are interesting and new, while a few are disappointing. One of the latter is just what you mentioned about water polo. European style of water polo is based on the same principle as that played in this country but is called water ball. It also requires speed, endurance and plenty of technique, but it is absolutely 100 per cent fair and square sportsmanship, with no rough-house tricks. In European water ball the ball is blown up hard; it is of the soccer-football type but of a little lighter weight. Ball is held by pressing it between hand and forearm. Only chance to touch another team's player is by ducking him in order to pass over him. Everything else is against the rules—and so it's much fairer and much less 'phony.' The player at the goal guards a wooden frame similar to that of soccer. It is an exciting game and is drawing huge crowds all over Europe. I don't see why it can't be substituted for American water polo and be a great success in this country. I have seen this European style played only once here, in a Milwaukee pool, and it went over big. The ball used in water ball, considering its size and amount of air, is almost impossible to hide under water and therefore remains on the surface all the time. This automatically limits any chance of crookedness, under-water wrestling or unseen fouls. While swimming and diving are far more developed in United States than in Europe, I think that with water ball those abroad have it over Americans. If I am not mistaken, I think that water polo is not recognized in the Olympics while water ball is."

Revere Beach, Mass.

By BEACHCOMBER

Business Men's Association holds first powwow and lays plans which portend beginning of an era of co-operation and prosperity. An excursion agent and exploitation man will be put to work soon with furthering of Bunker Hill night business, which showed big results last year. Also fireworks programs and radio hook-ups. Gus Airola, former State representative and plenty beach-minded, his family being pioneers here when it was known as Crescent Beach, is to the front with Mayor James M. O'Brien to plan for a reception to President Roosevelt on June 12. The beach is out to capitalize on the crowds and hopes to have the President make a speech tied in with Bunker Hill Day here from the band stand. The mayor is said to be planning a motorcade to meet the President at City Line and perhaps a parade with drum corps of all New England Legion and VFW bands to escort him thru Revere via the beach and "deliver" him to Nahant. "Nice work if we can get it," and we are all hoping.

Season rings in here better than was expected, indicating that perhaps the early part will not be so bad after all, some rides running ahead of last year's day and dates. Food and drink stands a bit tardy despite an unseasonable warm weather spree that seemed to help rides along. It looks like Revere is going to have a good year, what with the encouraging start and bang-up plans and special events to stimulate business.

Some 2,000 horsemen are stabling more than 1,000 horses at Suffolk Downs track, a piece of which laps over from East Boston meadow into Revere; all business and spending done here and they open early this year. Wonderland dog track, a few blocks off the beach front, also opens early and runs practically all summer. Fred Hurley's new shooting gallery is open. Harry Baker apparently is so busy here and there that he has forgotten he has a Tumble-Bug ride here to make ready. It is reported Red Brady changed his mind and will be in here after all on the south end, with Loop-o-Plane and perhaps an Octopus, coming in late May from a railroad show. Trask-Bopp combine that owns the new Derby Racer Coaster built by Harry Baker's engineers are selling the Seaplane ride, situated on the south end for years, to a park. Concession lane has not opened as yet. Frozen malted is showing up in several spots with more to come, is the report. E. J. (Bill) O'Brien opens his beano game, three major beanos here this season, some as last and as provided by law, paying off in cash. Harry (Waggy) Prince bought the McDonald Building, in which his Sportland is housed, for \$31,000.

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OF MERIT FOR RENT AT NEW RAMAPO VALLEY SWIMMING BEACH, ZOO, AND OUTING SPOT

ONE-QUARTER MILE PONY TRACK, THREE-MILE PRIVATE BRIDLE PATH TO TOP OF THORN MOUNTAIN.

WANTED—Will pay cash or consider on commission basis Miniature Steam Railroad, Animals for Zoo, Ponies, Saddle Horses, Arcade Equipment, Kiddie Rides, Steel Ping Pong Tables and anything else suitable for Picnic and Outing Center to be located twenty-five miles from New York City. Strategic highway and river intersection. Prices must be right. Largest Tourist and Permanent Cabin Settlement in New York City vicinity. Trailer Camp permit granted. Skating and Dancing still open. Long business season, as this is more than a summer spot.

Communicate soon.

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Beach in Beauty Contest

DETROIT, May 14.—When Jefferson Beach opens on Friday among added rides will be a Waltzer, Stratoship, Octopus and Flying Skooter. In addition to the regular piloted boats there will be a fleet of U-Driven Speedboats. A walk-thru, the Urph, is also new. Feature of Beach Ballroom will be Rita Rio and her all-girl orchestra. Manager J. F. Gibson has a franchise for the Miss America contest of 1938, an entry to be selected from organizations picnicking in the park. The award will include a trip to Atlantic City to enter finals. One of the big events will be annual picnic of St. John's Day League, representing all Masonic lodges.

More Rides in Akron Spot

AKRON, May 14.—Morey Kutzen and Rilla McLain, latter operator of several features in Eastwood Park, Detroit, are installing a Flying Skooter in Summit Beach Park here, it having been purchased at close of Great Lakes Exposition, Cleveland, where it was in operation two seasons, and it will be ready for the opening this month. Mr. McLain has a Stratoship and Pretzel ride, both added last season, in the park here. He also has an interest in the new high ride under construction.

WANTED

High-Class Portable or Permanent RIDES or FUN HOUSE for 1938 Season.

SAVANNAH BEACH, GA.

Location in center of everything—right on the Beach. No junk wanted—fair percentage. Write or wire immediately.

TYBEE AMUSEMENT CO., Savannah Beach, Ga.

Season opens May 21.

2 MORE RIDES WANTED

ALSO A FEW CONCESSIONS OPEN.

A fine opportunity to cash in on the fastest growing Park in Pennsylvania.

Write at once MARTIN SHELBO, Agent, Care Willow Park, R. D. No. 3, Easton, Pa.

WANTED - Menagerie

Will rent or take percentage. Must have some Big Cats.

SUMMIT BEACH PARK

Akron, O.

THE 4 AERIAL MONARCHS

110 Ft. High

AVAILABLE FOR PARKS

SIDNEY BELMONT

Fulerson Bldg., ST. LOUIS, MO.

WANTED SHOWS or CARNIVALS

For Week-End Showing.

L. A. ENGLAND, Mgr.

River Side Park, Havana, Ill.

CAN PLACE

FERRIS WHEEL, TILT-A-WHIRL, PONY TRACK.

PLAYLAND PARK

South Bend, Ind.

WANTED A CARNIVAL

Or Rides, for the 2nd, 3rd and 4th of July Celebration.

BASS LAKE PARK

HARRY RANNELLE, Knox, Ind.

American Recreational Equipment Association

By R. S. UZZELL

Six hundred thousand people assembled at one time in one place of their own free will to witness a fireworks spectacle at the New York World's Fair Sunday night, May 8, will spread publicity and good will for this expedition that will ripple across this continent and also reach the shores of Europe. The people were wanting some tangible evidence of the progress of this great fair. They got it in generous measure. The hard-boiled here had to give in to the fact that Flushing Meadows are flowering into a beautiful production that will excite the admiration of the nations.

No, those buildings have not sprung up by magic. There is a deal of work, money and material that has been pouring into those foundations for several moons. It requires no exertion of the imagination to visualize the amusement park of tomorrow that will get its inspiration here and in San Francisco. An architecture that is balanced and out of proportion nowhere, one with life and breathing harmony, restfulness, ease and recreation, all dressed in a gorgeous gown of color that none but an artist with a master stroke can produce. When lighted with a mellowness and subdued glow that will bring out the harmony of color, we shall have a symphony that is sure to give a new birth to amusement-park designing and production.

Honesty Not Guaranteed

The Dodgem Corp. has produced a fine catalog that shows thought and study. The art work is good. It does show Cy Bond younger than his years, but it's good just the same. Charles Curtis, of Percy Turnstiles, has turned author. You would expect him to do a good job. He has made good. It's an old subject but has new points of view. His subject, like the birds, returns to us each year as the birds come north and the flowers bloom again. Must park men and concessioners treat it lightly to their annual heavy loss.

This subject, like all others, yields ample dividends only to those who are ever alert and constantly work at the job. Casual study leads nowhere. It is expert study that does the trick. Banks and certified public accountants do not ignore the honesty of employees without a shero check-up. How can you know without first investigating? One park could save its taxes by plugging the leaks all too long tolerated. The Waldorf-Astoria Hotel does not hesitate to employ professional investigators. Their revelations make interesting reading. A man could drive a team of oxen thru some pet report systems of amusement parks without detection. One park man pays a fair wage but does not know that in addition thereto he pays for the tuition and books of college students and their good times with the fair ones.

To Lock Barn Door

Efficiency today is the price of success. Corrosion if allowed to go unchecked takes the best out of machinery endurance, and leaks unchecked take the cream right off the top of amusement-park receipts. Before the days of rigid and frequent inspection a fire exit of a theater was found which had not been opened for eight years. In an emergency it failed of its function. In this great emergency and inordinate demand for taxes it's well worth your while to turn your leaks into this channel instead of taking taxes from what is left for the management. Let us hope that cash register and turnstile producers and all other systems of check-up just keep hammering away until we get the barn door locked.

Pioneer Canadian Operator Harnessed Falls for Juice

BATHURST, N. B., May 14.—John P. Leger, pioneer amusement park and theater owner and manager, who celebrated his 50th anniversary recently with his wife, rejuvenated Bathurst Park, which had been unused many years. His connection with amusement parks and beaches dates back a half century. He built the first theater here, which he managed many years when it booked traveling shows.

In 1904 he established the first hydro power project with a plant harnessing Tetagouche Falls, about seven miles from

here, originally to light his amusement park, theater and hotel and later broadened out to include sale of current. The Legers have six children, all of whom reside in Bathurst.

Mr. Leger founded several bathing beaches, each with refreshment concessions and lockers, being one of the first to develop bathing resorts on the Bay Chaleur.

Ocean Pier Is Renovated

WILDWOOD, N. J., May 14.—Workmen are renovating Hunt's Ocean Pier for opening on May 28. Starlight Ballroom is being remodeled and name bands will be featured. Isham Jones is opening attraction, and on May 29 Jimmy Dorsey and his orchestra will supply dance music. Ocean Theater will feature first-run pictures, and Mickey Mouse Theater will have cartoons and shorts. Cave of the Winds, Parvin's Miniature World's Fair Exhibit, Platiron Building and Mystery Mirrors are among new attractions. Again Jack and Jill Sky Ride, Roller Coaster, Ferris Wheel, Whip, two Merry-Go-Rounds, Witches' Forest, Kelly and Mountain Slides, the Squeeze, Roulette Wheel, Monkey Zoo and other favorites will be featured. All attractions are included in one admission price.

Alliance Improvements On

ALLIANCE, O., May 14.—In Lake Park, comprising more than 100 acres east of here and shortly to launch its 15th season under management of R. D. Williams, changes and improvements to rides, concessions and grounds are being rushed. A building, 100 by 50 feet, extending into the lake and resembling a steamship, is under way. A new picnic shelter building replacing the old structure has almost doubled its facilities. Beach adornments will be spotted along the lake front. Dance pavilion is booked solidly for the season and picnic bookings are heaviest in years, said Manager Williams, a former Cedar Point, O., concessioner, who has been in ill health and was unable for several weeks to personally supervise the work.

Beauty Finals in Pensacola

PENSACOLA, Fla., May 14.—Pensacola Beach was opened with a ball in Beach Casino and the New Orleans Swingsters and a floor show booked thru Al Durning Attractions. Boardwalk has been renovated and several new concessions and rides installed, said Russell M. Gill, manager for Pensacola Bridge Corp. Transcontinental beauty contest is set for July 14 and 15 in which each city on Old Spanish Trail, U. S. Highway 90, from San Diego to San Augustine, will hold elimination contests which began in Helena, La., on May 10.

Pools in K. C. Are Ready

KANSAS CITY, Mo., May 14.—Will H. Wittig, manager of Pla-Mor, expects to open the indoor pool at the amusement center early in June. One of the largest in the city, it is used in winter as an ice rink for Kansas City Greyhounds, of American Hockey Association. During April and May it has been used for roller skating. Ready for opening is Crystal pool in Fairland Park, said Omer J. Kenyon, Fairland manager.

Long Island

By ALFRED FRIEDMAN

Sudden twist from warm to cold changed temperature of his correspondingly. World's Fair officials have become convinced that there will have to be a greasing up of all traffic arteries leading to the fairgrounds. President Grover Whalen is worried over possibility of congestion on roads during the fair season and knows that unless he takes remedial measures now the fair may see one of the worst series of vehicular jams next summer. The preview jam was a forerunner of what may happen in the way of congestion on highways. What good, folks inquire, is a World's Fair if you can't get to it?

With no less than five midjet auto tracks skidded for summer operation, it seems as the Long Island is going four-wheel conscious. Plus the five already carded for opening, other tracks may spring up during the season. Auto-race promoters depend entirely on the trade showing up at the time of the event; no tickets are sold in advance and exploitation consists of little more than distribution of handbills or billboard posting. Yet crowds come in droves.

With the Zoos

COLUMBUS, O.—Additions in Columbus Municipal Zoo include a young elk, born in Cincinnati Zoo; three monkeys and a bear, all gifts of Cincinnati Zoo. Three young red foxes were donated by Columbus citizens. Extensive improvements are under way.

CHICAGO.—Floyd S. Young, director of Lincoln Park Zoo here, completed purchase of Australian birds, monkeys and reptiles in New York, shipment to include a pair of lead-beater macaws, three red bandit parrots, pair of penant rosella parrots pair of Port Lincoln parrots, one black-shouldered peacock, pair of marabou storks, two Lutung monkeys, Minuman monkey, four Indian Gecko lizards, two blood pythons and three giant man-eating crabs.

DETROIT.—May 23 is date set for season's opening of Detroit Zoological Park. A feature will be a new trout stream with all game fish of Michigan. On afternoon of May 24 a preview by commissioners of the zoo will be held.

MILWAUKEE.—Three llamas and two oryx antelopes have been added to Washington Park Zoo.

LOS ANGELES.—California Zoo Park, recently in need of funds caused by floods and resulting loss in revenue, has received enough financial support to meet overhead, said General Manager W. H. Richards. On May 18,000 attended a zoo show, sponsored by civic bodies and film people, to raise funds. Barbecue dinners were served and Leo Carillo, film actor, was emcee of the show in which animal acts were presented by Mel and Leslie Koonz, Olga Celeste, Joe Metcalfe and Anna Veldt. During week of May 2, "Be Kind to Animals Week," boxes were placed in prominent locations for donations.

SALT LAKE CITY.—After Mr. and Mrs. Russell S. Tracy gave their \$5,000 collection of birds to the city, Commissioner P. S. Goggin decided to use the playground and houses in Liberty Park for housing the birds. Superintendent of Recreation Ray S. Forsberg thought children should have this place and resigned. Art Gardiner, of Liberty Park concessions, will move his Merry-Go-Round to make room for the aviary. City Parks Department appropriated \$1,000 for a new aviary and more will be spent. Playground is to be moved to a new location. Jessie Schofield was appointed in Mr. Forsberg's place.

BOSTON.—Before the British freighter City of Salisbury, grounded on a reef inside Graves Light near here, sank eight cases of snakes and 16 crates containing nearly 300 monkeys were unloaded. The snakes, some 17-foot cobras, were handled with emergency rigging by longshoremen, who worked in semidarkness to save the animals and reptiles. Twenty-four rare, bright-plumaged thrushes were also taken off. Several snakes in crates between decks were lost. Jungla cargo was valued at \$5,000.

LITTLE ROCK, Ark.—Municipal Zoo's first otters, gift of a fish company, were placed in a pool in the patio of the monkey house, reported Superintendent Sprout.

NEW ORLEANS.—Marx Memorial Zoo and Zoological Gardens, Audubon Park, representing a cost of over \$500,000, were dedicated on May 15 when the zoo was turned over to the city by park commission. Frank Needle, superintendent, reports that the German storks are expecting a visit from the stork. Pete French, St. Louis, who has a hobby for zoo furnishing, came into this port with a cargo of South American denizens for Forest Park Gardens, St. Louis. He brought 25 crates of snakes, monkeys, birds and rare animals, leaving a capybara here for quarantine.

MAN WITH

(Continued from page 42)

specimen a few years ago for as much as \$1,200. Now you can buy all you want at \$20—and that's a bargain."

For his third swing, Hagenbeck picked a subject very close to home. It was his family and its accomplishments in almost 100 years spent in the show business, and for them, its necessary counterpart, the trapping of wild animals. Master of four languages and a graduate of Hamburg University, Hagenbeck regards his father, Loreng Hagen-

beck, as the No. 1 man in his field. He recounted how his father's showmanship led to the origination of barbed cages and the popular "monkey island."

As a business organization, Hagenbeck's circus is known throuth the world. Only recently it completed a tour of China, Japan and India under Herbert Hagenbeck's management. For four generations the family has engaged in the unusual business, and in that time they have established the world's greatest collection of wild animals at their zoo in Hamburg. With all of that, however, Hagenbeck is like the postman who takes a walk on his day off. Asked what his recreation is, he smiled and replied: "I like to visit zoos."—CINCINNATI TIMES-STAR.

LAGOON'S POOL

(Continued from page 42)

last 10 years, free dancing will be stellar attraction. Lagoon Orchestra will be under the baton of Arnold Burgener, who for three years has been in Melody Lane, one of Salt Lake City's winter gardens.

For picnics and excursions adequate table space, two large cement-floored boweries, ball grounds, horseshoe courts and equipment, public-address system, piano and stage are placed at their disposal without charge. Lagoon covers 40 acres and has parking for 4,000 cars.

Personnel will remain practically unchanged, entire organization working under personal management of Owner Julian M. Hamberger. Staff includes N. S. Wilton, superintendent; R. C. Hesley, resort manager; Ray B. Needham, traffic and advertising manager; H. L. Bales, auditor; H. I. Price, purchasing agent; Parley Beer, assistant advertising manager and excursion agent; Fred Schwendiman, chief cashier; Dean Swamer, manager swimming department; Milton Hess, superintendent of rides; Henry Pleckan, manager games and food concessions. Lagoon will open on May 28, several pre-season school and special excursions having been booked.

OLD ANIMAL MAN

(Continued from page 38)

there broke out three years ago in Salt Lake City. It wasn't her fault, tho; she had plenty bothering her. We had taken her cubs away just two days before. Sold them to a zoo. Then it was terribly hot and that new cagehand failed to lock the safety door. All she had to do was push the door open and jump out. What? I should say not. She wouldn't hurt anybody. She's just like your house cat only bigger. Yes, she was out for two hours—she wouldn't have been if some of those young punks hadn't scared her. It's a shame the men they hire these days. Back on the old Robinson show — Oh, yes, we caught her again. She ran under a chicken house and all we had to do was back her cage up to it. She jumped right back in it. Seemed sort of glad to get back, too. Just like folks who have been away from home a while.

Sure, animals are like folks. They all have individual personalities. Prince over there, he's a friendly sort of fellow. And Queenie, she is the personification of motherly love. When she doesn't have cubs she mothers anything. She raised a litter of fox terrier pups once. Then there's Rajah, a black villain if there ever was one. There's many a cagehand who carries a scar from his claws. He gave me this one on my face on the old Howe show. He hasn't many more years of meanness left, tho.

Yes, I have been with shows a long time, 42 years to be exact. No, I wouldn't want to be anywhere else. Tried to stay away one year, but when the grass started coming out in the spring and the birds began to sing in the trees I just had to get out, too. The smell of the menagerie, the sound of the big show band, the sight of the gay crowd—a real trouper thrills at every little thing around his show. Lady, you don't know what life is until you have smelled the bacon frying in the cookhouse at dawn or the peanuts roasting in front of the bulls (pardon me, the elephants). Yes, we truly consider ourselves fortunate.

The show is the same as a mother to us. The real trouper feels that it is a great living organism. The owners, the performers, the band, the workmen, the equipment are all vital organs of it. What hurts one hurts all. We all enjoy the profits of its clean outdoor life.

Well, good day, mam, the big show starts in two minutes. I hope I haven't bored you with this. When I get started I just don't know when to stop.

Beckmann & Gerety Score

St. Louis Stand Attendance Good

Engagement taken by management as criterion for good season

ST. LOUIS, May 14.—Beckmann & Gerety Shows, in final week of 18-day stand here, continued to have exceptional business despite variable weather. After a rather slow opening show picked up momentum and played to 25,000 people over first week-end. Since this particular engagement is considered a fair barometer of general business conditions, hopes for a highly successful season brightened as turnstiles clicked. This, however, in face of stiff competition offered by two other railroad carnivals and a police circus. Inside spending was only slightly off former years. Staff: Fred Beckmann and Barney S. Gerety, owners and managers; J. C. McCaffery, general agent; George L. Crowder, special agent; Glenn Buck, auditor; Tony Ybanes, secretary-treasurer; Edgar T. Neville, concession secretary; Sam Gordon, concession superintendent; Del Ward, superintendent; H. Bradford, trainmaster; Walter Hale, publicity-radio.

New Shows Very Elaborate

Uncle Eddie's Beef Trust; A line of gargantuan beauties cavort behind stinging of Glenn (Tiny) Weston and comedy of Jimmy Oakes, a really huge lad making (See BECKMANN & GERETY page 49)

Art Lewis Opens Regular Season

Start at Lyndhurst, N. J., satisfactory—several new features—two free acts

LYNDHURST, N. J., May 14.—Art Lewis Shows opened its spring 1938 season here Monday, May 2, under auspices of the Columbus Club. Monday night the main entrance clicked with 4,000 paid admissions. A spending crowd on the midway patronized rides, shows and concessions liberally.

The Art Lewis Attractions terminated its Southern tour at Elizabeth City, N. C., the week of April 18. This date was marred by inclement weather. However, the show managed to put in a week on right side of the ledger. Portsmouth, Va., was to be a fill-in to break the jump east, but due to the lot being under water the week was lost. Equipment was shipped direct to New Jersey to assemble the entire line-up of attractions that will be with the show for balance of season.

Equipment Augmented

In addition to the rides and shows that have been touring the South, all the equipment which was stored at (See ART LEWIS on page 49)

Sims Opens Ninth Season in Canada

WINDSOR, Ont., Can., May 14.—Sims Greater Shows opened its ninth season here April 30, with matinee auspices Canadian Legion No. 222. Location was at Louis and Erie streets. Weather was good but business just fair.

All riding devices had good business during the opening week due to favorable weather conditions. Four shows, all with new fronts, made their initial appearance here. World's Fair Museum, featuring Howard, lobster boy; Professor Burkhardt, Gerald-Geraldine and other attractions, played to good business. Jungleground, Silver Star Circus Revue and a new European Mystery show all received their share. All concessions are (See SIMS OPENS on page 49)

Line o' Two of News

MILWAUKEE, May 14.—Mrs. Mabel Henke started action in Circuit Court here for appointment of receiver for Henke's United Attractions. In her action against her late husband's brothers, Emil and Otto, Mrs. Henke charges she is entitled to her husband's share in property. The brothers were partners in carnival.

ELIOT, N. Y., May 14.—Announcement was made here Wednesday that O. C. Buck Shows had again been awarded Elks Celebration at Hempstead, L. I., N. Y. This will make 15th consecutive year that Buck Shows have the event. It was also stated show will play for third year Keane, N. H., Fourth of July celebration.

CINCINNATI, May 14.—Doc Waddell, known as "Dean of Press Agents," has been appointed chaplain of National Showmen's Press Association. Secretary Roy E. Stein announced in a communication to The Billboard.

Waddell has been actively engaged in press work for years and at present is

D. Applegate announced. He said he is making this announcement for information of several promoters who have been seeking permission to stage shows here.

WOOSTER, O., May 14.—J. R. Edwards Attractions are readying for opening of season here May 21. Show is substantially enlarged. Rides have been repainted and new show fronts are being constructed. New banners and canvas arrived this week. New calliope for a downtown bally has been purchased. Phil Phillips, who is in charge of construction, will again be assistant to Manager J. R. Edwards.

West Coast Shows Had Fair Business First Week of Season

SPOKANE, Wash., May 14.—Business was described as "fair" by Carl Foreman, press agent for West Coast Shows, which closed its first week of season here after a seven-day stand.

Show, enlarged over last season, opened on Sunday with huge throngs, but unsettled weather with showers fol-



R. F. McLENDON, LEFT, AND OSCAR C. BUCK are seen here looking over the 1938 edition of the Oscar C. Buck Shows. Judging by the expression on their faces this spectacle viewed from in front of the Big Eli Wheel must have been a pleasing sight to them. This season finds the Buck organization with many new features in shows, rides and electrical effects.



SOME OF THE PROMINENTS WHO ATTENDED the Showmen's League of America Home Benefit Fund show given on the Beckmann & Gerety Shows midway Saturday morning, May 7. Group is assembled on the ballyhoo stage, steps and ground on the front of Gay Paree show and photo was taken at 3 a.m. by Jack E. Daddwell, writer and photographer, of Anderson, Mo. First row, left to right, Joseph Strohbeck, secretary; Frank P. Duffield, vice-president; J. C. McCaffery, president, and Fred Beckmann, chairman of board of trustees of Showmen's Home Fund, all of Showmen's League of America; Carl J. Sedlmayr, Royal American Shows; Frank B. Joerling, manager St. Louis office of The Billboard; Second row, left to right, C. Guy Dodson, Dodson's Shows; Tom W. Allen, chairman of committee of International Showmen's Association, which headed the event; Jack Nelson, Rock-Ola Manufacturing Co.; Orville W. Hennies, Hennies Bros. Shows; Mrs. Rubin Grubery and Rubin Grubery, Rubin & Cherry Exposition; Barney S. Gerety, Beckmann & Gerety Shows; Back row, left to right, D. D. Murphy, former carnival owner; Harry W. Hennies, Hennies Bros. Shows; Noble C. Fairly, Fairly & Little Shows; L. M. Brophy, formerly manager D. D. Murphy Shows, now off road, and Samuel Feinberg, of Beckmann & Gerety Shows.

devoting most of his time to religious activity. In a letter received from Waddell from Chillicothe, O., he refused an active membership in NSPA and appointment of honorary chaplain was then made, Stein said.

FORT WORTH, Tex., Aug. 14.—A number of concessions and rides from Bill H. Hames' Shows are in their third week here on a lot on East Rosedale avenue. Included in group are the Octopus, Big Eli Wheel, Kiddie Autos. Two shows under canvas. Attendance first two weeks was very good.

SALEM, O., May 14.—R. H. Wade Shows, which started last winter at Canfield, O., fairgrounds, opened here on a lot Thursday, May 6. Wade plans still dates for early season.

STUEBENVILLE, O., May 14.—Carnivals, as well as tented attractions of similar type, are taboo here, Mayor Earl

lowing two days seemed to cool ardor of carnivalgoers. Local American Legion post sponsored show.

Guy Patrick, of Vancouver Exposition, and Mrs. Patrick visited midway and chatted with old friend W. C. Huggins, owner and manager of shows.

Detroit Grants Eight More Carnival Permits

DETROIT, May 14.—Signs of a waning sponsored carnival season here were dramatically reversed on Tuesday when city council granted permits to eight different organizations for carnivals between now and the end of month, setting a record number of permits for one week this year. Four American Legion posts, two Veterans of Foreign War posts and one fraternal order were among those granted permits.

Locations of the carnivals and sponsoring organizations are Cent-Un Post,

Keystone Starts Good in Latrobe

With much new equipment show makes good flash-free acts carried

LATROBE, Pa., May 14.—Making their initial bow to 1938 season, the Keystone Shows after a long jump from their quarters at Douglas, Ga., opened here April 28 to large crowds with wonderful weather prevailing.

Co-operation had been given by American Legion committee, press and radio. City and other officials were in praise of spick and span appearance of midway, show in general and neat uniformed working staff on all rides and shows.

Manager C. A. Hartzberg has been receiving compliments from all sides on show he is putting on road this season. New ideas in lighting effects and artistic scenic designs on all panel show fronts are work of Mack Stark, shows' scenic artist.

New canvas was purchased for all shows and a new marquee. Novel ideas (See KEYSTONE STARTS on page 49)

Salt Lake Makes Plea For Clean Carnival Lots

SALT LAKE CITY, Utah, May 14.—Salt Lake City Health Department will enforce city regulations in regard to health conditions at carnival grounds more strictly in future than past. Sponsors of recent carnival visiting here are being held responsible for debris left behind. To help shows coming to Salt Lake City is reason this advance notice is given, a health official stated. Failure to clean up the lot after carnival closed left somewhat of a black eye on carnivals. By watching this order carefully shows coming to Salt Lake City will help those to follow and the health department as well, an official also said.

VPW, at Oakman and Linwood avenues; Albert E. Barker Post, American Legion, Davison and Lawton avenues; Metropolitan Post, American Legion, Hamilton and Holden avenues; West Detroit Post, VPW, Waterman and Cadet streets; North Detroit Post, American Legion, Joseph Campau and Cody streets; Fraternal Order of Eagles, Detroit Aerie, Eight Mile road and Oakland avenues; Wayne County Auxiliary Drum and Bugle Corps No. 1, American Legion, Fenkell and Wyoming roads.

Bach Opens In Newark, N. Y.

Beset by very bad weather
—Rochester engagement
favorable

ROCHESTER, N. Y., May 14.—The O. J. Bach Shows opened their season with a 10-day stand in Newark, N. Y., April 29, under auspices of American Legion. Although committee and everyone else connected with show did their very best, engagement could hardly be termed a satisfactory one. Unseasonably cold and rainy weather predominated, and as a consequence, attendance suffered badly.

Thursday night, May 5, show was struck by a near-hurricane and electrical storm just as a fair crowd was beginning to come on lot. Prompt action prevented any damage to show's equipment, although lightning struck electric meter near entrance, reducing it to hundreds of small pieces and plunging entire midway into darkness. Electrical trouble from local causes again developed on following Saturday night but this time, fortunately, just as crowd was preparing to leave midway. Being quickly repaired it did not seriously interfere with moving activities.

Sunday, May 8, show made a truck movement to Rochester, where it is now showing under auspices of Fifth Ward Young Republicans Club. Lot is located at corner of North and Ottila street and show is the first to show there in over five years. As a result, residents are carnival-hungry. Lot was literally thronged with thousands of visitors Sunday, promising a successful engagement weather permitting.

Five-Cent Gate and Staff
A 5-cent pay gate is used and Great Jaydee, aerialist, is offered as featured free attraction.

Staff: O. J. Bach, general manager; H. O. Thomas, general representative; O. A. Thomas, promotions and advertising; Leo Grundy, electrician, lot superintendent, mail and *The Billboard* sales agent.

Rides and Shows

Rides: Chairplane, Harry Allen, foreman; Arthur McKay, second man. Merry-Go-Round, George Kingsley, foreman; Oscar Barrows, second man. Big Eli Wheel, Ray LaFontaine, foreman; Arthur Bunyon, second man; Howard Ottman, helper. Whip, George Besto, foreman; Carl Collette, second man; Patsy Vittore and John Marr, helpers. Kiddie Autos, Mr. and Mrs. R. H. Stroppe, operators.

Shows: Waskiki Polles, John Henry, manager; Dolly Devore, featured dancer; Fanny Pennell, tap dancer; Sally



EXPOSE, THE FRONT AND BALLYHOO ARTISTS OF WHICH ARE PICTURED HERE, proved an instantaneous hit when it made its season's debut with Beckmann & Corey Shows. Several showmen who have seen this innovation in the field of carnival shows state that it is very elaborately framed both inside and out and that it has proved that originally does pay. It was produced by Walter Hale, the show's press agent, who also wrote the script. Judging by the crowd assembled here at one of the ballyhoos on the lot in St. Louis, George Vopst, who manages this attraction, might well feel proud of the congratulations he is receiving from those with B. & G. and visiting showmen. The title sign flashes in red and green neon. W. E. Thompson is the talker and seen on right of ballyhoo stage. Photo by Steyer, St. Louis.

Petrova, specialty dancer, Chuck Linn Cowboys, Chuck Linn, manager; Daley Clemens, banjo; Larry LaRue, tenor and accordion; Elmer, ukulele and comedian; Dog and Pony Circus, George White, Dog manager and trainer. Amusement Palace, Mr. and Mrs. W. H. DeVaul, operators. Monkey Circus, Raymond Baker, manager. Cy Perkins' Happy Hayseeds, J. Maurice Hovey, manager; Cy Perkins, guitar; Lynn Webb, straights and accordion; Nellie Hovey, banjo; James Payne, comedian.

Concessions

Concessions: Mr. and Mrs. Kenneth Walters, bingo, Japanese rolldown, dart balloons, shooting gallery and add-'em-up darts, assisted by following agents: Joseph Gagner, Roy Morgan, O. W. Reynolds, B. DeNicola and J. P. McCauley, Cookhouse, Ma and Pa Chevrier; Harold Chevrier, chef. M. N. Coigrove, ball game and penny rolldown. Picture gallery, Marvin Hudson and Jackson Beebe. Jack Woelfle, cigaret shooting gallery. Mrs. Raymond Baker, pop corn and confections. Mrs. Arthur McKay, balloon penny pitch. Joseph Kelly, cane rack. C. B. Hawley, candy apples. Mrs. Delaney, spot-the-spot. Billy Delaney, pitch-till-you-win. Jack Cohen, auto bumper and grocery store. Madame Fedora, assisted by Madame DeVito, mentalist. James

and William DeVito, ball game. Gladys Bach, doll rack. Mrs. O. A. Thomas, grind store. Al Devine, advertising and sound truck. Reported by Leo Grundy.

Curl Greater Shows Open in London, O.

LONDON, O., May 14.—Curl Greater Shows, owned and managed by W. S. Curl, opened here May 7 to a good crowd and better business than last year. Everyone was well pleased with appearance of show and hard work put in by personnel to get ready.

Loop-o-Plane and Kiddie Ride are owned by Allen and McClure, respectively.

Among concessioners are Ike Chapman and John Henry. Chapman is owner of new Covered Wagon house trailer. Free acts are presented by Captain Delno and the DoYLES. Reported by Doc Edwards.

St. Louis

ST. LOUIS, May 14.—The topic of most conversations where showmen gathered during the past week was success of Grand Benefit Show held here on May 7, which was attended by over 1,000 outdoor show people. Committee of International Association of Showmen extends thanks to all who aided in putting this show over. Committee of St. Louis showmen's organization who handled event was Tom W. Allen, chairman; John Francis, Charles T. Goss, Leo Lang, J. C. Gordon, C. Guy Dodson, Verne Kohrn, Ray Balzer, Matt Dawson, Dick Wayne Barlow and Frank B. Jeerling.

Final meeting of season for International Association of Showmen was held at clubrooms Thursday, May 5, climaxed by a grand party and dance, which were attended by over 300 people. Lunch and refreshments were served gratis to all those present, who numbered show people from Beckmann & Corey, Hennies Bros., Dodson and Fairly & Little shows. Clubrooms will be open all thru summer for members who are in city and visiting showmen. Regular business meetings will be resumed in fall.

With Hennies Bros. cutting short their engagement in this city to one week instead of two at Kingshighway and Southwest lot and Dodson closing its 18-day engagement at 19th and Fenrose streets last Sunday night, leaves only Beckmann & Corey Shows still in St. Louis. This show closes Sunday night, May 15, at Grand and Laclede lot, where show enjoyed a splendid business for first 10 days. Business during this week fell off due primarily to cold weather, which held sway practically every night for closing week.

A. Obadal, prominent outdoor showman of San Antonio and part owner of Western States Shows, is in city visiting friends.

Macon E. Willis and A. E. Waltrip, of Pacific Whaling Co., were among *The Billboard* office visitors Tuesday when

they were in city on business.

Jack Nelson, of Rock-Ola Mfg. Co., Chicago, spent several days in city, during which he renewed many old acquaintances.

Mr. and Mrs. John T. Francis, of Greater Exposition Shows, drove to St. Louis Tuesday from Kankakee, Ill., where their show is playing this week.

Charles T. Goss, of Standard Chevrolet Co., of East St. Louis, returned to city Thursday after extended trip thru Middle West, on which he visited many carnivals and circuses.

Ned Torti, of Wisconsin De Luxe Corp., is in city, visiting shows in this vicinity nightly.

Jack E. Dadsell, formerly publicity director of Royal American Shows, stayed several days in St. Louis, coming up from his home in Southern Missouri. Dadsell will spend greater part of this year at his home, completing a book which is to be published latter part of year.

Lee A. Sullivan and Ben Roodhouse, of Ell Bridge Co., visited this city Monday when they called on various shows playing in this vicinity.

Dodson's Shows opened a 11-day engagement under auspices of the American Legion in East St. Louis on Wednesday, May 11.

Walter A. White, formerly general manager of Johnny J. Jones Exposition, spent several days here visiting various shows.

Ray Swanner left Monday for Kenosha, Wis., where he will join Ellman Amusement Co., which opens there today. Swanner will operate girl show, a fun-house and some concessions on that carnival.

Bert Lindsey, of "funny car" fame, was among *The Billboard* office visitors Monday when he passed thru en route to Terre Haute, Ind.

Philadelphia

PHILADELPHIA, May 14.—Carnivals are still very much in evidence in this section. World of Mirth came in this week at old Yellow Jacket Field in Frankford section. Marks arrived in Chester, Pa. Rudy Bros. moved to 74th and Elmwood, Philadelphia. Cetlin & Wilson moved to Marcus Hook, Pa. All report fair business.

World of Mirth is a really mammoth show this year. Fine illumination, beautiful fronts, either all new or rebuilt, plenty of chromium and neon used. An immense new front 45 feet in height is now being finished. It is planned to be last word in carnival show fronts.

West's World Wonder had fairly good business in Wilmington, Del., last week, but considerably below last year. Admissions held up nicely but inside spending was off. Show has a very attractive new front.

Elythe Sterling, who had Indian Village with Tim McCoy Wild West, joined World of Mirth with 35 people. They present their various native activities and work and make a fine flash. Tex Cooper is connected with this exhibition.

Jimmy Haferty's show closed Saturday, May 7, at West Point, Va. Bad weather since opening and slow business caused Jimmy to fold for the present.

South Street Museum has same bill as last week. Business is holding up.

Mrs. Frank Campbell, sister of Mrs. Wilson, of Cetlin & Wilson Shows, is recovering from a broken leg.

Hans Mertens has Walter with World of Mirth. He keeps it up in every way and reports satisfactory business. He also owns the Octopus on the show.

Ted Miller, press representative Cetlin & Wilson Shows, put over another page this week in *Philadelphia Record*. Last year he also had one.

Midwest Shows Launch Fairly Good Season

JACKSON, Mich., May 14.—The Midwest Shows, motorized, opened season here week of May 2 to 9 under auspices of Disabled American Veterans. Opening was a gala event, many people attended and seemed to enjoy themselves.

Harry Mills is in advance of the organization and receives lot of credit for his work.

Paul Houck came from Cincinnati with his shows and his banner line is impressive. Al Latto has four rides which are spick and span and did business. There is a very nice entertainment in the shows. Reported by Paul Houck.

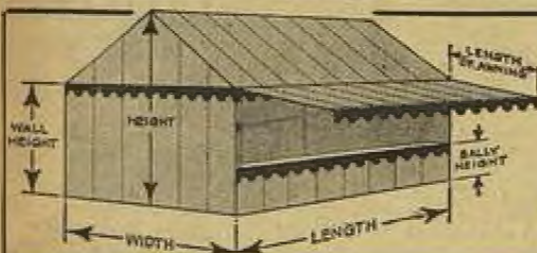
RIDE-O RIDE

12 CARS. 18 CARS.
Scores Sold—None Ever Rerold.

Also
HI-DE-HO FUN HOUSES — CAROUSELLES
SPILLMAN AUTOS AND SPEEDWAYS,
Rides That Pay Consistent Dividends.

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.

WORLD'S LARGEST BUILDER OF AMUSEMENT RIDES.
"CONTACT THE MAN WHO OWNS ONE."



Concession TENTS

Give
Measurements
as Indicated
BUY
from Factory
SAVE Money
POWERS & CO., INC.
26th and Reed Sts.,
Phila., Pa.

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.

Royal American Tops First-Day Records at Cotton Carnival

Monday preview fair crowds—Tuesday opening greeted by 100,000 attendance—new shows and talent added to midway—radio station and press co-operate

MEMPHIS, May 14.—Playing to largest crowd in history of Memphis Cotton Carnival, an estimated 100,000 persons, Royal American Shows shattered a four-year attendance and gross record here Tuesday afternoon and night. The "mile-long" midway on North Front street was a swirling mass of humanity for many hours, rows deep before concessions and shows and waiting in snakelike lines for the 18 rides. President George Eckert of the Cotton Carnival said it was the largest gathering in the eight-year history of "South's Greatest Party." The attendance was heightened by the maneuver of the program committee in having the Cotton King and Queen, Royal Court and Procession proceed from the fireworks-lighted Mississippi River front, direct to the Royal American midway, bringing in their wake more thousands to add to those already elbow to elbow.

Royal American opened the day before the official Cotton Carnival in a special "preview" on Front street, which attracted a generous crowd but lacked the official bally of the Cotton Show. However, the midway was jammed long before noon.

Gross Tops 1937

Carl J. Sedlmayr and Elmer C. Volare, owners of Royal American, while not disclosing official receipts, said that every show, ride and concession topped last year and the figures of other years. Both said this was extremely gratifying in view of the tremendous task of setting up the winding midway, part hidden by a street building.

Two new shows made their debut in Memphis. William Aldrich presented a revamped and completely new Imperial Hawaiian show with talent brought here from the islands. Dick Best, owner of the World's Fair Freaks, gave Memphians Darkest Africa with Prgmy Head Hunt-ers.

Featured by the "Electro," instrument designed and perfected by Aldrich, the show has bright awning front, bally girls in deck chairs, palms and other island props. Two sisters of Lulu came here from Honolulu to join. They are Luki and Lili. Two girls, Puanani, four, and Snooky, six, also ballyhoo, one singing over mike. Others in cast are Nani, Lani Kuni, Pete Kawekul, Clarence Blake, Bill Vollegas, David Neoli, Eutarde, Dot and Mill. Manager of Hawaiian shows for years, Aldrich proclaims this his best.

Princess Pontus, seven feet four inches, Amazon, heads Africa show, which features tiny performing elephant, shrunken heads of aborigines, broken glass dancers and other features. Cast includes Isom, Asanga, Zip and Pip, Dora, Unga, with Jimmy Davis as front.

Carl J. Sedlmayr arrived in Memphis two days before the opening following trip to Chicago for Alabama State Fair board meeting and trip to St. Louis for the Showmen's League of America benefit performance.

Woman Drome Rider Recovering

Dorothy Barclay, of Chicago, rider in the Marjorie Kemp Thrill Arena, is recovering from shock and severe bruises of a motorcycle spill in Atlanta two nights before closing. Front tire blew and Dorothy slid to bottom of Drome, suffering lacerations on head, face, arms and legs. Speedy Price, riding with her, escaped injury when her machine crashed into his on the skid but he held on and braked safely.

Memphis radio stations turned over time to Cotton Carnival and WMPG offered its facilities to Royal American, which presented Hawaiians, Marjorie Kemp interview; Bonzo, chimpanzee interview; Tom Rankine and side show and Cortes Lorow's Illusion Show.

Bonzo, star of Larry Bantlin's Monkey Town, has caused talk this season, having been "interviewed" over WJAX, Jacksonville; WAGA and WSB, Atlanta, and WMPG, Memphis. Reported by Francis F. Healy.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 14.—During past week our first bulletin of 1938 season and current certificates of membership were mailed to each of our members. We request membership of association that in event same are not received by time that this appears in print, that they communicate with this office immediately so that duplicate certificates may be forwarded. It is advisable that each show has in its possession current membership certificates, as many have already discovered that they are helpful for purposes of identification in many places and on many occasions.

We are pleased to welcome into the membership of our association three additional shows, namely, Coleman Bros., Anthony Fantasia and Rocky Fantasia shows. This brings total membership of association up to 43.

Of Interest to Motorized Shows

It will be of interest to motorized members of association to note that in a recent Congressional Record there appeared a statement by a Mr. Steiner, who is originator of cross-country super-highway plan, about which we have previously written at length. The article is of considerable interest as it points out Steiner's argument in behalf of super-highway idea and his reasons for proposing same, namely, that it will put men to work and provide facilities for faster and safer transportation by motor.

The argument in behalf of plan as developed by Steiner is of considerable in-



"RO-LO"

New "Walk Thru" and "Ride Over" Greatest!
All New Patented Features.
The BIGGEST FLASH and stream-lined mobile appeal ever placed on a Midway.
Loads one wagon. Two people seats.
Many shows already sold, including Goodwin Greater, Harpynian, Coleman Bros., Juyland, etc.

Allan Herschell Co., Inc.
North Tonawanda, N. Y.

Modernistic Kiddie Auto Rides and Streamlined Carrouzels

TEN YEARS' EXPERIENCE

REFERENCE OVER 150 OWNERS
WILL MAKE MONEY FOR YOU TOO

The Time-Tested

TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

BOOMERANG

The New Sensational Ride
ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA

Capacity
Gross
Repeats

Boomerang Mfg. Corp.
HARRY WITT, Sales Mgr.
366 HAMILTON AVE.
BROOKLYN, N. Y.

Send for
Illustrated
Circular

W. J. GIRDUD, General Manager. P. S. McLAUGHLIN, Business Manager.

NEW ENGLAND MOTORIZED CARNIVAL, INC.

WEEK OF MAY 16TH-21ST MENARDS, N. Y.
WEEK OF MAY 23RD-28TH BURLINGTON, VT.
WEEK OF MAY 30TH-JUNE 4TH BARRE, VT.

Want Concessions of all kinds. Have complete outfits for Grind Shows. Can place Ten-in-One, Penny Arcade, Gun place Hold-down Appts, Charlie Wulf wants Wheel Appts. Have several Wheels open—Groceries, Candy, Toys, Aluminum, Fruit, Steam Spindles, Scales and Candy Floss.

Archie Brown Wants Girls for His America Show.

P. S. McLaughlin wants JOHNSON to come on with Photo Gallery. Have looked one of the best Fourth of July celebrations in New York State, Livingston Manor, N. Y., drawing over 30,000 people over Saturday and Sunday. Can place what you have for this celebration. No exclusive.

SHOW and TRAILER TENTS CANOPIES

Fulton Bag & Cotton Mills

Manufacturers Since 1821
116-117 N. W. 1st St. NEW YORK, N. Y.
BOSTON, MASS. NEW BRUNSWICK, N. J. ST. LOUIS, MO.

TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW

Write

CHARLIE T. GOSS
With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

SHO-KANVAS

TENTS

By
MILFORD H. SMITH,
CAMPBELL TENT & AWN. CO.
Monroe at 3rd, Springfield, Ill.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Cincinnati, O.
Week ended May 7, 1938.

Dear Red Onion:
Management and show's entire personnel were more than disappointed when *The Billboard* staff failed to show up on lot for a friendly visit and to look the big mess-up over. We feel as the we are really to blame for not letting you know in advance that the show was booked to play the Queen City of the West and that we put in a week of mirth, melody and thrills right under your noses. Our advance crew was given order to cover the town from one end to the other with the \$10 shipment of assorted paper. Our advance car manager in alibing for his poor showing claims that \$3 of the \$10 was used to pay the express charges on the paper.

Why the show office failed to send in the show's route for publication has never been made known. But I do know that some time or other in the last 10 years the route was sent in. That is whenever we needed concessions or help. By the way, that is, if it is not too personal a question, the Ballyhoo Bros. asked me to inquire the exact amount that they owe *The Billboard* for advertising, also the deadline for further credit? Will the time be extended long enough to include a Labor Day ad and a mid-winter want for 1939 ad? I have been instructed to mention that business is very

bad, but to list the grosses after leaving Cincinnati and vicinity.

If *The Billboard* staff cares to send in its regrets for not visiting the bosses will be delighted to accept same in the good spirit intended. In the past the Ballyhoo Bros. have been lauded for not exaggerating thru your columns. We more than prayed that you would visit and look the many added features over. The world's only underground railway ride that we publicized last as being successfully operated during demonstrations will not be copy much longer but a reality. A shovel and two spades to dig the tunnel with have already been purchased and a pick will be added before leaving the State. Now all that is needed are the blueprints and 10 red ones in a row and the building will start. The new sensational Looping Heyday that we opened with is still being set up behind the girl show. The new thriller is a combination between a Loop-o-Plane and a Heyday. So far our mechanics have been successful in erecting the Heyday in an upside-down position, but what puzzles them is how to keep the cars on the plates while in this position.

The father of the five brothers and founder of the show, Peter Ballyhoo Sr., arrived for a visit. He recalled playing Cincinnati some 90 years ago. The show then traveled on ox-drawn wagons. With the aid of 10 surveyors he located

the old lot, which is now the site of *The Billboard* Building. He recalled that the show then played the auspices of the event billed as "Indians and Settlers' Peace Pipe Smoking Ceremony."

Sorry we missed you. The telephones refused brass, could not thumb a car or cab, and the company mail man has refused us further postal card credit. We felt sure that the city-wide hue and cry would reach you. Our bank-roll man has extended his cuff the full length of his sleeves. Money should get free. Just remember that this show is always willing to furnish your publication plenty of copy pertaining to building and enlarging for their benefit to committees and fair secretaries.

MAJOR PRIVILEGE

P.S.: Ballyhoo Sr. now claims that the show's early location was then known as the Evans and Hartmann streets show-grounds. M. F.

WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheet, handsets, etc., for all occasions. Quick service, low prices. Write for free catalog.

BOWER SHOW PRINT & FOWLER, INC.

Showmen's League of America A Home for Aged and Disabled Members of Showmen's League of America Definitely Assured



165 W. Madison St., Chicago, Ill.

CHICAGO, May 14.—Big combined benefit show at St. Louis is history. Needless to say, the results were highly satisfactory and Brother Frank Joering gave it wonderful story in the last issue of THE BILLBOARD.

Chairman Fred Beckmann and committee, along with Brother Carl J. Sedlmayr, chairman of the drive for funds, are highly elated with early results and predict a 100 per cent response to the call.

Pledge cards have been issued and will be mailed soon to league members and friends. We will accept your pledge for whatever you feel you are able to subscribe as a sponsor for the home. It can be paid either at once or in payments covering a three-year period: one third on each of the following dates: August 15, 1938; August 15, 1939, and August 15, 1940.

Feeling is strong that the response will be such that we may come to an (See SHOWMEN'S LEAGUE on page 63)

ST. LOUIS, May 14.—Attesting to the high esteem in which men and women of the outdoor amusement world and allied interests hold the Showmen's League of America, Chicago, is the following list of contributions made to the Showmen's Home Fund benefit held on the Beckmann & Gerety Shows' midway in this city Saturday, May 7:

- J. C. McCaffery, \$300. B. S. Gerety, \$300. Fred Beckmann, \$300. E. S. (Ted) Webb, \$75. Sam Gordon, \$100. Peter Kortez, \$100. Walter Hale, \$100. George Vogstad, \$75. Nancy and Dave Miller, \$150. Louise Mills, \$10. Margie Randazzo, \$10. Roy Hewitt, \$25. Bill Harvey, \$50. Billy Mills, \$50. Wilhelmine Cimse, \$50. Sam Anseher, \$15. R. C. Ward, \$50. Felix Charneski, \$30. Betty Hartwick, \$50. Sam Feinberg, \$30. Arky Bradford, \$50. O. B. West, \$25. Lou Leonard, \$50. Zeke Shumway, \$50. Dave Robbins, \$50. R. D. Harris, \$30. Carl Benton, \$30. Paul and Harry Eastus, \$20. Harry O'Brien, \$30. Tommy Thompson, \$50. Eddie Fulton, \$30. Tom Bush, \$30. Ray Belew, \$30. Charles Noller, \$30. W. E. Shepherd, \$30. Tom Stanley, \$20. Tom Arger, \$50. Frank P. Rittle, \$30. Ben Jacobs, \$25. V. E. Chambers, \$50. Charles O'Donnell, \$50. W. B. Jones, \$25. John Mahoney, \$100. Doc Hartwick, \$50. Ralph Anderson, \$50. Harry Wingfield, \$75. A. J. Weiss, \$75. William A. Harris, \$30. Charles McDougall, \$75. James Gripp, \$15. Earl Duncan, \$10. D. M. Mack, \$30. Agnes Sable, \$10. Benny Rogers, \$30. Maria Harris, \$9. E. L. Webb, \$15. Beckmann & Gerety Shows. Rubin Gruber, \$300. Mrs. Rubin Gruber, \$300. J. J. Allen, \$150. Rubin & Cherry Exposition.

Orville W. Hennies, \$300. Harry W. Hennies, \$300. Jack Pulge, \$150. Walter E. Kempf, \$30. John Lavitt, \$100. James Bounds, \$30. Carl Wagner, \$15. Oscar Halverson, \$50. Bennie Beckwith, \$30. Denny Howard, \$50. Mr. and Mrs. Clint Noble, \$50. Sis Dyer, \$50. W. L. Collins, \$50. Ted Shulman, \$45. Harry Martin, \$45. Eddie Meisterman, \$30. Bill Shulman, \$45. J. A. McNiff, \$30. Jack Brake,

- \$15. Lorrow Brothers, \$150. Lew Gordon, \$30. O. J. Allen, \$30. Harris George, \$30. Charles Blondell, \$30. Eugene Fairchild, \$15. Bill McCormick, \$15. Jack Dondlinger, \$50. Mr. and Mrs. Jimmie Phillips, \$25. Al Thomason, \$25. George Nelson, \$25. Brownie Davidson, \$30. Donald Nelson, \$25. J. M. Stone, \$30. C. E. Jackson, \$15. W. D. Sullivan, \$30. Hennies Bros' Shows.
- C. Guy Dodson, \$300. Elmer Day, \$100. Ray Balzer, \$300. Lillian Sheppard, \$30. Bert Miner, \$50. L. M. Sloan, \$50. Wingle Shafer, \$15. Ray Cramer, \$75. P. J. Allen, \$10. Leonard (Kekus) Lundquist, \$50. Abe Gorman, \$30. Paul Flannigan, \$50. John A. McNiece, \$30. George (See HOME FOR AGED on page 63)

15 Years Ago

(From The Billboard Dated May 19, 1923)

Con T. Kennedy Shows opened in St. Louis replete with home atmosphere reproductions. Featured was Seminole Indian attraction which made its debut with organization in Mound City. . . . Joe Shinkens joined Wonderland Exposition Shows at Berenton, Pa., and immediately took over Athletic Show. . . . DeKreko Bros' Shows' week's engagement at Memphis was one of best of year for that organization. . . . Prairie State Amusement Co. made its debut in Vandalia, Ill., to good business. . . . Altho weather was cold, good attendance greeted Northwestern Shows when they inaugurated their 11th season in Detroit. . . . Lippa Amusement Co. was playing Detroit lots to highly satisfactory business.

Pawhuska, Okla., proved a winning spot for John Francis Shows under American Legion auspices. . . . A packed midway greeted Levitt-Brown-Huggins Shows at their opening stand in Kelso, Wash. . . . Art Rattiff and his Deep Sea Show, after a wonderful week's business at Merchants' Trade Exposition, Norwood, O., left Cincinnati to join Wade & May Shows. . . . George LaBose, of cookhouse fame and many years on old Col. Francis Ferris Shows, joined Nat Weiss Shows. . . . E. A. Howard, of Howard Brothers, concessioners, passed thru Cincinnati May 8 with eight merchandise concessions to join Taggart Shows at Worcester, O. . . . Max Kaplan, known to thousands as "Mulligan," was (See 15 YEARS AGO on page 63)

Goodman Solid Hit in Wichita

Policy of clean shows and concessions commended by show-going public

WICHITA, Kan., May 14.—Goodman Wonder Show is a credit to carnival world this year, take it from folks in this critical city.

Carnivals come and go thru here, drawing plenty of "heat" when they root just outside city. A girl show with too much nudity causes the word to go around to "stay away" and business usually gets cramped from this too lax attitude.

But Goodman brought his railroad show right into Wichita, shouldering weekly city fee on top of lot and electrical costs. Goodman earned the respect of those who are amusement-minded for this move, following the same policy of last year. It brings a show right under the eyes of the city, in Mathewson pasture on Central avenue, and does more to bolster the reputation of carnivals as a whole than all the ballyhoo in the world.

Midway Brilliantly Illuminated

His midway this year is brilliantly lighted, casting a glow in the sky that commands nightly attention. His fire (See GOODMAN SOLID on page 59)

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, May 14.—Interest in the Pacific Coast Showmen's Association is evidenced by attendance, unusual during outdoor season. There were 33 at the first Vice-President Harry Hargrave called meeting to order Monday night. Other executives present were Ross R. Davis, treasurer, and H. C. Rawlings, secretary. Usual business procedure: Reading and approval of minutes of previous meeting and paying of current bills.

Communications: From Joseph L. Streibich, secretary of Showmen's League of America, relative to matters of common interest to both organizations. Monty Young, Provo, Utah, letter of thanks for the good-will banner sent by this association. Max Harry Bernard, of World's Fair Shows, thanking for good-will banner. Joe Glacy, letter of interest from Huggins' West Coast Shows. Interesting letter from Mike Krekos and Louis Leos, of West Coast Amusement Co. George Guider, New Orleans, asking for information as to membership in PCSA. Short note from C. F. Zeiger, president of PCSA and owner shows bearing his name.

At present there is not a great deal of activity except the furthering of plans for membership drive and Harry Hargrave's "gigantic" and preliminaries of the next annual charity banquet and ball. The handling of the "gigantic" and the ball being in most capable hands, there is the assurance that these (See PACIFIC COAST on page 63)

Electrical Truck on Western States Burned

AUSTIN, Tex., May 14.—While playing last week fire broke out in electrical truck. All transformers, wire and other equipment totally destroyed. The show was saved from certain disaster by the heroic efforts of electricians Bob Mays and Andy Twinning when they entered burning truck and pulled switches. Damage estimated at \$2,000. Reported by Larry Mullins.

NEW CATALOG JUST OFF THE PRESS

Featuring New Goods, New Prices, Merchandise for Circus, Parks, Ball Games, Corn Games, Bingo and Carnival Goods.

- X-21—MONKEY BALLOONS—Over 42" long when inflated, sits balanced upright, also hangs by its tail. Per Gross . . . \$8.75
- X-22—Ballons for Dart Games. Gross . . . \$0.50
- X-23—Toomp Ballons. Gross . . . \$3.75
- X-24—Swagge Carac with Tantal. Gross . . . \$4.50
- X-25—GIRL Watches for Hoop-La. Gross . . . \$3.75
- X-26—Tie & Collar Pin Sets, Beaded. Gross . . . \$3.00
- X-27—Men's 4 in 1 Embroid. Cases. Gross . . . \$3.75
- X-28—Six Rayon Paracole. Gross . . . \$0.00
- X-29—Delicoid Doll with Feather. Gross . . . \$3.75
- X-30—Six Lash Whip. Gross . . . 6.00
- X-31—Snow White & 7 Dwarf Toysets. Gross . . . 4.50
- X-32—Regulation Cowboy Hat. Gross . . . 1.50
- X-33—Ray Rocket Balloon. Gross . . . 3.25
- X-34—Tommy Talker Doll, Checker Suit, 20" Deep . . . 3.75
- X-35—New Electric Lamp. Ass'd. Gal. . . 6.25
- X-36—Ride 'Em Cowboy Hat. Gross . . . 6.50

WRITE FOR NEW CATALOG

Featuring Watches, Clocks, Chronometers, Lamp, Aluminumware, Smoking Stands, Leather Goods, Luggage, Fountain Pens, Mechanical Games, Plaster, Electrical Appliances, China-ware, Toilet Sets, Beason Blankets, Keltos, Opera Glasses, Flashlights, Cameras, Zipper Tourist Sets, China Sets, and a complete line of Gal. Balloons.

25% Deposit Required on All Orders.

M. GERBER, INC.
"Underlying Streetman's Supply House,"
505 Market Street, Philadelphia, Pa.

WANTED

A-1 Wheel Man at once. Address all mail or wires BOX D-132, care The Billboard, Cincinnati, Ohio.

DYER SHOWS WANT

Need Cook House, privileges in tickets, Candy Vending and Grab Show, Long Range Lead Galley, Pie Show, or Single Pit Attractions, Ill. Shows, Fun House, Mechanical City, 25-50 Long range, Winnow and Miscellaneous. Legitimate Concessions Agents wanted. WARDEN, Ill.
WM. R. DYER.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

It is the oldest organization of outdoor showmen in America, conducted by showmen for showmen in the outdoor show world.

DELUXE SHOWS OF AMERICA

WANTS Side Show Acts: top salary to right people. Can use good Blow-Off for same.

- A** Wants Manager for Miss America Show, or will book same on percentage basis.
- N** Wants Rides—Whip, Tilt-a-Whirl, Octopus, Boomerang and Kiddie Rides.
- T** Wants Grind Stores that can work for 10c. Showing best spots in East.

S MR. SECRETARY! FAIRS AND CELEBRATIONS! Have some weeks open in August, September and October. We carry 20 paid attractions. Elizabeth, N. J., this week; West Orange, N. J., next week. All address S. E. PRELL, General Manager, 36 Green St., Newark, N. J.

AL G. HODGE SHOWS, INC., WANT

SHOWS NOT CONFLICTING, WITH OR WITHOUT OWN OUTFITS. CONCESSIONS OF ALL KINDS.

Cigarette Gallery, Hoop-La, Candy Press, Candy Apples, or other Legitimate Concessions working for \$100.00 per week. All Shows and Shows, \$30.00 per week.

BROKEN CUSTARD STILL OPEN. (Take Blank or no on. Can place you.)

FAIR SECRETARIES AND CELEBRATION COMMITTEES: Wins, writes, or come look this show over. 7 Hides, 10 Shows, 10 Concessions, Ernie Band, Galleries, Sound Cars and Free Acts, featuring Wireless Posters, high aerial casting act, using 7 people. Show can be seen at Harvey, Ill., May 16-21; Kankakee, Ill., May 22-28. Address all mail and wires as per route to:

WM. TUCKER, President, or OEOIL G. RICE, Manager.

WEST BROS. SHOWS WANT

FOR GOOD ROUTE PROVEN FAIRS AND CELEBRATIONS ALL KINDS STOOK CONCESSIONS. OFFERTS SAVE YOUR STAMPS.

No exclusive except Cook House and Corn Game. Capable Agents for Corn Game, Girls for Girl Revue, Young, small, attractive. Salary and percentage. Have good franchise and good proposition for real Side Show capable of getting success. Want to hear from Motionhouse, Pezoo Amade, good Grind Shows, Front Man for well-known Mother Circus. Boone, Ia., this week; Show Falls, N. D., week May 25; Aberdeen, S. D., week May 30.

DICK'S PARAMOUNT SHOWS, INC.

WANTED: RIDES, Octopus and Loop-e-Plains.

SHOWS: Side Show Acts, guaranteed salaries; also Grind Shows with your own outfit.

CONCESSIONS: Ball Games, Grind Stores, Scales, reasonable rates.

RIDE HELP: Experienced on Tilt-a-Whirl. WANT MODERN COOKHOUSE.

Address this week, DICK GILSDORF, Mgr., Southbridge, Mass.

BECKMANN & GERETY—

(Continued from page 45)

ing his carnival debut. Music is supplied by Fatty Martin, piano; Vernon Sheppard, drums. Balance of cast are Virginia Eberhart, Ruth Milburn, Vivian Smith and Ruby Roberson. Edward L. Kern manages and handles front. J. B. Ota and J. W. Darby double tickets and canvas. Show is framed behind an elaborate banner front with modernistic pillars and indirect lighting effects. Expense: This unusual production made an instantaneous hit. A capable company of players in a highly dramatic episodic manner reveal under-world rackets. The original script has been cleverly interpreted by players and has been given excellent staging. George Vogstad, manager. Jimmy Francis, narrator. Cast is headed by Lee Walker. Talker is W. E. Thompson. Look: Clever illusion string show. Feature inside acts are "headless" woman and Venus in Fish Bowl. Charlie Noller, inside lecturer and pitchman, assisted by Mike Buhena. Johnny (Alcazar) Ken-Loe on ballyhoo. Side Show: Peter Kortes, fresh from a most successful winter of store showing, offers following line-up of attractions under a mammoth round top: Hoppie, frog boy; Prince Deneb and Ethel, midget married folk; Shadow Barry, thin man; Tiny Kistler, fat boy; Athella, monkey girl; Barney Nelson, amnesic worker; Amok, Ignorite head hunter; Nabor, Fels, Indian pillow worker; Barney Edema, human potatoes; Doris and Thelma Patent, albino twins; Ralph, elephant-skin man; Paul Herold, German giant; Great Lorenzo, mentalist; Allen Greenstreet, rice writer; Waldrons, glass blowers; Oscar Neigerlund, Popeye characterizations; Scotty Kean, Scottish bagpiper; Bertie Wade, tattooed woman; Earl O'Toole and Thure Peterson, tickets. Joe Prevesau and Doc Jones, talkers; Billie Ellis, emcee. Marie Kortes, secretary-treasurer. Tony Harris, added attraction. Monkey Circus: Continuous simian entertainment. Earl Chambers, manager; Irvie Mathews, talker; Bill Salisbury and P. Figueri, trainers. Jigfiled Follies: Jess Shoate, manager and talker; L. O. Toland, producer; Gladys Chubb, torch singer. Cast: Pewee and Bernice Cade, Kid Wallace, Robinson and Sunshine, Harris-Medlock team. Chorus: Johnny Mae Robinson, Mildred Garrett, Ethel Mae Wings, Toni Hogan, Thelma Brown, Elgorra Patteri. Elbert Chubb emcees, with Amos Spears, Tom Jones, Allen Clark, Sherman Williams, A. J. Mance, Leonard (Rabbit) Williams and Alphonse Anderson furnishing rhythm. Betty Hartwick, tickets. Two-Headed Baby: Jimmie Limbaugh, manager; Walter S. Barry, talker; Amos Kollman, canvas; Mrs. Limbaugh, inside lecturer. American Tragedy, embryological exhibit: Jimmie Limbaugh, manager; Doc Jack Murphy, talker; Jack Williams and William McCarter, tickets. Jacques Goude, inside talker; Harriet Elizabeth Reed and Mrs. Ky Sifton, models. Gay Paree, second edition: Nancy Miller, producer, has topped her 1937 show which won her considerable fame. Beautifully costumed, elaborately staged. Production ranks among top-notch midway revue shows. Headed by exotic dancer, Countess Taska, 19 talented people keep show moving at a fast clip. Cast: Dorothy Brennan, Edith Camp, Inez Drake, Gertrude Smitherman, Carmel Wade, Bertie (Ginger) Austin, Connie Austin, Anna Dell (Tabu) Mitchell, Curtis Barry, Aloha Dean, Kay Carrol, Betty Moon. Kenney Miller and Buddy Moon. Hell Drivers: Zeke and Virginia Shumway, speeding motorcycles and automobiles down a ramp from ballyhoo, turning them over, smashing them up, driving thru walls of fire. Jungle Killers: Doc H. D. Hartwick's Royal pythons, other slithering saurians and many unusual animals. Reuben C. Bymer, Paul Kennedy, canvas and tickets.

Free Act: Internationally renowned Cimzas, performing at top of a 75-foot pole, racing trapeze and motorcycle thru space. Five people

Concessions and Cookhouse Concessions: Cigarette shooting gallery, Mrs. A. J. Weiss, Edith Bleak. Fishpond, Ben Jacobs. Arnold Berman, George Harris. Blower, A. J. Weiss, Ray Belov, Jimmy Claman, James Griffin. Temple of Knowledge, Mrs. B. S. Gerety, operator; Alice Wilson, Mary Benton, Catherine Bittie, Jerry McCall. "Charlie McCarthy" wheel, Bert Benton, J. C. Carlson, Radio Wheel, H. W. Wingfield, R. A. Anderson, Lead gallery, F. Fowler, C. L. Webb. Pig race, J. C. Bullock, E. S. Fitzgerald. Country store, H. E. Warner, Harold Curry, James Keels, Mrs. J. Harris. Frozen custard, E. S. Webb, E. E. Griffith, Robert Childas, Howard

Hughes. Blanket wheel, Dave Robbins, Louis Weitz. Huckle Buck, Lou Leonard, J. E. Burke, D. Wilson, Earl Gregory. Razzle Dazzle, Dutch Wilson, R. Lewis, Louie Wald, F. Benesch. Ball games, W. E. Garvin, Mrs. W. E. Garvin, Harry Easton, Mrs. F. Benesch. Ham and bacon wheel, Sam Aldrich, Howard Mooney. Ball games, Mrs. E. B. Handies, Mrs. Alice Mooney, Mrs. Ray Belew, Mrs. James Lieberman. Candy pitch, Al Reese, Phil Marder. Corn game, Sam Fleberg, W. B. Jones, Archie Gilbert, Leo Cox, Tom O'Donnell, F. Norris, W. Swank. Midway Cafe, Mr. and Mrs. Charlie McDougall, Henry Hukell, Clyde Cooper, Jr., Oren E. Wilson, Delbert Clements, Oliver Doyle, Ham and bacon and corn game, Tom Arger, Ira Stamp, Dick Handies, Bill Harris, Pitch-Till-You-Win, Fern Groseclose, Hugh Hooker, Mickey Mouse and Penny Pitch, Harry Hamer, Bob Patterson, Don Wilson, Penny Pitch, C. Hughes, Clyde Ganaway, Bernard Barrer. Grocery wheel, C. B. Perkinson, J. Liberman. Pop corn, Scotty Hayes. Circus style cookhouse: A. M. Brauer, manager; Frank Ward, William McGuire, William Owens, Charles Hogbin, James Ardoff, W. C. Burns, T. A. King, J. Nale, W. Daughtery, G. H. King, R. Naumann, A. Logan and Mrs. Rose Hewitt.

Foremen of Rides and Workers Foremen of Rides: Bud Hawk, Fred Baker, Curley Smitherman, Frank Kiddle, Roy Sheppard, A. Carlson, Felix Charneck, Russel Hinkle, Dewey DeMoss, Tom Buck, Bob Byers. Ride Workers: John Jenkins, Sam Bennett, Morris Gelsosky, Arthur E. Miller, Mac, McCain, Steve Hennich, Clark Strinson, Donald Sellers, Melvin Youngblood, Howard Stafford, J. W. Honeycutt, Cannall, Burnell, Jess Rieves, Marian Goff, Habbitt Syffert, George Fimpell, Warren Hadley, Milt Good, Ted Ruth, David Karlson, Paul Darbutin, Moses Seale, Bernie Barrer, Jack Martin, Allan Latumero, Kiddle Autos, Tony Quatto, Gordon Rudolph. Tilt-a-Whirl, Allan Orr, Lucien Joll, Joe Miller, John Kay, Caterpillar, James Turner, Stan Mason, Tom Woods, Bert Hardy, Merry Mix-Up, Gerard Joll, Jack Dunlop, Walter Kelly. Shows: Jungeland, Mr. and Mrs. William Donaghy, Wilfred Legue, Norman Prall, Aime Boisvert, European Mystery, Severia Signal, Finland's Houdini, Helen Clayburn, George Melvor, Pennsylvania, Jack Clancy, J. Twanley, B. K. Grazier, W. Quinn, H. Beasley, World's Fair Museum, Howard, lobster boy; Prof. Burkhardt, magic and Punch; Gerald-Geraldine; Kilmore, human volcano; John Spector, Barney Siegel, William Russell, Silver Stars Circus Revue, Caldwell's Trio, acrobats; Leo Plourde, frog man; Melle Simonne, contortionist; Texas Al, fanny roping.

ART LEWIS—

(Continued from page 45)

Great Barrington, Mass., joined here, including the Chairplane and the Loop-the-Loop and Bryan Woods' monkey circus and pony ride, which makes the list of attractions as follows: Casino De Paree, management of Jack King Havana, Jack Kearns, master of ceremonies. Chinatown, management Sid Smith. Side Show, management L. B. Lamb. Sweet Mart, management Newton Kelley. Autodrome, management Speedy Palmer, featuring the Oriental trick rider Teddy Walters. Monkey Circus, management Bryan Woods. Nut House, management James Robichaud. What Is It?, management James Stires. Lee-o-Lee, management Mrs. Victor Lee. In addition to above attractions already in operation L. B. Lamb is framing a big Snake Show, and a new Funhouse has been contracted to join in near future.

Rides: Kiddle Autos, Aeroplans, the Whip, Skooter, Twin Ell Wheels, Tilt-a-Whirl, Loop-o-Plane, Ridee-o, Chairplane, Loop-the-Loop, Speedway and Pony Track.

Two Free Acts Presented

A new 100 k. w. transformer purchased from the Virginia Light and Power Co. has been installed in the transformer wagon, increasing the electric power by 100 more k. w. capacity. Fire towers that will grace the center of the midway with floodlights are now being constructed under the supervision of chief electrician H. G. Paull.

The Four Stars, two men and two women serialists, performing 120 feet in the air, and Dare-Devil Anderson, on the triple slack wire, are the free attractions.

All canvas from front end to back is new this season and is green in color and was manufactured by the Fulton Bag and Cotton Mills. New Spillman Engineering Corp. Carousel purchased by Manager Lewis last fall at the convention in Chicago is completed and will be delivered May 16. This machine is the latest model produced by the above concern and is resplendent in electrical illumination both with indirect lighting effects and other electrical decorations.

Full Staff Now Employed Staff: Art Lewis, general manager; William Gorman, business manager; P. Percy Morency, secretary-treasurer; Al

Hogers, general superintendent; H. G. Paull, chief electrician; Aiyne Potter Morency, in charge of gates; Frank Moran, master of transportation; Henry C. Campbell, scenic artist; commissary department, Joseph Decker.

Show is transported in baggage cars and trucks. All concessions are operated by the office with the exception of bingo, which is operated by the Bill Jones Concession Co. and managed by Jean O'Donnell; frozen custard, management of Charles Lewis; pop corn and candy apples, management Howard Bellevue.

Lyndhurst, being but a stone's throw from New York, the home of General Manager Lewis, has been a mecca for visitors nightly. Manager Lewis, just recuperating from a bad attack of malarial fever which confined him for the past couple of weeks to his room, has been host to his many acquaintances from the big town. Reported by P. Percy Morency.

SIMS OPENS—

(Continued from page 45)

very flashy and show cafeteria was well patronized by local people. F. W. Sims, owner, was recipient of many compliments from visiting committees and showmen. Show will play one more location here and then start its annual road tour.

Rides, Shows, Concessions Staff: Fred W. Sims, owner and general manager; Frank W. Rome, manager; R. H. Ooeko, secretary; William Cooper, advance agent; William Davis, The Billboard sales agent; Jack Manko, electrician. Merry-Go-Round, Jim Carbis, Fred Hamby, George McCormick. Big Ell Wheel, Jack King, Jack Martin, Allan Latumero. Kiddle Autos, Tony Quatto, Gordon Rudolph. Tilt-a-Whirl, Allan Orr, Lucien Joll, Joe Miller, John Kay, Caterpillar, James Turner, Stan Mason, Tom Woods, Bert Hardy, Merry Mix-Up, Gerard Joll, Jack Dunlop, Walter Kelly.

Shows: Jungeland, Mr. and Mrs. William Donaghy, Wilfred Legue, Norman Prall, Aime Boisvert, European Mystery, Severia Signal, Finland's Houdini, Helen Clayburn, George Melvor, Pennsylvania, Jack Clancy, J. Twanley, B. K. Grazier, W. Quinn, H. Beasley, World's Fair Museum, Howard, lobster boy; Prof. Burkhardt, magic and Punch; Gerald-Geraldine; Kilmore, human volcano; John Spector, Barney Siegel, William Russell, Silver Stars Circus Revue, Caldwell's Trio, acrobats; Leo Plourde, frog man; Melle Simonne, contortionist; Texas Al, fanny roping.

Concessions: Cookhouse, Gus Vallas, proprietor; Dominic Rossi, chef; Jim Rossi, Tony Walters, Joe Bianco. Mentalist, Mrs. Wheeler, Mrs. Chapman, Blugo, W. J. Gallagher; penny pitch, Harry Hamby; candy floss, Mr. and Mrs. William Davis; bowl-a-game, P. Mason, Al Peters; cigaret shooting gallery, Ted Feaver, Joe Harris; concessions, Joe Lobb, E. Price, Dave Starr, Ozy Breger, Eddie Malire, Ben Cusack, Louie Drillick, Joe Tannes, Jerry Bonder; demonstration, Mr. and Mrs. Murphy; pitch-till-win, Tam Kabin, Leona Dymphy; ball games, Patricia Hill, Mary Guzman, Mike Kabin; concessions, Eddie Lazar, Nick Huber, Pete Kebato, Steve Smith. Reported by William Davis.

KEYSTONE STARTS—

(Continued from page 45)

In ticket box towers with neon lighting effects makes a very flashy and pleasing front-gate entrance. Every piece of shows rides and equipment had been gone over and painted and presents an impressive appearance.

Staff and Rides Staff: C. A. Hartzberg, owner and manager; Mrs. C. A. Hartzberg, secretary

and treasurer; William C. Murray, general representative. Advance staff includes Fred Grant and J. T. Fowler; Kirk Bauer, superintendent of rides and transportation; Earl White, chief mechanic and electrician; Mack Stark, scenic artist; Claude Shipley, front gate tickets; Bob Leedy, announcer and parade sound car; Bob Cruver, mail man and The Billboard sales agent; Ernest Breeden, boss canvasser.

Rides: Merry-Go-Round, Charles Burton, foreman; Steve Simon, second man. Big Ell Wheel, Jack Metta, foreman; Nelson Klingersmith, second man. Tilt-a-Whirl, George Price, foreman; Charles Dunn, second man; S. L. Spell, tickets. The Octopus, W. MacMurray, foreman; Carl Berringer, second man; Bob Lott, tickets. Loop-o-Plane, Robert Jones, foreman; Steve Bronson, second man; Mrs. William Casco, tickets. Chairplane, Leo Lancaster, foreman; Henry Smith, second man; Mrs. Peggy Lancaster, tickets; Joe McCool, helper. Midget Auto Speedway, Kirk Bauer, foreman; Mrs. Kirk Bauer, tickets. Kiddle Autos, William Casco, Kiddle Autos, Harry Sisson, foreman; Mrs. Harry Sisson, tickets.

Shows and Concessions

Shows: Monkey Circus, Captain Lyons, trainer; Claude Woods, manager; Eunice Lyons, assistant trainer; Dick Long, tickets. Fred Sheets, tickets. Side Show, Alphonse Zon, manager; Kala Pasha, mentalist; Harold Neal, torture; Bob Coleman, fire; Henry Jaboy, accordion; Harris Sommers, magician; Samuel Brant, hangman; Tiny Hunt, mystery girl; Professor Neal, electric guitar; Dean Hendricks, lecturer; Jimmy Walker, talker; Kenneth Walters, tickets; William Staub, tickets. Keystone Radio Minstrels, Kid Drifty, manager and producer; Henry Stokes, emcee and dancer; Skeet Hinton, song and dance; Leonard Andrews, song and novelty; Raymond Lee, dancer; Dorothy LaSalle, chorus director; Thelma Scott, chorus and wardrobe; Claudette Brown, Mary Martin, Helen Smith, chorus; Bobby Leean, director and pianist; Alexander Postell, tenor guitar; Jack Williams, saxophone; Norman Saly, trumpet; Audrey Neal, drummer. Darkest Africa and Jungeland, Lawrence Hoffman, manager; Mrs. Lawrence Hoffman, tickets. Sha, Jack White, manager and producer; Tom Sullivan, tickets; Bobbie Vail and Billie Hyland, dancers. Keystone Parisian Revue, H. V. Leamon presents Marion Leamon and her Parisian models of 1938. Sally Bames, rumba; Claire Tracy, modernista; Dolly Worth, fans; Lita Gray, big apple; Gilbert Duke, tenor; Marion Leamon, mistress of ceremonies. Fantasia, E. Breeden, tickets. Snow White and Seven Dwarfs, Jack Goldberg, manager. Penny arcade, Bob Cruver and Charley Henry, operators.

Concessions: Midway Cafe with following staff, Al Promsdorf, manager; Mrs. Al Promsdorf, cashier; Al Promsdorf, assistant manager; Elise Hatten, Dave McLaughlin and Walter Howard, counter men. Harry Sisson, concessions, with following agents: Emil Calorosso, Madeline Calorosso and Margaret Calorosso. Sid Williams, three, concession agents are Charlie Williams and Mrs. Charlie Williams, Robert Washburn and Bob Washburn, concessions. Gilbert MoComb, Amos Hartzberg, Olen Orndoff, Mrs. Katherine Orndoff, Tom Hale, bingo and other concessions, Madame Cooper, mentalist, Floyd Smith's concession agents are Mrs. Floyd Smith and Vic Allen. Red Kelly, T. Sitrk, H. Decker, George Sperdies, frozen custard.

Free Acts and Visitors

Free acts: Revolving Arontys and Unicorn Troupe give very pleasing performance and were loudly applauded opening night. Visitors: During opening stand included Clark Queer, postmaster and showman's friend from Mt. Pleasant, Pa. Reported by Robert Cruver.

A SEASON'S BANKROLL IN TWO DAYS CHARLESTOWN, MASS. JUNE 17th CELEBRATION 100,000 Attendance President Invited WANT SHOWS, RIDES, CONCESSIONS Everybody come on. For choice space write, wire or phone. BILLY RILY 115 WASH. ST. BOSTON, MASS.

WHEELS
Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-30-24 and 20 numbers. Special Price.
\$12.75
BINGO GAME
15-Player, complete, including Tax, \$5.25.
Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fans, Corsets, Artificial Flowers, Novelties.
Send for Catalogue No. 237.
CANES
Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Dozen, \$21.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago.



Our Midway

By RED ONION
Communications to 25-27 Opera Place, Cincinnati, O.

Successful carnivals have most of the illumination inside the midway.

PAT BRADY—What are you doing? Are you the high diver?

WONDER what ever became of Eric H. Hyde Shows.

A. B. CUNDIFF cards from Marysville, Kan.: "Jumped 1,685 miles from Miami to this town to join staff of McMahon Shows as special agent."

HAPPY SUMRALL cards from Madisonville, Ky.: "Closed as chief mechanic on Blue Ribbon Shows and will take up same work on another show."

E. W. WEAVER JR. letters that he is now trying his hand at writing poetry on the carnival. Last week he was in Pittsburgh.

SHOW LETTER WRITERS: One period after each sentence is enough. Some put in two or three for good measure. What for we know not.—Wadley Tif.

REPORTS have it that Johnny J. Jones Exposition has had an exception-

ally good break in weather and business so far this season.

MARTIN BLACK cards from Augusta, Me.: "Back home here following vacation in Florida. Visited many shows in that State including Royal American. Now getting ready to open with Pine Tree State Shows in Bangor, Me."

BUDDY LOU DAVIS cards from Austin, Tex.: "Lou Louette and myself are with Western States Shows and played Battle of Flowers celebration in San Antonio. Business second week in Austin, Tex., bad."

GEORGE SHRUM cards from Bryan, Tex.: "Speaking of animated mechanical animals, I happen to be the inventor and builder of them. Art Riley and myself built the mechanical elephant that is with the Royal American Shows."

DAVID D. RANKIN cards from Boonville, Va.: "Am the Yankee whittler of the Ripley show. Drove here from Ocean Park, Calif., just for a little ride."

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.
Single Sheets, 5¢ x 14. Typewritten. Per M., \$5.00
Analysis, 3-p., with Blue Cover. Each, 99
Analysis, 3-p., with White Cover. Each, 15
Forecast and Analysis, 3-p., Fancy Covers, 30
Receipts of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Cover. Each, 30
Wall Charts, Heavy Paper, Size 28x24. Each, 1.00
Gazing Crystal, Giza Boards, Planchette, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Samples \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25¢.
PACK of 75 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35¢.
ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35¢.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

GIANT POPPER

21" long x 11" high.
HEAVY ALUMINUM. Will pop more than most. Poppers of \$200.00 Value. A Regular \$15 Popper at the Special Price of
\$9.50.
Det. Price on Request.
ROBINSON POPCORN CO.
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Write for our Circulars.

AMERICAN MADE SLUM FOR ALL STORES
Orange Blossom Wedding Rings, 75c Dozen.
The Slide and Collar Pin, an Attractive Card, 25c Dozen.
The Slide and Collar Pin, in Attractive Box, with Dollar Label, 40c Dozen.
"F&Pak" Cigarette Cases, Enamelled Colors, Chromium Inlay, Engine-Turned Finish. Dozen, \$2.00.
Miniature Starburst, Mounted on Cards, Per Dozen, \$1.44.
30-15 Paper Wrapped Cans, per 100, \$2.50.
Jig Saw Puzzles, Job Lot, per 100, \$3.25.
Pocket Kalms, \$2.00 Dozen.
New Stuffed Toy—7 Dwarfs, \$4.00 Dozen.
Sewer's Large Stuffed Dolls, with Rolling Eyes, \$8.00 Dozen.
25% Cash With Order, Balance C. O. D.
KANT NOVELTY COMPANY
321 Third Avenue, Pittsburgh, Pa.

BUDDHA PAPERS—SUPPLIES
FULL 1938 ASTRO DAILY, HOURLY FORECASTS
Buddha Papers, 1-47 and 35-page Readings, Zodiac Dimple Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, 3000 Clamps, Books, Graphology Charts.
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WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES.
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SPECIAL PAPER TARGETS
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It Helps You, the Paper and Advertiser to Mention The Billboard.



MR. AND MRS. E. G. CLAPP. He is the owner and manager and she is the secretary and treasurer of the K. G. Amusement Co., a Western carnival organization which is on tour in its second season. Photos were taken in their home town, Fort Smith, Ark., and furnished by Charley C. Hutchinson, well-known rider and brother of Mrs. Noble C. Fairly.



FRED W. SIMS, owner-manager Sims Greater Shows, letters from Windsor, Ont., Can.: "Wish to thank The Billboard staff for its fine co-operation in the past and trust that our pleasant relations may continue for years to come."

SNAPP GREATER SHOWS is subtitled "The Carnival De Luxe." Charles F. Calkins is handling publicity and promotions.

A. L. COLEMAN letters from Sherman, Tex.: "General Amusement Enterprises is a newly organized carnival and has a young and ambitious owner and manager."

J. A. SMITH letters from Athens, Ga.: "My wife, Ethel, was ill for 26 days in the General Hospital here. She is slowly recovering from a serious operation."

PETE MEDIA cards from West Point, Va.: "Had lead gallery, scales and popcorn here with Premier Shows. Combined business with pleasure. Went fishing and made a big catch."

CARNIVAL NEWS and all other matter relating to the carnival industry should be sent direct to The Billboard, Cincinnati O.

IKE FRIEDMAN, at one time one of leading carnival general agents, was in Cincinnati last week. He said he would probably join Robert R. Kline's show at Gary, Ind., at an early date.

MR. AND MRS. JOHN M. SHEESLEY, of the Mighty Sheesley Midway, visited The Billboard office last week during the show's engagement at Norwood, O. This

This item will let my friends in show business know where I am at present."

LINDEN L. WEST, manager Celophane Sourdals, cards from Streator, Ill.: "Mrs. Jake H. Moore, wife of man who has Chairplane, girl and athletic shows with Byers & Beach Carnival, was released from hospital May 7, following an operation. She is recovering nicely."

CHICK FRANKLIN, press agent Miller Bros. Shows, letters from Manhattan, Kan.: "I consider it a favor and highly honored when confronted with an opportunity to go The Billboard a favor. Would like to be a good press agent like Floyd Newell and Walter Hale.

Speaking of some high-jumping horses, I have seen many of them that could not jump over a doormat.—Seapy Clap.

WESLEY BLAISE (Joe Ann La France) cards from Webster, Pa.: "Opened season with Caracole of Fun Shows at Greensburg, Pa. Have Jack Foley on ticket box. Business very good. Visited Zeda Zan on the Keystone Shows at Latrobe, Pa."

H. B. SHIVE, general representative

of Gold Medal Shows, letters from Logansport, Ind.: "Here week May 9-14. Lost Monday on account of cold and rain. Tuesday was cold, but a good crowd of spenders came out at night. Wish to thank The Billboard for splendid co-operation it gives showman."

CARL J. SEDLMAYR letters from Memphis: "Royal American Shows were glad to get to Memphis and to play to biggest opening in history of this city's Cotton Carnival, of which we got more than a fair share. It was gratifying after Atlanta, which was something of a blank. Crowds in Memphis Tuesday, opening day, were estimated at 100,000 and I do believe that a majority of them were on the midway."

LOUIS BRIGHT cards from Clarksville, Tex.: "Flying Valentines, free act, left the Texas Longhorn Shows May 7 after fulfilling their contract with the show. They call on S. S. Poseidon, of Royal Netherlands Line, for Caracas, Venezuela, S. A., May 17 to join Gran Circo Schweyer. They will open season in South America May 23. Valentines were replaced by Flying Millers and not a performance was lost."

R. R. MILLER, who has girl show with Warren Wright Shows, visited The Billboard office last week. He came from Mt. Carmel, Ill., to Cincinnati to buy electrical equipment. He reported that Doc Waddell is now handling the press for Wright. Miller spoke of the midgest show as being a good attraction with Warren and praised Espose show with Beckmann & Gerety in the highest terms.

Cheer up! Not every week can be a big winner. Law of average takes care of everything. Then consider fact that season is young and weather has been rather unsettled.

RAE ADELE CLARK, secretary Gint & Clark Shows, letters from Dravosburg, Pa.: "Now in fourth week out of quarters and show has found business a bit slow to date. Charles Miller and Gene Hoxie have combined their shows to make a Ten-in-One, with a 100-foot banner front, making four shows on the midway instead of five. However, the Ten-in-One is now equal to two shows. J. Ernest Moberg visited here."

CHARLEY C. HUTCHISON letters from Miami, Okla.: "Have some photos taken on the G. W. Parker Shows in 1903-04. I am a brother of Mrs. Noble C. Fairly. All of us children were on the first carnival G. W. Parker ever put out, so you can see that we have been with many carnivals. My father was the first salesman that G. W. put on the road. He sold track Merry-Go-Rounds

A FINE KIDDIE-RIDE
Operate the No. 6 BABY RILL Wheel on your show and you will draw in the Kiddies. It is always popular and pays good dividend. Built like the larger BIG RILL Wheel, which means it is easily handled for portable use. Sets up in 1 1/2 hours, makes on a 14-hon track. One man to operate. Write for more information.
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The best references in the world we can give are: "Red" Weaver, Bob Russell, "Burr" Russell, Mrs. J. C. King, D. H. Jester, "Seasider" L. Grippa, Joe Lutz, Al Moore, H. D. Washburn, Mrs. Jacobie, J. McGarrin, T. R. Owens and many others. **CARNIVAL AND RESORT MEN**—A popcorn will bring you our Special Low Price List. Write for it. **WE KNOW THAT WHEN YOU ORDER YOU WANT GOOD MERCHANDISE. . . WE HAVE IT!**
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and shooting galleries in those days. Am now with the K. G. Amusement Co."

AL THOMPSON letters from Ansonia, Conn.: "Booked my sound truck with King Reid Attractions for the season. Manager King Reid will use his own new sound truck in advance, and mine will be back with the show. Had my truck with Dick's Paramount Shows in conjunction with Dick's truck at Winsted, Conn., and with Al C. Grill Shows at Bridgeport, Conn. Grill has a good show and seems to have started the season right. Best wishes to *The Billboard*."

Ever notice that if the Merry-Go-Round wears out or that if when the man who owns it comes and takes it away that the carnival it was with always folds up?—Uncle Jerk.

PAGE KIDDIES BAND of Blue Ribbon Shows, made a visit to Mobile, Ala., during "layover" Sunday at Tuscaloosa, Ala. Having a number of relatives in Mobile, all had a grand time. An aunt, Miss Ryan, returned with them for a visit of four days in Tuscaloosa. Little Leverett, youngest member of band, known as "Hunky" to most people, celebrated a birthday last week with a surprise party and received many gifts.—H. B. PAGE.

VISITORS from Mighty Sheesley Midway last week: Stanley Stutzman and Mrs. Eria Stutzman, operators of Ride-O; Mr. and Mrs. Al Benton and Al Benton Jr., of the slide show; Ward (Dad) Dunbar, *The Billboard* sales agent and mail man; George Rody, manager Hawaiian Village; George Gordon Johnson, former talker and now on verge of becoming a concessioner; Herman Aarons and Frank Teague, concessioners, recently with Zmdars and Wallace Bros.' shows; Floyd Newell, press agent, accompanied by W. H. (Bill) Rice. Latter said he was on the way to Chicago to inspect the American Hospital.

BROWNIE PEYTON cards from Kansas City, Kan.: "Red Onion's paragraph on page 51 in issue of May 7 concerning front-entrance employees is the best yet. It should have been given a whole page in one-inch type. I visit from one to a dozen carnivals every week in season. Just about one out of every 20 has presentable and intelligent people to greet the great American public. Some of them on front entrances even go out of their way, it seems, to insult the patrons who pass thru the gates. If I had time I would write at great length on this subject of main-entrance employees with carnivals."

We are beginning to think that as long as some carnivals have rackets their tents will always be ragged. So we suggest a new carnival title, "Rackets & Rags Greater Nothing Shows."—Sappy Glee and Tillie Few Clothes.

A **TRIBUTE** to late Norman E. Selby Jr.: He was one of the cheeriest persons I have ever known. Tho he has passed out of my sight, he will always be remembered by me for his kindness and hearty greetings. Norman was my friend for many years. He stood by me with his graciousness when Victor Lee, my late husband, died. Have been on several shows with Selby and there will always be a warm spot in my heart for him. Each week for past two years his kind greetings were welcomed when he knocked on my door to deliver the mail and my copy of *The Billboard*. My sympathy goes to his wife and dear ones. His friendship was genuine.—MRS. VICTOR LEE.

HAWAIIAN VILLAGE roster with Mighty Sheesley Midway: George Rody, manager and accordionist; Charlie Fields, guitarist; George Trips, talker and tickets; Robert Seagle, tickets and lights; Lee Kennedy, boss canvas man. Cast: Jackie Rody, singer and dancer; Jane Utrup, strip-tease dancer; Bobby Correy, Oriental dancer; Lynn Carey, sleeve dancer; Agnie Mauzans, hula-hula and rumba dancer; Nina Utrup, producer. George Rody was born in Puerto Rico and came to the mainland of the U. S. A. about 20 years ago. As a performer he has been with Harley Sadler, Jack King, Jack Crawford, Edith Ambler, Paul Reno, Linnie Stillwell and other producers of stock and tabloid attractions.

R. L. OVERTREET, of American Exposition Shows, a Gooding unit, letters from Farmington, W. Va.: "Huntington (W. Va.) engagement under Fraternal Order of Police was very good and weather was favorable thruout. Charles-

ton, W. Va., week ended May 7 under American Legion auspices was fair considering conditions; weather was favorable. David Lattip, of Home State Shows, and Berney Smuclker were visitors. P. E. Gooding came in on business. Move to Fairmont was 184 miles and was made without a mishap. Shows located there on old fairgrounds on top of one of the several hills in that city. Plenty of fresh air. Auspices of the police. Monday and Tuesday rain and cold cut down business."

GOOD ON A LOT, ON TRAIN OR IN TRAILERS: Tailor and clothes presser, Barber, Women's hairdresser, Bootblack. Old stuff but seems to have been forgotten by a large number of owners and managers.

BOB LeBURN, well-known general agent, letters from Carrollton, Mo.: "I know a certain general agent who has been working for a manager for two months. During all that time he has never received a wire, letter or phone message. When he gets any money from the show it is just by mere chance, as the agent just keeps forwarding his mail from town to town. He then stops some place for a week and his mail catches up with him. This agent writes his reports to the show manager every day but never gets a reply. This manager says wires, phones and stamps cost money, so some day he may write a postal card. Right now this agent does not know if the show is out or gone back to quarters."

H. C. ARENSEN and **C. R. Dent** lettered from Richmond, Va.: "Due to present business conditions we have decided to keep our outdoor shows shelved

Wis. Visited the show recently in Olney, Ill. Gay Parce show has following: Pete Van Ame, with Hennies Bros.' Shows last season and who is known as "Patchie" and is emcee, dancer and comedian; Jerry Montemeyer; Dolly Dixon, formerly of Singer's Midgots; Ray Dixon, dance specialties; Imogene Stilla, hula dancer; Patsy LaTuc, acrobatic dancer; Eunice Lucas, strip tease; Al LaBates, manager. This show has callope on ballyhoo and uses public-address system. Performance lasts a half hour. "Patchie" gave me the names of the above."

THOMAS J. PARKER, press agent of L. J. Beth Shows, letters from Aurora, Ind.: "Left Tampa about two months ago and joined Beth, doing press, handling mail and *The Billboard* sales. Mrs. Parker has candy apple stand and has a fairly good trade with show people. While in Tampa I spent many pleasant days with Ed Squires, Jack E. Dadswell, and Carl Fritz, of Radio Station WLFA. I had candy apples on the streets of Tampa for the Optimist Club and handled some ballyhoo stunts for Sparks theaters last winter. Have not yet heard from Percy Hoffman, Joe Redding or Walter Davis. Whatever I may know about press-agent work I learned from Jack Dadswell. I consider him a past master at his art. Since going with Beth he and Joe J. Fontana have given me splendid support and I hope to be with the Beth Shows for a long time. Enjoyed my visit to *The Billboard* office in Cincinnati May 9. Wish to thank E. A. Bruns, circulation manager, and others members of the staff for courtesies extended."



JOE GALLER AND MARIE CLAYTON AT THE CHEESE FESTIVAL recently held in Collierville, Tenn. Galler is owner-manager of the Buckeye States, which furnished the midway attractions, and Miss Clayton was the Festival Queen or in other words "Queen of Cheese." Photo was taken on the lawn in front of the Methodist Church following the coronation ceremonies. The other couple standing by also participated in the success of this event.

until fair time. We are sticking solely at this time to our movie road shows and personal appearances of Evelyn Prechette in theaters. So far our business in this line has been better than in past five years. John M. Sheesley has certainly made some in the carnival fraternity sit up and take notice of that new girl-show front he has. It is great fun to walk down the Sheesley midway with Floyd Newell and have him throw out his chest and say, "This is the mighty thing!" We saw Cetlin & Wilson Shows in Burlington, N. C. They have a clean midway. We were wondering recently if Harvey Wilson is loading his sack again. It sure is tough to start a season without the late Steve Goode. He was a fine fellow, real showman and a loss to the business which so badly needs men of his type."

Somebody should ask city council of Harrisburg, Pa., if it believes in "live and let live," and if so, why it decided to hike the fee for carnivals to \$200 for the first day and \$100 for each additional day in the proposed new city license tax ordinance.

H. BARROWS (Yeast Poam) letters from Lawrenceville, Ill.: "Sol's Liberty Shows are really all new this season. Show has a large display sign over the main entrance, five light towers and two new light plants mounted on trucks. All shows, rides, trucks and other equipment present a neat appearance in new paint and art work. I note a vast improvement over this show since last season when I saw it in South Beloit,

WISE MAIL AGENTS: Every mailman with a carnival has to have intelligence and an understanding of business details. Tho wise ones write to postmaster and manager of telegraph offices in towns ahead and give them instructions as to delivery of mail and telegrams. The other kind do not do anything at all about mail and telegram situation. Wake up!

JOHNSON CITY, Tenn.—Usual housewarming for new trailer folks on J. J. Page Shows. This time it included Mr. and Mrs. Bill Moore and Levi and Pansy Barnes. Doings started after midnight and lasted until first light of day arrived. Women folks of show purchased each of couples streamlined percolators. Mr. and Mrs. J. J. Page presented the couples with grills and electric waffle irons. Refreshments were many and varied. Several of the folks decided to try hamburger once but changed their minds. There was music and singing of

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DELICIOUS—Good Profits. Also Popping Corn of All Kinds. Write for Samples and Prices.
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Roasts and Toasts From Pacific Coast

By HOT POTATO



J. R. EDWARDS, owner and manager J. R. Edwards Shows, and Boco, the show's mascot. Photo taken recently at his home in Wooster, O.

all the new tunes as well as many of the oldtimers. Mrs. Jessie Campbell did fine with the guitar, with Roy Porter assisting. Many good voices and a lot of punk ones. A square dance was another feature. Among folks who attended the affair were Mr. and Mrs. Roy Porter, Jessie and Jimmie Campbell, Billy and Flo Clark, Mr. and Mrs. Borup, Levi and Pansy Barnes; Mr. and Mrs. J. J. Page and daughter, Dorothy Lee; Jewell Hanson, Roy and Mary Fann, Frank and Dot Earl, Barney and Mae Stason, Bill and Helen Moore, Mr. and Mrs. Charles Gordon, Mr. and Mrs. Johnny Luteran, Spot Bassinger, Hoke and Billie Bassinger and Jim and Emma Braden. A good time was enjoyed by all.—R. E. SAVAGE.

To all of you: How did you get in show business? Why did you get in show business? If you do not like show business get out of it.—Uncle Jerk.

PAT DAVIS cards from Coshocton, O.: "Opened season here with Happy Attractions. Nice clean show. Best week here in a number of years." Pat! What do you do in show business?

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Engraves FUNNY Designs on pennies (HOT STUFF). Makes people laugh, saves the crowd, returns coins money for you. Write for literature. HURRY.

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GOODING GREATER SHOWS
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Marion, Ind., next week.

WANT OCTOPUS

Will back or pay CASH for your equity in Octopus, book or loose single Loop-a-Plane (no deadmen), Kiddie Autos. Join immediately. We play the Strawberry Festival, Wallace, N. C., week May 23. Can place few concessions that don't conflict. Address
CRESCENT AMUSEMENT CO.
Kannapolis, N. C., this week; Wallace, N. C., week May 23.

SAN FRANCISCO—A break in the weather in the past week or so has afforded Pacific Coast outdoor amusements a better outlook. Old Sol with his beaming face plainly visible bore down in much reality after one of the most freakish spring seasons ever encountered in the Golden State. Rain, high winds, sleet, snow, unseasonable cold nights have been the dish practically from early February until late April. As the natives say, "The weather has been very unusual, very unusual."

Coast comments: James Dunn, old-time trouper, reports Foley & Burk Shows enjoying fair business in and around Bay district. Will start on Northern California tour soon. . . . Harry Bernard's general agent, "Dutch" Steinhauser, reports World's Fair Show doing all right. Scheduled to leave Southern California soon and head for the North. . . . Report has it the Pacific Northwest concerns are all doing okeh. Hilderbrand United Shows in Oregon and to appear soon at the Portland Rose Festival. White City Shows are in Utah, with Vaught's State Fair and Monte Young's three shows as company. Mike Krekos' Carnival of Wonders headed north for Oregon piloted by the old maestro himself, Bill Jessup, who learned long ago to move about while other agents sleep. Clark's Greater Shows soon to enter Nevada, where the dean of all Coast agents, Al (Big Hat) Fisher, will take them around a few curves.

Roasts: Those carnival owners and managers who leave a lot, after tearing down, with debris. A few dollars spent to clean up a lot is the best investment known for a future appearance. Toasts: Those carnival owners and managers who make every effort to keep down unnecessary noises after closing hours when playing on "close-in" neighborhood lots near residences. It is no hard matter for showfolk to refrain from occasions of hilarity when exhibiting in practically a neighbor's front yard. Midway Oddities: Sambo Johnson, known on the Coast as "Smilin' Sam," has a check-up system on his African Dodger that is hard to beat. Sam, when dodging balls, always has a pocket full of shelled corn. When a patron buys three balls he transfers a kernel of corn to his "counting" pocket. Each time the front man makes a sale the procedure is repeated. At the end of day Sam has absolute check-up on the front man. . . . Tobe D. McFarland, long time identified with Western carnivals, claimed he could lay out a lot faster than any other human. . . . Tobe's formula for gilly show layouts was that he always counted the attractions he was to lay out first, then thrust into his mouth a handful of colored beans. After assigning each attraction to a special color he would step to the center of the lot and after a deep breath blow the beans out from his mouth with great force, then have everyone go find his bean, and there was the location and place for erection. . . . A real midway oddity true story came from Marguerite Ragland, operator of the Charley McCarthy wheel on Crafts' Golden State Shows. Recently when playing a Coast town a large crowd attended the opening night and everyone enjoyed a good night's business. Mrs. Ragland was grinding along in the usual way, "This may be your lucky time—win a Dummy Dan" (merchandise consisted of large Dummy Dan dolls). All of a sudden a big man from out in front stepped up and in an angry voice exclaimed: "I should close this place up right now! What do you mean poking fun at me? D'ye know who I am? I'm the chief of police of this town and my name is Dan Camolus, and don't you call me Dummy Dan every time you see me even if I am in civilian clothes." A hasty explanation soon righted the matter.

Roasts: Those carnival owners and managers who leave a lot, after tearing down, with debris. A few dollars spent to clean up a lot is the best investment known for a future appearance. Toasts: Those carnival owners and managers who make every effort to keep down unnecessary noises after closing hours when playing on "close-in" neighborhood lots near residences. It is no hard matter for showfolk to refrain from occasions of hilarity when exhibiting in practically a neighbor's front yard. Midway Oddities: Sambo Johnson, known on the Coast as "Smilin' Sam," has a check-up system on his African Dodger that is hard to beat. Sam, when dodging balls, always has a pocket full of shelled corn. When a patron buys three balls he transfers a kernel of corn to his "counting" pocket. Each time the front man makes a sale the procedure is repeated. At the end of day Sam has absolute check-up on the front man. . . . Tobe D. McFarland, long time identified with Western carnivals, claimed he could lay out a lot faster than any other human. . . . Tobe's formula for gilly show layouts was that he always counted the attractions he was to lay out first, then thrust into his mouth a handful of colored beans. After assigning each attraction to a special color he would step to the center of the lot and after a deep breath blow the beans out from his mouth with great force, then have everyone go find his bean, and there was the location and place for erection. . . . A real midway oddity true story came from Marguerite Ragland, operator of the Charley McCarthy wheel on Crafts' Golden State Shows. Recently when playing a Coast town a large crowd attended the opening night and everyone enjoyed a good night's business. Mrs. Ragland was grinding along in the usual way, "This may be your lucky time—win a Dummy Dan" (merchandise consisted of large Dummy Dan dolls). All of a sudden a big man from out in front stepped up and in an angry voice exclaimed: "I should close this place up right now! What do you mean poking fun at me? D'ye know who I am? I'm the chief of police of this town and my name is Dan Camolus, and don't you call me Dummy Dan every time you see me even if I am in civilian clothes." A hasty explanation soon righted the matter.

Personalities: Steve Henry, Coast scribe for The Billboard, a stickler for details of minute nature when covering a story. . . . Charley Murray, movie actor and famous comedian of the team of Murray and Mack, always appears on the scene when a circus or carnival is near his home in Los Angeles. Charley is a Hoosier, born in Laurel, Ind., and not Muncie, as he would have you to believe. Couple other showmen born in that neck of the woods are Doc Hall and Roy Ludington. . . . Lew Berg, well-known Coast tent man, now comfortably situated in Honolulu with a thriving business, but report has it old ambitions and itchy

feet may seize him again soon. Berg told the writer his idea is to some day bring a large Hawaiian troupe to the mainland, this troupe to be composed of talented natives of the Islands, a show the like of which has never been seen here before. . . . And writing of Hawaii, several new ideas in drink stands have been clicking in the major cities along the Coast the past few weeks. These stands all dolled in the interior with island palms, fresh tropical fruit, coconuts, papaya and fresh fruit crushed before your eyes into half-empty coconut shells and served by maidens adorned in hula skirts sans shoes and stockings while weird and enchanted music is played by electrical transcription. Not a bad idea for energetic hustlers at the big fairs this fall. . . . The parting story after which a personal announcement will be made by the writer: The story was related by Leo Carrillo, noted screen actor, after-dinner speaker, native Californian, a true friend of all showmen and last winter acted as toastmaster at the PCSA ball. Leo, at the National Orange Show at San Bernardino last March, had occasion to visit the citrus display and farm products accompanied by a friend from Florida. Both men walking along kidding each other about the largeness of their home State products when suddenly, stopping in front of a farm display booth, Carrillo picked up a large pumpkin. "I suppose you California people will call that an orange," said Leo's Florida friend as he gazed at the pumpkin Carrillo was holding aloft. "Here, here, put that grape down, darn you," yelled an excited attendant as he rushed up to the two men.

Now for the personal announcement and parting shot. In view of the busy summer season in the office and the services of the writer being deeply occupied in show business, it will be too difficult to continue these articles. When Roast and Toasts first appeared they contained this statement, issued by the writer in earnest: "Writer of this column has no intentions of offending; material may be hot reading for carnival people, but it is all in the spirit of fun." Since writing that paragraph other columns written by the same author have appeared in The Billboard from time to time. Of course, they have contained jokes, anecdotes, satire, or as we say in the vernacular, "ribbing," "digs" and "gouging." No personal harm to anyone was ever in the thought of the author; in fact, those that know him personally well know that he would be the last person in the world to cause any ill feelings or harm. Yet it seems that everyone cannot see a joke or pun alike, nature did not so endow us, and for that matter we have a few individuals who always feel that someone is persecuting them or trying to belittle them, but nothing could be further from the truth. However, these individuals are present in every walk of life—people who "just can't take it" but still laugh out loud when the joke is the other way around. So therefore this will be the last article, for the time being anyway, to appear in The Billboard by this author under the caption of Roasts and Toasts, and should be in any manner have offended any readers in the slightest he did so unintentionally and humbly begs their pardon. This action is taken by the author of his own free will.

Los Angeles

LOS ANGELES, May 14.—Carnivals in this terrain have been playing to varying degrees of success. Cool nights have affected business. Large week-end crowds have been noted at the beaches, and concessioners report business as fair.

Harry Hargraves reported that his shows and rides are doing okeh on Venice Pier, as is John R. Ward on Ocean Park Pier.

Seen at Venice were Joe Bapp, Mike Herman, Sol Grant, Spot Fowler, Danny Callahan and Jimmie Dunn.

Bill Llewellyn has again opened his magic factory after a recent illness.

Mike McAndrews reports that he is getting ready to set up.

Red Wheeler and Captain Ijazos were seen looking over Venice Pier last week.

Ship Cafe reports an improvement in business.

Dorothy Denny is handling her ride at Venice Pier, and Joe Diehl Jr. is doing

well with the Kiddie Park there.

Ross R. Davis reports good business at both Griffith and Lincoln City parks.

Alligator Farm is all fixed up since the recent flood and is drawing good week-end crowds.

Gay Lion Farm reports satisfactory business with big Sunday crowds, and the Geobel Lion Farm is reported to be drawing its largest crowds in years.

Bert Nelson has leased a place in Culver City, Calif., where he is breaking animal acts. Doc Cunningham and Lew Keller are assisting him.

Leslie Bornstein and Winston are working their seal acts at Monterey, Calif., after completing a 12-week contract with the seals in the pier spans of the North. J. Ed Brown, director manager of Virginia Park, Long Beach, Calif., has moved to that city and established offices.

Harry Taylor, accompanied by Mrs. Taylor, came down from the Clark Greater Shows to shop around for a few days. United Attractions will officially open its season in Redlands, Calif., May 21. George Moffat and Will Harvey are the owners; Milt Runkle is general superintendent, and Florence Appel has charge of concessions.

Ben Dobbert returned from extended trip north, where he visited many carnivals. He reported that rain has hurt some of the shows' business, but that most of them were optimistic about the future.

Will Wright, of the Golden West Shows, reports business for past two weeks has been better than was expected.

Jack Arnott visited here for a few days. Major Harry Mack, well known to showfolk, has been with one of the downtown hotels since his retirement.

United American Shows report satisfactory business in the North.

Thomas J. Hughes opened his Kiddie-land Park here. Irving Latimore, former circus band leader, directed the San Pedro (Calif.) Boys' Band.

H. A. (Pop) Ludwig is going in for eye appeal. Stand he operates and the one operated by Mrs. Ludwig are large affairs featuring much neon.

Hubert H. Cole is manager of Silver Spray Pier at Long Beach, with Dick Eyer assisting him.

Floyd McNutt also has gone to lights. His Whip and the Loop-a-Plane rides have plenty of neon.

Woods Bros., former operators of a skating rink here, have a new rink at Silver Spray Pier.

Nate Miller and Mrs. Bertha Melville have added a new Strabo ship to their rides.

Long Beach Roller Coaster, with Frank Parks Harris manager, has made many improvements on the ride. Louis Manly is doing Punch for bally with Harris.

Mr. and Mrs. John M. Miller left today on a three-month trip which will take them to New York, Chicago, Panama and Cuba.

John O. Talbott's health is greatly improved. He's living in Beverly Hills.

Thomas J. Hughes returned from (See LOS ANGELES on page 63)



FLORENCE LOLA McMASTER, better known as the darling of Clint & Clark Shows. She is the seven-month-old daughter of Mr. and Mrs. S. D. McMaster. Florence is seen here sitting in one of the carriages of the new Pong-Cycle ride. Taking rides on it has become her daily habit since the season opened. Photo was taken by Rae Adela Clark, show's secretary, during recent engagement in Washington, Pa.

Johnny J. Jones
(Railroad)

Cumberland, Md. Week ended May 7. Auspices, American Legion Iron Lung Fund. Business, very good. Weather, ideal, except rain Thursday night.

Third engagement of season proved a winner. Shows and concessions did very good business but midway visitors seemed thrill-minded resulting in a big gross for riding devices. Front gate grossed heavily from opening until closing night. Thursday at 9:30 p.m. a sudden shower sent many hurrying home. After rain let up business again picked up for remainder of night. This ended fourth week of season with no nights lost. Baseball park location, a bit small for this size show. Manager Tom Allen had it out, giving each attraction a good location, altho a bit cramped. J. H. Sanderlin, The Billboard sales agent, main man and superintendent of ticket takers, fills position satisfactorily for management. Eddie Taylor, orator on front of Temple des Rumba, presents show in a high class and gentlemanly manner with good financial returns. Firing Otaris hold crowds on lot until free act time proving that their act is an outstanding feature. Friday morning Baby Lillian, fat girl (Lillian Stone), and Arthur Norman LaTour were quietly married by local justice of peace. No advance notice was given regarding nuptial ceremony and wedding was a surprise to their many friends on show. STARR DeBELLE.

Strates
(Railroad)

Harrisburg, Pa. Week ended May 7. Showgrounds, 31st and Greenwood streets. Auspices, Governor's Troop. Weather and business fair.

Governor's Troop was headed by Captain Clyde Fischer and Lieutenant Charles M. Pollock. Saturday, kids' matinee, was spoiled by rain. Even with matinee rained out not one voice was raised in dissent about playing Harrisburg. One of highlights of engagement was presentation of beautiful ring to Managing Director James E. Strates by Captain Fischer and Lieutenant Pollock of Governor's Troop and making Strates an honorary member of troop. Committee gave every possible co-operation, being on job at their various stations each evening at 6 o'clock and made themselves real assistants in operation of various shows and rides. Visitors: Mayor and Mrs. John Hall of Harrisburg, accompanied by Commissioner William Dehart and wife. They were escorted around midway by Manager Strates and Bob Hascoll, of shows' staff. Harry C. Dunkle, general agent Cetlin & Wilson Shows; agent Crump, Sam Lawrence Shows; Mr. and Mrs. Bill Brees, of Ideal Shows; and Mr. and Mrs. Williams, of Lancaster, Pa., well-known showfolk. J. D. Eastin joined with new Tilt-a-Whirl and is getting share of business. Secretary-Treasurer Harold O. English is at home in his new office wagon and has every modern office device at his command. All new furniture, steel filing cabinets and ample space to work. Managing Director Strates has private office in wagon which is considered to be most elaborate wagon of any show. Writer served in previous story in which he stated that Oswald Lenzsch was owner of cotton candy concessions. This concession is owned by Smokey and Lenzsch is manager of Five American Eagles, free attraction. M. W. Billingsley, custodian of Hopi Indians, was visitor, meeting his old friends on show. Mr. and Mrs. Sky Putnam, James Klein, billing agent for show, is putting out plenty of paper in good downtown locations. BEN H. VOORHEES.

Sol's
(Motorized)

Onyx, Ill. Week ended May 7. Location, center of race track at fairgrounds. Weather, fair. Business, profitable.

This very busy old town in Southern Illinois had its share of outdoor amusement this week with Golden Gate and Warren Wright carnivals playing close by and Russell Bros.' Circus giving two performances on Thursday and Sol's Liberty Shows close to business section. Clear weather prevailed except one night. Phil Heyde, ex-showman and theater owner, now "king pin" among old operators in this section, was a very busy man handling details for his good friend, Manager Sam Solomon, in advance of opening and during week. Mr. and Mrs.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Heyde have a legion of friends with this show and many fine parties were held at their home, at country club and Litz Hotel, where showmen are made comfortable by mine host, Yank Litzelman, and wife. Visits were exchanged by circus and carnival people during matinee and evening performances. Friendly opposition by advance forces. Daily Mail thru its editor, Allen Yount, broke front-page stories 10 days ahead of opening and continued reading matter and pictures to closing afternoon issue. Coverage story by reporter, Van Cleve, was excellent in describing his four-hour tour of midway taking up a three-column 12-inch space with a full two-inch headline. An oldtimer, Harry Bush, and wife, Dolly, known as "Dolly, the Doll Lady," midget with grand opera voice, joined here. She is a graduate of the McGill University, Montreal. New Ro-Lo funhouse set up here and has a good-looking new style front. Ted Brown, one-armed motorcycle rider, still getting nice notices. Some new printing ideas put in at this stand and will be used all season. General Agent William Solomon back on show for conference. Eddie Vaughan, legal adjuster on Ringling Bros. and 101 Ranch when writer was advertising car manager, talked over old

tion from police department in handling large foreign element. Charles Helm added short-range shooting gallery. Max H. Bernard, manager and lessee, added bowling alley to his concessions. Thursday show was honored by visit from O. N. Crafts, owner, accompanied by Mrs. Crafts. Frank Kitchener, mechanic, worked early and late this week reading all rolling stock for long hop over Tehacapi mountains to Shafter. JOHN H. HOBDAY.

Heller's

South River, N. J. Week ended April 30. Auspices, East Brunswick Township Police Department. Location, Tanner's Corner. Pay gate. Weather, ideal. Business, fair.

Shows' second stand north after jumping from Georgia. Billy Fan joined with sound truck. Manager Harry Heller spent few days in Malone, N. Y., on business. Visitors from George W. Traver's show were seen around lot.

New Brunswick, N. J. Week ended May 7. Auspices, Franklin Township Fire Department. Location, Morris Field. Pay gate. Weather and business good.

Show set up early and had large at-



BILL KEMP'S LION MOTORDROME WITH HENNIES BROS.' SHOWS has one of the largest groups of riders ever presented by a carnival, according to Harry W. and Orville W. Hennies. In this picture are seen Bill Kemp, rear center; Henry Dixon, center; Russell Thompson, Johnny Paluso, the Slavin team, and Lottie Kemp, who disposed of her Pony Track to assist in the operation of this most elaborate 1938 model Motordrome. The Dodgem ride is seen in the background. Photo by Jack Daddstell was taken in Joplin, Mo., during Hennies Bros.' recent engagement at the annual Feste in that city.

times. Eddie will be personal representative for Manager Solomon this season. Melvin Epperson is The Billboard sales agent and sells out every week. FRANK J. LEE.

World's Fair
(Motorized)

Pleasanton, Calif. May 2 to 7. Location, heart of town. License. Still date. Weather, cold. Business, fair.

Opened Monday to good crowds, but they lacked spending money as was evident by low gross on rides. Attendees predominantly of Mexican nationality of whom majority are unemployed until beginning of orange packing period several weeks hence. Saturday, closing night, topped week by wide margin, aided greatly by very good kiddie matinee. Concessions had better business than rides, of which Spot Kelly's "Charlie McCarthy" and ball games topped. Assistant Manager Harry Diamond busy framing cookhouse and seemingly very happy in expectation of Mrs. Diamond joining him soon. Mr. and Mrs. William Verstytt left show to attend to important real estate transaction. Will rejoin upon completion. Ross R. Davis, treasurer Pacific Coast Showmen's Association, paid cordial visit. Show received excellent co-ope-

ration Monday and Tuesday. Wednesday and Saturday were Kiddies' Days and well attended. Ruby Johnson went to Clayton, N. J., with her U-Drive-It car for overhauling. BILLY FAX.

Cetlin & Wilson

Camden, N. J. Week ended May 7. Auspices, V. F. W. Post 518. Location, Civic Center. Weather and business good.

Opened Monday night to good crowd, which improved every night, with Saturday best of week. Bench Bentum's Driving Sensations continuing to hold crowds nightly with her free attraction. Show very fortunate this season so far with weather, as only missed one night owing to rain. Visitors: S. B. Russell, president Lewistown (Pa.) Fair; Mr. and Mrs. Harry LaBree, he manager N. J. State Fair, Trenton; Mr. and Mrs. B. H. Patrick, he The Billboard representative; Charles Kirschman, now in laundry business, and showfolks too numerous to mention. Wednesday was newsworthy night, with 200 being entertained from Courier-Post of Camden. Paper was very generous with stories, also radio station with 15-minute broadcasts with talent furnished by show. Mrs. Cetlin and Mrs. Wilson made trip to New York purchasing new scenery and wardrobe for Para-

dise Revue. Scooter top ride for week, the Octopus second and Ridee-O third. Paradise Revue top show, Doc Garfield's Hall of Science second and Rumba third. Seems as tho all shows in East are right together, as within 50 miles there are at least nine different carnivals. Shows' entertainment department is kept busy and Doc Hamilton's arm is sore from shaking hands. He does a very good job, ably assisted by Ted Miller, who has press to entertain. GEORGE HIRSHBERG.

Bantly's

(Baggage cars and trucks)

Du Bois, Pa. Week ended May 7. Auspices, Du Bois Volunteer Fire Department Convention Fund. Location, City Playgrounds. Weather, too cold nights, balance fair. Business, very good.

They came, spent and came again. This is about best way to explain opening week here. All attractions were well patronized and gross business went way over that of last year here same week. Writer is beginning to believe that anything Bantlys has anything to do with turns into money. Several committees contracted visited show. Newspapers co-operated nicely, giving show one reader each day from April 28 until including May 7. New-type special kiddies day matinee, which is held on Wednesday afternoons, went over very big. Actual count at gate, 1,400 children attended between 3:30 and 5. Radio gift certificate night also proved winner and will be continued balance of season. The Octopus top-money ride; Whip, second, and Ridee-O, third. Charles Tashy's Rhythm Revue and posing shows top money for shows. Dick Keller's Circle of Thrills second and Garden of Eden third. Harry DeVore, of cookhouse, well pleased with way it has been received by public as well as showfolks. Goodfellow club meeting held in Rhythm Revue Wednesday night successful. Henry Whitmer as emcee put over a real show which featured many acts from the show and Snowball and Peaches, from local night club. Jimmy Hurlock officiated at piano. Sam Hull was elected president; T. H. Philbert, vice-president; Harry Agne, secretary, and Mrs. Sam Hull, treasurer. Bennie Smith will again be medical officer and Pete Zanin his assistant. Jack Burns joined Ella Carver and will clown and do walk off in water-show free act. Committee headed by Jim McMahon, Pat Dillman and John Bodge co-operated. HARRY E. WILSON.

Shesley

(Railroad)

Ashville, N. C. Week ended May 7. Location, Logan circus grounds. Auspices, American Legion. Business, fair. Weather, ideal.

With ideal weather, location and co-operation from all sources, business was way below par. As this is first general show letter writer has sent in this season here is a brief summary of business to date: Charlotte, N. C., about 40 per cent below last season; Greensboro, N. C., total blank, due to rain and cold weather; Winston-Salem, N. C., plenty of people, but very little money spent. George Pennell, local attorney, who is really the showman's friend, a nightly visitor helping in all ways he could. Art Eldridge capably handling front gate tickets. Dinty Moore's modernistic Skooter ride continues to top midway. Harry Corry rejoined here with his auction concession, flash and stock galore. Mrs. Jeanne Williams has plenty of lights on her rides. They are class, personified. Bill Rice off to Chicago to American Hospital. Mrs. Jack Baile up and about recovering from recent operation. Mrs. Myrtle Thomas, Clarence Pounds and Emil Arnt have been taken off the sick list. John D. Shesley Jr. has 14 stock concessions that are an asset to the midway. Newest midway romance, Jo-Ann Shesley, age 5, and Jean Ketring, age 5, expect climax in about 15 years. Jack Winslow's new chimpanzee, Stanley, a highlight of midway with his many antics, such as riding rides like any other kid and having fun in general. Mrs. Charles H. Pounds, Mr. and Mrs. John M. Shesley and B. Arp Lowrance enjoyed huge venison steaks in midway cafe. Emil Arnt's new long-range shooting gallery in classiest writer has ever seen. Train crew has another job added to their duties that of playing nurse to three baby kittens discovered on flat cars last week. John MacMasters added another colt to his family. Henry Curtin's rat game also had two blessed

events, the result, 14 more runners. Much interest in Kentucky Derby, but did not hear of any winners. Charles Taylor has class of all colored revues, 23 people and all real performers. Lee Wyatt's new midget mother front is a flash of light and color. Charles Sheasley and Howard Ingram will never get thru building new fronts and wagons. Scotty Seton continues to paint on various fronts. Ward (Dad) Dunbar says he will lead show world as usual this year in sale of The Billboard. Everybody looking forward to annual visit of Uncle Jerk, Wadley Tif, Soapy Olue, Tillie Pew Clothes, Red Olson and others of The Billboard staff in Norwood, O.

FLOYD NEWELL.

Burdick's

Narasota, Tex. Week ended April 30. Location, Boy Scout Park. Auspices, American Legion. Weather, rain and unsettled first two days. Business, good.

Saturday broke season's record in receipts. Manager Ira Burdick and wife were busy all week entertaining friends, as Narasota is on their "must show" list. Ollie Phillips spent her time initiating her mother, who lives in Bryan, Tex., in show business. Personnel is busy getting things in shape for Breunham Festival and Youkum Tom Tom. This will be first show in Breunham in 15 years, but Manager Burdick has had his rides there for celebration last three years. Mr. and Mrs. E. H. Moseley visited Laverne Luther, then returned to Houston, where Moseley is employed by Light and Power Co. Mr. and Mrs. L. G. Wade enjoyed the week-end visit of their son, Leslie Jr., who is in school at Woodville. Mrs. Ollie Wade entertained her brother, Frank, who visited. Gurdy Parker added shooting gallery and photos. Writer's brother, Bill Luther, joined with two

concessions, arriving from Rio Grande Valley, where he was with Rio Grande Shows. Jimmy Bouras built a new concession last week. Mrs. P. C. Reynolds is well pleased with receipts on her shoot-till-you-win. Mr. and Mrs. Walton hold crowds late with their bingo. Tilt-a-Whirl and Big Eli Wheel running close for top business. New ride, Speed Bikes, arrived. LAVERNE LUTHER.

John McKee

Nowing, Okla. Week ended April 30. Location, uptown. Auspices, American Legion. Weather and business, fair.

This week not as good as previous ones, as cloudy and rainy weather was against business. Big Eli Wheel, with Ernie Newland, foreman, had a good week, and Jack Wallace did good with cookhouse. Guy Stanley joined with mentalist camp and is building a new front for it. A storm Thursday night blew down Huda Show top and a few concessions. Manager McKee made business visit to Oklahoma City. Mrs. Bob Huzoh is assisting writer in her hoop-la. Wagner and Davis joined with Side Show. MRS. L. A. NEWLAND.

B. & V.

Lodi, N. J. April 23 to 30. Opening stand. Auspices, American Legion. Business and weather, fair.

Staff: Michael Buck and J. VanVliet, owners and managers; Queenie Buck, secretary; Walter J. Nelson, general agent; Sal Marselles, electrician, and William Clarke, superintendent rides. Lasher's Diving Act, free attraction. Jane Lasher, manager; Billy Altan, high diver; Monty, spring-board diver, and Carl Adams, clown. Concessions: Marie Scott, cookhouse, pitch till win and duck pond; Jap Felberg, groceries; "Charlie McCarthy's" ham and bacon and penny pitch; Lou Fisher, gallery and balloon dart; Jack Rose, frozen custard and candy applier; Mrs. Lou Riley, pop corn; I. Kolk, hoop-la; Ted Lewis, cane rack. Shows: Side Show, Carl Mills, prop. Girl Revue, featuring Blue Moon Hawaiians, Ted Lewis, manager. Wrestling, Andy Walker, proprietor. Opening good. Eight days without rain. Small disaster was stopped when new cookhouse of Marie Scott's burned to ground and one ball game of Queenie Buck's. Due to gasoline being ignited while filling stove in cookhouse. Kiddie ride top received damages so that a new one was ordered. Rides: Big Eli Wheel, Willie Clarke, foreman; Chairplane, Vince Russo, foreman; Merry-Go-Round, Joe Scoureoff, foreman; Swings, Joe Endy, foreman; Kiddie Autos, Sal Marselles, foreman. Main gate is under direction of Michael Buck with Jane Lasher and Grace Ariotta, ticket sellers. New marquee, all rides and fences are in color scheme of blue and orange. All show fronts in aluminum and midway looks attractive. QUEENIE BUCK.

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 Shenandoah, Pa., May 25 to June 4, and You Work Two Sundays, and on the Streets.
 No Show Here in the Past Five Years.
 Have openings for the following at once: Girl Show, Five-in-One or Ten-in-One, with or without outfit; Shooting Gallery, String Game, Snow Box, Palmsbury, Snook Wheel. Address this week, Quakertown, Pa. 18451, Pa., to follow, and Fern the Site Doc, Shenandoah, Pa., Old Home Week.

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K. G.

Fort Smith, Ark. April 2 to 13. Auspices, Sparks Hospital Guild. Weather, variable. Business, fair. McAlister, Okla. April 16 to 23. Auspices, Fire Department. Weather, cold, with rain three days. Business, fair. Vinita, Okla. April 23-30. No auspices. Weather, good. Business, bad. Miami, Okla. May 2-7. Auspices, American Legion. Weather, first two days good. Unable to open third night on account of high wind and cold. Business, fair.

This is second season for K. G. Amusement Shows, which added a number of new shows and concessions, new dual Loop-o-Plane, Merry-Go-Round and number of trucks. Larry Lawrence and Cecil Stanton bought all new tops from Fulton Bag and Cotton Mills. K. G. Clapp, marquee and a number of tops from Campbell Tent and Awning Co. K. G. Shows do not pretend to be one of the big ones but do take pride in new canvas and rides freshly painted. Ticket boxes are all new, with 40 lights on each. Big Eli Wheel has star and circle. Loop-o-Plane has neon around ticket box, with name in large neon letters on top. Show is well lighted. Superintendent Charley C. Hutchinson is building two new 40-foot fronts. Bill Pike went to Port Smith, Ark., to bring back another new Mick, which makes 20 trucks and semi-trailers on show. Staff: General manager, K. G. Clapp; secretary and treasurer, Mrs. K. G. Clapp; Bob LaBruno, special agent; Eddie Meeks, second agent and sound truck; Mrs. Eddie Meeks, banners; C. C. Hutchinson, superintendent; Bill Pike, rides and lot superintendent; Lee Stitch,

chief electrician; painter, Jack Allen; The Billboard sales agent, W. H. Pike. Rides: Baby Autos, Jerry Myers, Big Eli Wheel, Bill Eberle, foreman, Merry-Go-Round, E. B. Erwin, foreman; Frankie McClellan, assistant, Chairplane, Hobart Carter, foreman; Bill Hart, assistant, Dual Loop-o-Plane, Cecil Stanton, owner; Lee Stitch, foreman; Milan Biggerstaff, assistant. Shows: Mechanical Farm, Carl Wooden, owner, Motordrome, Bigler Scouffer and Red Meadows, with Tom Young featured rider. Artists and Models, Harry Roberts, Snake, Bill Hart, Phillips, El Staley, Athlete, Jimmy Murphy. Concessions: Cookhouse, Tom and Bessie Hamilton, Francis Hamilton, ball game. Corn game, Cecil Stanton, owner; R. McCuen, manager, Larry Lawrence, skillo; Red Conway, Art Bell and Blackie Wilson, Roll-down, James J. Doyle and Benny Glosser, Ham and Bacon, George Clark, George Keith, Clarence Huber, Nalls, Blackie Joe Gordon and Manuel Blasko. Cane rack, Sammy Seaman and Fred Lawrence. Hoop-La, Bubbles Seaman and Virginia Biggerstaff, Penny pitch, Mrs. Larry Lawrence and Inez Doyle, Candy wheel, Larry Lawrence. High striker and dodger, Harry Littel, owner. —Photos, Carl Wooden. Grab stand, L. H. Howell, Candy floss, M. L. Isom. Clotheshina, Joe Newman, Huckle Buck, Jack Littlefield, Walter Dentler and Elred Simpson. Long-range gallery, C. C. Hutchinson, with two other concessions, Eld Burns has four concessions. Visitors: Slim Johnson, of Midwest Merchandise Co.; Joe Scholibo, Carl Wagner, Jess Murry and others from Hannies Bros.; Joe Marshall, of Kansas City; Dorothy and Bill Stanton, from Port Smith; Herman Hunn, Lawrence, Kan.; Fred Stumbo, of Stumbo Shows. BILL PIKE.

T. J. Tidwell

Wink, Tex., April 25 to 30. Weather, rain Friday and Saturday. Business, good other days.

Leo Simons, fire diver, received new shipment of hunting guns. All show people attended opening ball game between Wink and Hobbs. Peggy Lukens and Jimmy Lukens' pet dog had an increase in family of seven little "Lukens." Othel Freeman, electrician, is in hospital with stomach disorder. Mr. and Mrs. Bill Gooch have new Travelog trailer. Mr. and Mrs. Albert Hodler have new trailer, made to order. J. D. Summers, city official, was constant visitor on lot. New indirect lighting system installed on Kiddie ride. Captain Simons' truck was demolished en route from Odessa to Wink. Driver went to sleep. Cook Dutch, cookhouse night man, is sound sleeper. Friday morning early someone stole cash register. It was returned later by Mrs. Tidwell, who found him sleeping and took it as a joke. OLEN PORTER.

Krekos' West Coast

Los Bances, Calif. April 28 to May 2. Fair and May Day celebration. Weather, variable. Business, great.

This town was promoted by Art Craynor, West Coast's special events man. He did a good job of it by bringing at least 20,000 people to this bustling town of Fresno Valley. Huge barbecue pits simmered and smoked for two days prior to Sunday, the big day. Twenty large steers turned slowly upon their spits as they used to do at old Spanish fiestas. Huge vats of chili beans and all trimmings were served with meat, and a mountain of bread and other good things made a grand banquet for all. Queen contest grossed nearly \$4,000. This event was worked out entirely by Craynor and Mayor Toscana of Los Bances. All rides, shows and concessions did good business. This was first one of a string of celebrations booked by General Agent Jessup. W. T. JESSUP.

Golden State

Lompoc, Calif. April 26 to 29. Weather, rain and cold. Business, fair.

Change of location from old lot to new one seemed to help business somewhat, bringing show from outskirts to center of town. Opening night very good turnout, but rest of week weather turned cold and windy, with some rain. Population of Lompoc is about 3,000, and show being twice as large as in previous years had to depend upon small surrounding towns. To top it off show tore down in rain. However, after wind-up there was noticeable increase in gross over previous year. No matinees. LeRoy Bellisa, of ball game, and Jack Lindsey, owner of bingo, were out of bed one morning at 5 o'clock. After fishing all

day, as well as falling into ocean, came home with their catch, two little minnows. Crazy Swede, with Wall of Death, was on top, with girl show running second. O. N. Crafts' new Heyday topped midway dug to fact that it was first time this ride has been seen in this vicinity. On sick list was Legand, magician from the Ten-in-One. He was confined in bed with flu for five days. Lydia Weedlin, from Miller's girl show, was rushed to hospital with a mild case of measles but is on road to recovery. William Hobday, manager of show, was quite worried over condition of his 7-month-old boy. After pacing floor for two nights he called in town doctor, and after smiling and charging him \$5 said, "Your son is cutting another tooth." C. SANKER.

Greater Exposition

(Motorized)

Granite City, Ill. April 2 to 14.

First week total blank. Open about three hours. Rain, snow and sleet, with thermometer around 40s all week. Everything was ready to open. Second week weather was fair but business below par. Free acts thrilled all customers and also those outside grounds. Every night there was a line-up of cars outside waiting to see Fire Flying Fishers and Four Sensational Jacks. None of factories working, and concessions and shows did nothing. All receipts came off gate.

Centralia, Ill. Week April 18 to 23. Weather and business, fair. No auspices.

Centralia having an oil boom, it was thought advisable to play it to keep from following another show into a spot already booked. No committee but everything went along very nicely and it was best week of season. At any rate when final check-up was made there was no red ink used. City and county officials were very accommodating.

Alton, Ill. April 25 to 30. Auspices, Spanish-American War Veterans. Location, Henry street park in heart of city.

Committee headed by Ed A. Evans, former carnival owner, was on job all the time. High license and low rent and some bad weather kept this from being good. Factories just started to work and consequently old bills were being paid instead of visiting midway. However, gate was good but inside not so good. H. W. SMITH.

White City

(Baggage and Trucks)

Selma, Calif. Week ended April 23. Location, R. R. lot. Auspices, L. L. L. Business, poor. Weather, fair. Pay gate, 10 cents.

Selma was final week in early spring tour of California and proved from a business standpoint to be nil. Wind-up of California tour of nine weeks and exhibiting in most prosperous cities did not show one week's profit. Bud Cross arrived from Venice Pier to take over night visit. Mr. and Mrs. Frank Forrest arrived from Venice Pier to take over the Ten-in-One. This show was dismantled and rebuilt from ground up. Visits were exchanged between Joyland Shows exhibiting at Clovis. Marie LeFors alleges she is most happy California tour is at an end, as she has been nothing but a "frog widow" since friend hubby and his gang of frog hunters made nightly prowls to surrounding creeks for piece de resistance. Mr. and Mrs. C. F. Corey made trip to Los Angeles on business. Mrs. Richard Owens spent week visiting relatives in Los Angeles. George and Edna LeBrell met their Waterloo with their "Umph Show" when one of the natives attempted to have them arrested for cruelty to animals. Nothing would convince a native that animal was not being mistreated during its exhibition. He staged a one-man boycott out in front of show and every effort he made to close show only added to its attendance.

Las Vegas, Nev. Four days ended May 1. Location, city streets. Auspices, Elks' Helldorado and Rodeo Celebration. Business, fair. Weather, unsettled with daily windstorms. Pay gate, 10 cents.

Elks' Helldorado and Rodeo Celebration would have given show its first good week of season had affair not been mismanaged from beginning by committee-men who knew nothing whatever about show business and operated everything in a dictatorial fashion. Show was not allowed to open its doors until nearly 8 o'clock, as they contended it would interfere with their nightly parade, thereby eliminating all afternoon play and giving show only three hours during evening. All in all, this was one

of the worst weeks ever experienced by writer during his carnival career. Jump of 450 miles over mountains and desert was completed, with several breakdowns en route due to excessive desert heat, but all trucks arrived in time for opening. Office had to be towed 185 miles. Midway was augmented by many additional concessions, and shows covered two city blocks facing main thoroughfare. Mr. and Mrs. Frank Downie, of Downie Bros., Inc., spent week as guests of Mr. and Mrs. C. P. Corey and entertained the show members of the R. A. T. Club in a local cafe at a midnight repast. Among members enjoying Downie hospitality were Mr. and Mrs. C. P. Corey, Jr. and Mrs. Ted LeFors, Lucille King and writer. The Octopus topped rides, with Tilt-a-Whirl and Big Eli Wheel running a close second. Frank Porrett's new Ten-in-One took honors for shows with George LeBrell's Scandals on Parade. It was difficult for May Collier and Mario and LeFors to perform their acts, due to high velocity of wind. Mr. and Mrs. Myles Nelson added several concessions. Every evidence of show title had to be eliminated from view before show was allowed to open, as committee claimed it would give a bad impression to visitors to have it known they contracted a traveling organization and did not present one of their own as in former years.

WALTON DE PELLATON.

W. C. Kaus

Columbia, Pa. Week ended May 7. Auspices, Shamrock Fire Department. Weather, hot. Business, very good.

Local papers and police congratulated Manager Kaus on kind of midway he presented. Excellent co-operation of fire department. Were strictly business. Live wires and actually worked. Very good week, rides, shows and concessions getting excellent play all week. Matinees good. Bobby Kork's Hawaiian Village topped shows. Carl Hall's Oddities second. Blondie Mack reports business improving on concession row. Bingo seems most popular and holds crowds late. Mrs. Nick Ottie a favorite among kiddies with her pop corn. New arrivals are Howard Chase's monster reptile show, with John Mills on front. Serpentina and Geeko getting their share of receipts. Bob Howell most prominent and versatile showman on lot. Has many duties to perform, being magician, lecturer, brainmaster and lot superintendent. Jack Coleman building new concessions. Ruby Moore operating penny pitch. Adolph Kaus motored from Baltimore to discuss business with his brother Bill. Kid Murphy latest arrival at Mack's cookhouse. Entire personnel of Kaus Shows attended a get-together meeting in girl show top, where they organized a social club benefit club known as Kaus' Social Club. Meetings weekly, with parties, games and entertainment. Officers elected: Barney Barnard, president; Bobby Kork, secretary; Marie Kaus, treasurer; Bob Howell, chairman. Entertainment committee: Al McDonald, Nelson Kerr and Carl Hall; Walter Cox, scribe; Mrs. E. M. McIntyre, collector of dues; Investigators, Robert Leslie, Blondie Mack and Jack Coleman. Friday Shawnee Footmen's baseball team played a game with Kaus' Midway Red Sox. Latter losing game of 25 to 5. Mel Mason, night club emcee appearing at a local club, was nominated a charter member of social club. Visits exchanged with States Shows playing in Harrisburg. Writer was entertained by Floyd Novick.

BOBBY KORK.

Crafts

Bakersfield, Calif. Week ended May 7. Location, new circus grounds. Business, good.

Always a favorite among outdoor amusement devotees here, shows again registered with best still-date business since opening of season. Free gate. Departure from past years, seemed to be a trade stimulus, and by end of engagement grounds were taxed to capacity. New grounds afforded ample parking place for automobiles of patrons and were centrally located than old grounds. Entirely too small to accommodate all attractions and was passed up. First marriage of season occurred here when Martha Fuller, puncture-proof girl of Soule's Side Show, and Joseph Hanson, stunt rider in Crawford's Lion Motor-rome, were united at end of show date. Mrs. O. N. Crafts was honored by entire personnel on Mother's Day. A giant-size Ferris Wheel of floral design was on display at cookhouse, a presentation of members. A quartet of musicians from local high school rendered appropriate music for occasion, after which Mrs.

Crafts gave an impromptu talk, thanking everyone for so honoring her on Mother's Day. Mrs. Roger Warren, daughter-in-law, and Roger Warren, a son of Mrs. Crafts, were among those of immediate family present, besides Mr. and Mrs. Crafts. Many visiting showmen noted on lot nightly, as well as city officials who always warmly receive this show. New center candy stand made its appearance here and decorated with new striped canvas awnings and artistic panel boards. Victor Farley rejoined show and will operate Mrs. Roy E. Ludington's balloon game. Sam Hinson, master mechanic, will remain on show balance of season. Orval Hatfield returning to Los Angeles for a while. O. N. Crafts flew in for a couple days' stay, then in his plane again headed for stopovers at No. 2 and No. 3 units. Kiddies' nickel matinees still luring juvenile population to showgrounds on Saturday afternoons. Phil Williams, general agent, reports he signed a well-known celebration date to be announced soon. Mrs. Ruth Korte, John Ragland and Louis Korte journeyed to Santa Maria by automobile to visit Golden State Shows, experienced several blowouts over mountain pass but returned same day in time for evening opening. Red Crawford, of Lion Motordrome, is having a hard time getting his lion to fight back. Seems as lion was brought up as a cub on a bottle and too tame. Diet of gun powder and eggs has still failed to make him vicious, opines Crawford, who still is in a quandary. Johnny Gilliland placed his cigaret shooting gallery for season. Marie Burnette, of Hanscom photo strip gallery, recently had a country customer ask if it was really necessary to strip for a photo. Yellow seems to predominate in colors this year around midway. Long a favorite on Crafts equipment and now latest to succumb is bingo truck, which made its appearance out of the paint shop here with brightly colored red running gear to match. Elmer Hanscom seen about midway sporting a tropical dude shirt. John Ragland, Beau Brummell of midway, is flashiest dresser. Orville N. Crafts one of neatest and Roy E. Ludington one of most careless. New 33-foot office wagon is a mecca nightly for many visiting friends in each city. Spacious reception room in rear with cocktail bar can seat comfortably 20 people. It can be shut off from rest of office by sliding door. Sound-proof walls keeping all loud talk confined to that area. This section is used by management for press, general reception and local business. All show-lot business is transacted at front end, where Secretary Tommy Myers has a spacious compartment with two check-in windows. ROY SCOTT.

L. J. Heth

(Motorized)

Bedford, Ind. Week ended May 7. Location, Hitchcock showgrounds. Auspices, Lions' Club. Weather, good. Business, light.

Very slow week in this Stone City. Saturday was only day that show had many people on midway, with a fair business on rides and shows. New snake show doing fairly good business and motordrome packing people in. Charlie Wren, manager of motordrome, giving a good show. Special Agent Bill Dollar making good showing since joining show in Owensboro, Ky. Dollar has a new way of bringing local merchants' advertising to attention of crowds that attend free acts. He has broadcasting station on lot and gives local merchants plenty of time with sound truck. Children's Day was very good. Local schools sent out many children and also school buses from near-by Mitchell, Ind., which was covered by writer with plenty of handbills.

Clint & Clark

(Motorized)

McDonald, Pa. May 2 to 7. Location, McDonald showgrounds. Auspices, Volunteer Firemen. Weather, chilly.

Short jump from Canonsburg, Pa. Show set up by 10-30 a.m. Plenty of people braved cold weather on newly lighted midway Monday and Tuesday evenings. Clint Roberts and Jack Clark have done justice to carnival field in way they built up their midway. Newly painted from front to back. Frankie Bland on show as press agent and has plenty to work with. Show is carrying free acts with a 10-cent gate. Featuring Miss Townley, who won title and honor thru Bernarr Macfadden's contest No. 2 as most beautiful girl of 1937 with most perfect figure. Harry Froboess' 100-foot perch act, last year with Dodson's Shows. Guy White's girl revue doing well. Mr.

and Mrs. Townley were visitors over week-end from Columbus, O. Jack Clark confined to bed with stomach trouble. FRANKIE BLAND.

Golden West

Palo Alto, Calif. Week ended May 8. Auspices, Belle Haven Post, American Legion. Location, University and Bayshore. Weather, cold nights. Business, fair.

Show has been out eight weeks and outside of first week has yet to get a break in weather. Despite adverse weather show is holding its own. Committee gave co-operation and turned out in large numbers every night. Good support given by newspapers. Mr. and Mrs. Howard E. Ryan took over side show at last stand and are putting on a first-class show. Ryan, an old-time showman, is no mean performer, and with addition of seven good attractions is topping shows by a big margin. Don Radenbaugh is a busy man, as in addition to his two rides and duties as electrician he is now handling The Billboard sales. Friday night a barbecue party was tendered to all members of show by Mr. and Mrs. Bill Slea, of Ace of Clubs Inn. Not only did they provide barbecue and drinks for everybody, but also furnished some first-class entertainment which lasted until near daylight next morning. Bill is an old-time showman and with his charming Canadian wife made perfect hosts. Visitors: Mr. and Mrs. Ben Dobbert, of Downie Bros., who were accompanied by their daughter and son-in-law; Phil Williams, agent Crafts' Big Shows; A. Picard, agent Golden State Shows; George Condas, showman's friend from Menlo Park; A. Williams, of Kindel & Graham; J. Davis, of Golden Gate Novelty Co., and Mr. and Mrs. Myers, old-time aerial performers. Kiddies' matinee, Saturday afternoon, was one of bright spots of week. Manager Will Wright was away for several days lining up some celebrations. AL SIMMONS.

Kaus

Baltimore. Lafayette and Ashburton streets. Week ended April 30. Auspices, United Christian Church Workers. Weather, one day rain. Business, fair.

Train late in arriving and show did not open until Tuesday. Personnel took advantage of Monday night layoff to visit No. 2 unit, which was playing on north side of town. Week of excellent weather, except Saturday when rain in late afternoon followed by a cold damp evening affected attendance. Big crowds each night, but only a fair amount of business done. Several new concessions joined. Mr. and Mrs. R. I. Smith, penny pitch; Mr. and Mrs. Tom Thomas, snowballs; Gus Roqukos, candy apples; Walter Maxwell, candy floss; Mom and Pop Sands, waffles. Other new people to join were Jack Washburn in charge of Athletic Show, with Kid Parker boxer. Carl Cobbs is now on ticket box of side show and Lucille Cobbs is working sword box. Several shows in this vicinity resulted in numerous visitors during week. From De Luxe Shows were Mr. and Mrs. Morgan and Mr. and Mrs. Leo Hirsch. Happy Hawkins from Marks Shows. Mrs. Gooding from Johnny J. Jones, and Mrs. Virginia Lee from Art Lewis Shows. William H. Mossberg, chief of this division of Social Security Bureau, visited Dick Taylor, of side show.

LESTER KERN.

Winters

(Baggage Cars and Trucks)

Carnegie, Pa. Week ended May 7. Location, Third street grounds. Auspices, fire department. Weather, fair and warm with exception of one day rain. Business, first four days slow, last two good. Free gate.

Located only two minutes' walk from heart of business section. Lot was packed Monday night at 7 p.m. and close to 1,000 people lined street unable to push their way thru crowd, but considering number of people very little money was spent. Tuesday and Wednesday were same. Thursday rain at 9-30 and put damper on business for rest of night. Pay days started Friday and what looked to be a very poor stand turned out profitable. Fire department did everything possible to make event a success. Writer got many banners and merchants reported satisfactory business from show Saturday afternoon was Kids' Day and rides did continuous business from 1 to 6 p.m. Two daily papers were very liberal with stories and pictures. Winters, as usual, extended invitations to orphans and newboys and they were guests Tuesday and Wednesday

afternoons. Owing to smallness of lot Chairpiana and kiddie rides were set up. Last week of free gate. Starting at New Brighton Captain Cushing will present his "Death's Holiday," including Majorie Bailey, Sky Lady, 171-foot pole act; Captain Cushing, fire dive; Arthur Dunn, cloud swing, and Bob Harris, slide for life. Jack Orr arrived Thursday and will open his side show at New Brighton. Daglow's Shows were playing three miles from here at Heidelberg and many visits were exchanged. Neil Walters, of U. S. Printing and Engraving Co., writes that sketches of the new free-act lithos will be completed and sent to New Brighton. One, three and eight sheets will be used. Visitors: Mr. and Mrs. Jack Sherry, Tom Atkins, Harold DeLong, Sam Davis, Ben Osborne, Mr. and Mrs. Jack Orr and company, Al Strong, Kenny Hollis and Eli Small. ETHEL BOCKUS.

American United

Walla Walla, Wash. Week ended May 7. Auspices, F.V.W. Weather, cool. Business, good.

In spite of cool weather show played to capacity crowd every night. Everybody getting some business. Sam Kreidler joined with eight Putt Putt machines. Show boys are giving it a bigger play than town people. Manager Orlando Allen was riding one Sunday. Looking forward to seeing A. B. Miller on one. Eddie Parkee anxiously awaiting telegram announcing blessed event. Wondering who will be prouder, Pop Avery, grandfather, or Eddie, papa, Bob and Patty King will join show. Bob to work for Ray Holding in grind store and Patty to work in girl show. Dixie Barrow joined girl show for her third year. Hal Compton, manager of Ten-in-One, is adding another attraction. Hal has a real show and knows how to handle it. Tex Gilman is still packing them in his

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$8.50; 50 cards, \$15.00; 75 cards, \$21.50; 100 cards, \$28.00; 150 cards, \$42.50; 200 cards, \$57.00; 250 cards, \$71.50; 300 cards, \$86.00. Remaining cards sold \$1.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Fitted in 3 rows across the cards—got up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

THIN BINGO CARDS

Bingo cards, black on white, size 5x7. This cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 2,000 different cards, \$1.00, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class, \$12.50. Leptotrons, white cards, 8 1/2 x 14. Per C. O. 1.50. Sliding Bingo Cards on tape, Extra, per C. O. \$2.50. Bingo Card Markers, in strips, 25,000 for 1.50. Send for free sample cards and price list. We pay postage and 50c. You pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd. Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS

Orders are coming in fast for our Candy Floss Machines, the biggest money-maker known. We make Only the Original Guaranteed machines, also Double Helmsbergs. For service plus satisfaction, send us your order. Write for details.

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HETH BROS. SHOWS WANT

Immediately for long season of celebrations and fairs, Minstrel Troupe with Band. Salary from office. One good Free Act, Monkey Drama, Sideshow, Big Snake (Girless, Brown, Ex.), all with or without costumes. WANT TILL and Octopus. CONCESSIONS all open except Bingo, Photos and Popcorn. NO GRIFT. For Sale—Parker 2-Airport W. G. R. T. TRUMP. Y.E.B. all profits. Greentown, N.Y. This week: Carrollton next week: Frankfort, May 30-June 4; Lexington, June 6-11. All Kentucky and ALL GOOD.

SARATOGA KETTLE POPPERS

Heavy 14 gauge Spun Aluminum. Built to last the wear and tear. \$14.00. We also have the lighter Kettle Poppers for \$9.50. A. T. DIETZ CO. 27 Miller Bldg., Toledo, O.

MANY THANKS

TO ALL WHO CO-OPERATED IN MAKING THE ST. LOUIS BENEFIT SHOW, MAY 7, SUCH A TREMENDOUS SUCCESS, ASSURING THE OUTDOOR SHOW WORLD THAT

A SHOWMEN'S HOME WILL SOON BE A REALITY.

FRED BECKMANN, President, E. WALTER EVANS, Secretary, Board of Trustees, "Home for Showmen Committee,"

SHOWMEN'S LEAGUE OF AMERICA

FIDLER'S UNITED SHOWS

WANT

5-IN-1, SNAKE, MECHANICAL AND GRIND SHOWS, CONCESSIONS

That Work for Stock. No Racket. This Show Carries 6 Rides.

On the Streets, MOWEQUA, ILL., May 16-21.

WANTED

Penny Arcade, Platform Shows, Carmel Corn, Scales, Blankets, Pitch-Tilt-Win, Candy Floss. Want High Free Act.

HOWARD BROS. SHOWS

As Per Route, Week May 16, Chillicothe, Ohio.

27 FT. WHITE TRAVEL CAR

Ideal for show business. The last word in a home on wheels. Lovely beds, drapes, rug, desk, radio, refrigerator, running water, sanitary toilet, shower bath, copper screens, outside bunk, extra large storage space. Motor, body, tires, equipment in A-1 shape inside and out. Low overhead, 10 miles per gallon. Sacrifice for \$1,500. 1 month delay. Write for picture and details. W. E. JONES, 174 S. Europa Ave., Columbus, O.

RIDE OWNERS ATTENTION!

I am looking for a man who calls himself EDWARD W. DICKMANN, of Ansonia, B. D. Social Security number 508-981592.

W. J. DOOLAR, Chicago, Ill.

FOR SALE

Penn-Unit Loop-the-Loop in perfect condition, with motor, all ready to set up and operate. Easy to set up and take down. Will sacrifice for \$675.00. Original cost \$3,500.00. Must sell at once because of other business connections. For further details write HARRY VANDT, 2nd & Madison, Covington, Ky.

GOLDEN WEST SHOWS

LOOK—OPENING—LOOK

On account of mismanagement, the Golden West Show will open at Alton, Mo., week of May 19. Instead of Potosi as advertised in previous issue. Bookends, Mo., week of May 23.

W. B. BARNHART

READING'S SHOWS

Stock Concessions, Tents, Truck Pans, Ball Games, 20th Century, Pitch-Tilt-U-Win, High Striker, etc. Come set up with the show that has the money spots and 10 fair. Want Man Cook for Cook House. Fair Secretaries, 1 Save Job and first week of August open for fairs and celebrations. Portland, Tenn., Strawberry Festival this week, then into Kentucky and West Virginia. W. J. WILLIAMS, Manager.

ROYAL MIDWAY SHOWS, INC.

WANTS FOR LONG SEASON From Standard, Victory Arcades, Show Concessions, Pennants, Can place Agents for Great Shows, Ladies on Ball Games, Also Baby Rides. Shows with or without equipment. Will place Concessions on Loop-the-Loop, etc. of fairs. We move every week. Reply ROY GOLDSTONE, care Showmen, Nevada, Ill., or per route, P. R.—Want Performers for Minutrel that double treat.

BARKER SHOWS

Can place Grand Shows, Mechanical, Funhouse, etc. Have complete outfit for Five-in-One, American Palmetto, Scales, Fishpond and Stock Concessions. Connet, Sex and Trampoline for Minutrel. Mary Dimey with Frank Showmen write. Please Bill Hely, Truck Drivers preferred. Please Loop, Penn of Octopus. MRS. STELLA BARKER, Fairbury, Illinois.

WANTED

Hides, Skins, Concessions. Wanted 200 Wheel or Whip Shows, Dromes in Plans, Show Concessions, Fishpond, Pitch-Tilt-U-Win, Devil's Bowling Alley or other legitimate shows. Must show stock. JOLLY JAILLET SHOWS, Stoneboro, Pa. 14 weeks Northwest Pennsylvania; opening May 29, West Michigan, Pa.

SECOND-HAND SHOW PROPERTY FOR SALE Loop-Rings, Carpets, Machines, all cheap. \$30.00 Ten Man Specimens of Men's Diseases. \$4.00 Genuine Leather Ladies' Riding Boots. \$3.00 Each African Specimens, small animals in wire cages condition. \$10.00 Trunk Fishster, money getter, big bargain. We Buy All Kinds of Rink Games and Guess Your Weight Scales. "WEIL'S CURIOSITY SHOP," 20 S. Second St., Philadelphia, Pa.

Athletic Show. He has a fine line-up of muscle heads this year. Ray Bivins, Eddie Clark, Tex Gilman, Ray Holding and A. B. Miller, show's trout fishermen, are looking forward to territory of their favorite trout streams. Peggy and Virgil Snow decided to try their luck at fishing this year also. Three Milos, high act, are holding crowds. Dad Allin feeling like himself again. MIDGE HOLDING.

Patrick

(Motorized)

Wallace, Ida. May 2 to May 8. Auspices, VFW. Location, circus grounds. Weather, wet and cold. Business, exceptionally good.

People here seemed to be show hungry, as they came out to grounds on cold nights. Wallace and vicinity had a flood past few weeks. When show arrived Sunday morning citizens were trying to emerge from floods. Show grounds, however, were on high ground and not damaged. Driveway to grounds was washed out as well as bridge. A bridge was hastily constructed to afford passage for trucks. A foot bridge was built by city. Being next to high school it was used immediately by school children who came over to watch set-up. E. E. Jesmer and W. S. Fitzgerald, of Jungland and stake show, added a woman snake charmer, who is handling a large pit of reptiles. Salmon River Bill joined with his hillbilly cowboy and cowgirl band and packed them in. In tearing down last Saturday night Don Meredith, foreman of Merry-Go-Round, was injured on head when steel stringer got loose from top of ride. He is back at work. Mrs. Monroe Eisenman left on extended trip to her sisters in Erigan, Ore. Mrs. Evelyn Striker and husband joined show with a pennant concession. E. Jesmer presented Mrs. Patrick with a parrot for her new house trailer. W. E. Patrick on trip to Spokane to purchase a new 30-foot semi and trailer to add to his line of trucks. A small accident last week with large truck was cause to install a new engine in it. While coming down a hill truck, driven by Mickey McVarey, got out of control. Mickey received a lot of credit for way in which he handled truck in getting it stopped. Monroe Eisenman still filling midway with banners. Jack Whitney's Band draws crowds nightly to midway, where he gives a concert each night at the gate. Jack is The Billboard sales agent and mail man. Ray Adams purchased cigaret shooting gallery after spending past week in Wenatchee. Grover Wright had a nice week with blanket wheel. Nappy Olson had a good play each night with "Charley McCarthy" store. JACK WHITNEY.

Snapp

(Motorized)

Independence, Mo. May 2 to 7. Auspices, American Legion. Lot in city. Weather, rain three days. Business, satisfactory on clear days.

Show opened season at Galena, Kan., playing Pittsburg, Kan., and then Nevada, Mo. Management is same as it has been for many years. William R. Snapp, sole owner; Jack Downs, general agent and business manager; C. P. Calkins, publicity and secretary; John Morton, superintendent; Bert Norton, electrical department; B. A. Murray, mechanical department; Pat Bales, art and paint department. Merry-Go-Round in charge of Fred Ladner. Tilt-a-Whirl, Clarence Moss. Dodgem, Bain Norman. Loop-or-Plane, Bruce Check. Big EH Wheel, Jack Shannon. The Octopus, Lloyd Burge. Chairplane, Forrest Landreth, and three kiddie rides in charge of J. R. Morton. Show mores on trucks, using some semi-trailers powered by Dodge and Diamond T trucks. Everything came out of quarters at Joplin, Mo., in best of condition. Show makes first appearance when set up and lighted. CHARLES F. CALKINS.

J. F. Sparks

Lebanon, Ky. Week ended May 7. Location, fairgrounds. Auspices, American Legion. Weather, clear and warm. Business, light.

Show made 20-mile jump from Campbellville, Ky., and shows and rides were up late Sunday and ready for big business Monday night. Big business did not materialize as anticipated due to location, two miles from business center. Believe it or not, not everybody owns an automobile. Committee worked hard and co-operated in every way to make week success. Show features a 10-cent gate, giving a free-ride coupon with

each ticket purchased. This has proved very popular. Leo Leola is now handling The Billboard sales, replacing Eddie Young, who joined another show. Mrs. Jack Hampton is now working in Esquire Show. JAMES H. TIMMONS.

Gold Medal

(Motorized)

Shelbyville, Ind. Week ended May 7. Auspices, United Spanish War Veterans. Location, Big Four showgrounds. Weather, cold. Business, poor.

Show moved into fifth week of season here and second date in Indiana. Bad weather and local conditions made this just another date, with the show neither winning nor losing money. Lot was patrolled nightly by Officer Kelly, ex-trooper and prince of good fellows. Manager Bloom, Dottie Moss, Pat Ford, Ruthy King, Betty Fenzil and writer drove to near-by Indianapolis for a kosher dinner Sunday, also returned later in week to catch performance of Cobe Bros' Circus. Harold and Viola Hayes returned to show here after a brief stay in St. Louis during illness and death of Mrs. Hayes' mother. Charles Lake joined here with nicely arranged Pennsylvania. Dottie Moss has her boy of girl motorcycle dare-devils regaled in six different changes of riding breeches, gayly colored silk shirts and tan boots. They are daring riders and make a wonderful flash on ballyhoos. Windy Southgate is handling mechanical end of motordrome. Dottie is doing trick and fancy riding. Drome topping midway from day to day. Lester Trio flying act well received by the public. They, too, have changes of costumes for each daily performance. Ray Daly added a girl show, now having three shows under his management. Elmer, a 14-foot python, died here and was turned over to a local taxidermist by Manager Bloom. H. B. SHIVE.

Blue Ribbon

(Motorized)

Decatur, Ala. Week ended May 7. No. 1 unit. Location, Main street showgrounds. Auspices, American Legion. Weather, fair. Business, good. Friday and Saturday. No. 2 unit. Location, opposite side of city, colored lot. Business, only fair.

Show located right in heart of town. First Friday and Saturday capacity crowds and everyone doing a business. Following week, although crowds were fair, folks did not seem to be in a spending mood. Loop-the-Loop and Hide-O are still top rides. Page's Kiddie Band over big with night crowds and street parades. Madam Kay Bonnafon is well satisfied with receipts so far and presents a very flashy show both inside and out and features Victor-Victoria. Pat and Earl Spicer's Crazy House is supplying plenty of thrills. Niel Massaro's frozen custard has been lying idle since show has been in this State. Is getting things ready to operate again when show leaves this State. Mrs. L. E. Roth was taken seriously ill and rushed to local hospital. Latest reports are that she is slowly recovering. Mary Lee Newton is kept busy in office while she is away. C. D. Scott, whose show was playing a short distance away, visited. Gene Padgett, who was with show last season, returned to take over Big Apple Revue. L. E. Roth finally caught up with booking. James Bumpus, Albert and Josephine Laird joined show with their concessions. Roy Woods purchased new loud-speaking outfit, replacing old set, making his Hell Riders' Show complete. JACK GALLUPPO.

John R. Ward

El Dorado, Ark. April 25 to 30. Location, old fairgrounds. Auspices, American Legion. Weather, ideal. Business, very good. Ten-cent gate.

With weather made to order for first time in five weeks, show had a wonderful gate and all shows and rides getting money. Concessions had fair week. Leonard Bull, legion commander, gave show real support and made things in general pleasant for showfolks. Officials from sheriff's office stated that this was first show to play El Dorado without a complaint coming into their office.

Humboldt, Tenn. Week ended May 7. Auspices, West Tennessee Strawberry Festival Association. Weather, fair except Wednesday night storm. Business, fair.

Another spot where shows and rides did good and concessions almost a blank.

Show made 400-mile jump and was ready for festival opening, which was somewhat marred by a storm Wednesday night. It blew a big top down on more than 100 of the South's finest show horses without any damage except to top. Many visitors from Joe Gallera's show. Circle J Pony Ranch joined here with a very flashy outfit and cowgirl band. Got its share of business. Sugar-foot Sam's minstrel show was tops, with Maggie Murphy running close second. Jettie Jean Ward entertained two of her teachers and part of her graduating class from Memphis. Mrs. Ward and little daughters, Joy and Julia, were also visitors for first time since the show opened. Dan Scott, chairman of Strawberry Festival, an all-round good fellow and showmen's friend. Charles T. Goss paid show a visit and secured contract from Mr. and Mrs. Harry Small, owners of corn game, for new truck and trailer. Ward is building new front for a new-type girl show. Writer went to Mississippi and contracted a 17-year-old Negro boy weighing 450 pounds and wears a No. 36 shoe, 11 inches broad. He is 7 feet 10 inches tall. JIMMIE BOYD.

Endy Bros.

Chester, Pa. Week ended May 7. Auspices, Vetsolain Fire Co. Weather and business, good.

Plenty of times spent this second week here. Fair weather thruout. Wilno continues strong draw. His cannon used daily for street ballyhoos. Eddie Lippman laid up by injured foot. Eddie Hollinger, secretary, resigned and replaced by Robert Cardwell. Kittle Doocen presented one of her "pig-faced" turtles to Philadelphia Zoo. Found out reptile's right name is "Amyda Perot." Mrs. Speedy Merrill put last stitch in set of uniforms, 40th in wardrobe, all her handiwork. Mrs. Benny Weiss tendered surprise party on their anniversary. Little Joan Endy on hand to sell 100,000th ticket to her very own kiddie auto ride. Someone pranked on Bobby Mansfield while he slept, snipping off his waxed mustachio. New uniforms for lot crews in Endy colors, orange and marine blue. Wilno watches mouse game by hour. He recently bought it. GLENN IRETON.

Harris

Shelby, O. Week ended May 7. Weather, cold. Business, good.

Show opened here April 30 to a good crowd despite cold. J. R. Edwards visited. Concessions: Corn game and pitch-tilt-you-win, Mr. and Mrs. Lovejoy; ball game and blanket store, Ruth and Paul Revolt; short-range shooting gallery, L. C. Spring; ball game, Fred Miller; ball game, Mr. and Mrs. Murphy; mentalist camp, Wallace; fishpond and skillo, Jack Holston; banners and pitch-tilt-you-win, Jack Lee; coin rack, Frank Hardin; mouse game, R. A. Ross; doll rack, penny pitch and shooting gallery, C. E. Downs; penny arcade, Mr. and Mrs. Phillips. W. Fryback has Night in Paris show and Greenwald and Farnie have Athletic Arena, featuring slapping wrestler, Gregory Eminian. Bud Birchman has charge of Big EH Wheel. Whitey Kessler is foreman of Merry-Go-Round and Mack Weaver is foreman of Chairplane. BESSIE HARRIS.

World's

Sunbury, Pa. Week ended May 7. Auspices, Good Intent Fire Co. Location, Leuker's showgrounds. Ten-cent gate. Weather, clear, with two days' rain. Business, poor, except last two days, fair.

Committee before show arrived were most energetic. Three parades, bands on three occasions and quite a few bands on Firemen's Day, Friday, best of week, but nothing to brag about. Professor Gulp and his executives deserve credit for their work. Newspapers at Milton, where show played last year and at Danville and Lewisburg, gave plenty of space. Radio 15 minutes and two spots each day thruout week and excellent billing did not seem to help a lot. Money simply not in circulation in Sunbury, Milton and Danville, our best customers. Jenn Eugent, Aphrodite of show, did well last two days. French Casino also. Lillie Dawn joined Casino Artists Models. John Moran is proving to be an adjuster par excellence. Dave Fineman increasing his concession holdings with new stores. Dorothy Stone a clever broadcaster. Charles Joy Gramlich, ditto. Marguerite Montanaro has invented an Italian hornpipe, goes over big. Cherry Slaters, Lottie May and WB-

hamans and Betty Perry clever additions to Norman Wolf's attractions. Dardania, featured with Rainbow Frolics, Mrs. Rose Gruberg paid a visit to Philadelphia to see her daughter, Nancy. Max Gruberg went to some city on business and brought her home. Louis Lang and wife, Rose, doing as well as anyone. Bingo outfit practically idle for want of customers. Penny bingo an institution here. Mrs. Gruberg's frozen joy and concessions did practically nothing. Eddie Rahn, general agent, a visitor. Loretta Huff's baby in hospital at Montgomery. Al is now well enough for her mother to move her. Max Gruberg now recovered from second operation on his throat. Installing new pit-show attractions for look side show, which was closed this week rather than give unsatisfactory performance. Show as a whole made good with authorities and public. Mayor Michaels prince of good fellows; Mike Lehr, of Station WKOK, Sunbury Broadcasting Co., another; chief of police and officers fair and square.

DICK COLLINS.

Douglas

Everett, Wash. Week ended April 30. Location, Bull park. Auspices, Veterans of Foreign Wars. Weather, cold and windy. Business, good.

Show moved from Tacoma by truck and opened here Monday night. Maxine Ross' girl show topped shows Monday and Waltzer topped rides. Midway formed a circle, credit goes to Bill Meyers. Terrible Turk arrived with his 60-foot balancing pole and 60-foot head slide for life. Paul Hicke and his Stromedors are featured in sound truck, which travels to all near-by towns. Harry Goodson purchased new Dodge truck. Joe East, pin-ball king of Washington, was best to all school children in Everett and gave them tickets to all rides. Harry Gottle left with his penny arcade to rebuild it. Ralph Haddock has his aerial tower decked with flags of all nations. Jack O'Day, ride superintendent, will equip all rides with neon signs over entrances. E. O. Douglas took a trip south to book. Bob Singleton bought a car for hauling cookhouse crew. Honey Girl has taken a week off to make more costumes. Stella going over big in her latest girl hula dance. Ted Schultz built two booths for midway housecars. Visitors: Mrs. Axis Oarry; Harry Gordon, general agent West Coast Shows; Ed Smithson, general agent of American United Shows; Mr. and Mrs. Fajerson and Maudie Rhodes, retired trouper, who visited Mrs. Jimmy Ross.

CURLEE JONES.

New England

Poughkeepsie, N. Y. Week ended May 7. Location, Bull Market. Auspices, Firemen. Weather, cool. Business, good.

Al Ventres' athletic and girl shows were liberally patronized. Old times were recalled as patrons waited in line for rides. Captain De Almo, World War aviator, thrilled crowds by his parachute jumps, and Buster Gordon's high dive into a flaming tank was a big attraction. Captain De Almo was at Army Airway at Poughkeepsie on Sunday, exhibiting his skill to army fliers. Concessions did well.

ALFRED P. YOUNG.

J. J. Page

Johnson City, Tenn. Seven days ended May 7. Location, Keystone Field. Weather, fair and warm. Business, excellent. Finest gate.

Rain all day on opener. However, clouds disappeared by evening and a fine opening night was enjoyed by all. It was best opening night of season, and cash succeeding night business increased still Saturday when an all-time high for gate attendance was registered. Fine co-operation from local papers. Daily trips to various towns adjoining Johnson City with the sound car were effective as evidenced by business. Owner Page was busy entire week meeting and greeting friends. Mayor Sell, along with many of commissioners, were nightly visitors, as well as many ranking officials of county and State offices. Frank Bell, Dot and Jupe, their big boy, arrived and will place a cigaret gallery. Prior to show's arrival in city it was necessary to have a number of rough spots on lot graded and writer's report was benefited with arrival of a 10-ton tractor and a road scraper. Twenty-five loads of shavings completed operation and grounds were in good shape. Dorothy Lee Page and Mrs. J. J. Page were nightly visitors. Mrs. Page, always genial hostess, had an even dozen or thinner last Sunday. Visiting list

was swelled by many of Barfield's show personnel viewing show along with Mrs. Pearl Barfield; Mr. and Mrs. Fred Boswell, owners of newly organized Fred C. Boswell Shows; Pat Crowe, of former Southern Distributing Co., now called Whittie's Novelty House.

R. E. SAVAGE.

Clyde's

Johnstown, Pa. Week ended May 7. Location, Zoipe Park. Auspices, Lorain boys fire department. Weather, variable. Business, fair.

Manager George Smith was busy all week greeting friends. Dutch Thal joined with his Chairplane and Mr. and Mrs. Jacob Proyer came on with their Big Ell Wheel, Kiddie Ride and three concessions. Manager Smith delivered a short talk to entire organization, emphasizing that his policy is to conduct show legitimately. Frank Maddish received a surprise visit from his wife over week-end. Visitors: F. L. Faust, from F. & M. Shows; M. A. Beams and Harry McLean, from Beams Attractions; Mr. and Mrs. George P. Milliken.

WILLIAM NATHAN.

Zimdars

(Motorized)

Vincennes, Ind. Week ended May 7. Auspices, Disabled Veterans. Location, railroad lot. Weather, rain Saturday, rest of week clear. Business, good. Tent-cast gate.

Show opened Monday night to fair-sized crowd. Had regular midsummer weather, hot and sultry, until Saturday night when overcast skies let loose drenching showers. Show patrons did not seem to mind, as they rode rides in the rain and those who had found shelter came out between showers to sit on wet seats and ride. Thruout week rides did bulk of business, shows and concessions doing only fair. Tilt-a-Whirl and the Octopus vied for top honors, with other rides close behind. Manager Zimdars is making plans for a set of midway lighting towers. Visitors: Joe Howard, of Pan-American Shows; Mr. and Mrs. Clyde Curran, Mr. and Mrs. Louis McNiece, Mr. and Mrs. Doc Wilson, all of Celebration Shows.

BUDDY MUNN.

Elite

Augusta, Kan. Week ending May 7. Location, old ball park. Auspices, American Legion. Weather, rain. Business, poor.

Natives were ready for a carnival, but after a good opening Monday night rest of week was practically lost on account of rain and wet grounds. However, trucks were able to move off lot Sunday morning with aid. Sunday night, May 1, almost entire Elite crew visited Anderson-Strader Shows, also Crowley's United Shows, which were day and dating in Wichita, Kan. During week numerous visits were exchanged with Anderson-Strader Shows. Manager Rotolo and wife made hurried business trip to Chapman, Kan. Bob Wells, of Eric Diggers, purchased new International truck. Tiny Reese is agent on Dutch Narrow's bottle ball game and is getting her share of business. U. S. Atkinson, wife, mother and father joined Saturday with two kiddie rides. Laugh of the week: Several "No Fishing" signs stuck in big mud puddles on midway.

DON FOLTZ.

Crystal

Conover, N. C. Week ended May 7. Weather, fine. Business, good.

All were well satisfied with business, even the mills are working only three and four days a week. Uncle Mack Crow, banjo king of two Carolinas, and his Carolina Hillbillies joined and doing good business. Buster, Charlie Dickey's educated German police dog, is great favorite with kiddies.

R. G. FELMET.

Miller Bros.

Emporia, Kan. Week ended May 7. Weather, rain. Business, good.

Show opened here in a heavy rain Monday, but by 7 o'clock rides and shows were ready to go. Crowds were good all week and for first time a carnival played on Sunday in Emporia, due to efforts of Edward Lynch and courtesy of county prosecutor and sheriff. Sunday Bud Anderson presented as an extra free attraction his Oddities of the Jungle, an animal act of elephants and zebras performing together in same ring. Two new shows, Artists and Models, a posing show,

WANTED
FOR EATON COUNTY 4-H FAIR
Aug. 30, 31, Sept. 1, 2
High-Class Carnival and legitimate Concessions of all kinds. New Grand Stand now under construction. HANS KARDEL, Secy., Charlotte, Mich.

FRUIT CONCENTRATES
FOR SNOW-BALL AND DRINK STANDS
GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.
Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details today and get started right this year.
GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio

REYNOLDS AND WELLS UNITED SHOWS
One of America's No. 1 Truck Shows
Wanted for the Coming Season: Blankets, Pitch U Win, Snow Cone, Mouse Percentage, Ham-Bacon, Watch La, String Game, or any other non-conflicting joint that will throw out stock. Can place Clider, Baby Auto Ride, Pony Track and other Baby Rides.
SHOWS: Law and Outlaw, Life, Monkey Circus, Freak Animal, Fat Show, Fun House. Also Acts of all kinds for Pit Show. All above mentioned must have plenty of flash. No junk, as you will not stand up after joining. Act fast.
Quincy, Ill., Downtowns, this week; then our first Celebration to follow on the streets, Anamosa, Ia. A real route of Fairs in Minnesota, Wisconsin, Missouri and Arkansas, if you are interested.

WANTED AT ONCE
Cook House and Grab; must be first class. Can also place Popcorn, all exclusive. Want Girls for Follies Bergere. Show playing choice first-in spots with twelve fall fairs. We carry ten rides, ten shows, thirty concessions. Wire via Western Union, Rome, N. Y., this week.
O. C. BUCK SHOWS

J. F. SPARKS SHOWS
WANTS WANTS WANTS
SHOWS: Snake Illusion, Big Snake, Fat People, Murdock answer, Special inducement to Ten-in-One, Penny Arcade, Fun House, Monkey Circus, or any worth-while Shows. RIDES: Will book or buy Little Beauty Merry-Go-Round or Kiddie Auto Rides. WILL BOOK Octopus and Loop-a-Plane. CONCESSIONS: Sell exclusive Frozen Custard, Photo Gallery, Candy Floss, Candy Apples, Long or Short Range Lead Gallery, Fish Pond and English Penny Roll-Downs. Eddie Cole answer. Mrs. Sparks wants Sell Game Agents. Would like to hear from General Agent that is familiar with Ohio. Must be sober and reliable. Committees in Ohio, let us furnish your Midway. All replies J. F. SPARKS SHOWS, Maysville, Ky., this week.

TWO-HEADED PUNK
The best real specimen ever shown. Two perfect heads. Three perfect arms. Four hands, two on one arm. Three perfect legs. Four feet, two on one leg. One spinal column. Both sexes. Can be exhibited in baby tub or cradle. This is a wonderful attraction and is GENUINE and perfectly preserved. Makes a marvelous added attraction or excellent grind show. X-rays, history and lecture. An opportunity not often available to purchase at this price. \$750.00 cash. Address L. R. S., Billboard, Woods Bldg., Chicago.

ROYAL EXPOSITION SHOWS
Want Legitimate Concessions that work for 10 cents, including Pitch Until You Win, Devil's Bowling Alley, String Game, Strip Photos and High Striker. Grind Shows with or without their own outfits. Want Experienced Showman to take charge of "Girl in Fish Bowl Show." Have outfit complete. Sam Jones wire George Dorman. He has job for you. All other's address
BERT ROSENBERGER
SWISSVALE, PA., Week May 16th; NATRONA, PA., Week May 23rd

and Pine Valley Follies, a hillbilly unit, joined.
CHICK FRANKLIN.
F. H. Bee
Frankfort, Ky. Week ended May 7. No auspices. Weather, ideal. Business, best of season.
Located behind State prison and between two hills, show looked better than any previous week. Plenty of ground space, which made it easy for lot man. Mrs. Bee returned and reported very pleasant visit with folks at Huntington, W. Va. Brought back her young brother, Billy Morrow, who enjoyed himself playing diggers and other concessions. Mrs. Herb Cramer was much in evidence meeting all old friends and inviting them out to home where she lives with her mother while Herb is out with show. Mrs. Saunders is still confined to hospital at Lexington, Ky., but is improving satisfactorily. No use mentioning that this show or ride was top money here, as all did capacity business. Concessions were well satisfied. J. F. Sparks

was a visitor and was very high in his compliments to P. H. Bee. T. A. Stevens added another concession and painted his truck bright red. Dick Wilson continues to gather folks to lot with his "Freeze" act. New front that John Thompson is building for Hawaiian show is shaping up. Harry Weiss had his best week here with bingo. Reynolds family are all smiles, as new peep show that Reynolds built is ready to go up.
WILLIAM R. HICKS.
Western States
(Motorized)
Austin, Tex. April 30-May 14. Weather, rain first week. Business, none first week, quiet second.
Muddy lot greeted show on arrival from San Antonio. Three days lost in getting lot in condition. After hauling shavings and cinders another deluge came and entire week was lost. Second week business very quiet despite press and radio publicity. Albert Wright's public ice wedding Friday night drew

best crowd of date Bobby Hyman was called to San Antonio due to illness of mother. Hymie Ruback left for Galveston to look after business interests of Owner Jack Ruback. Bill Williams' Monkey Island drew nice publicity for entertaining children at orphanage.
LARRY MULLINS.

Majestic

Cookeville, Tenn. Week ended May 7. Location, circus lot. Weather, fair. Business, good.
Despite fact that two shows had rented circus grounds and one of them had already started billing, Majestic was first show in and business was best by far of any week this spring. Better break with weather and fact that Majestic is quite favorably known, this being fifth visit in less than that number of years. Kid Bailey's Athletic Show again topped shows. DeCapo, "headless girl," two-people show, closed second. Jack Bradley is very busy building and promises to have a top-money attraction before season gets very far advanced. George Okada, oldtimer, well-known builder and operator of better class concessions, joined here with a bowling alley. Mr. and Mrs. O. E. Girard had a fair week with bingo. Mr. and Mrs. R. M. Bryan had another good week with their photo booth. They have not missed any week in face of weather and other handicaps. J. B. and Nora Gerald report fair prospects ahead with promotions and publicity. Mrs. Cecil Keown returned to show with her hoopla after a brief stay in Nashville under physician's care. Mary Sherman joined here to open her Parisian Models. Observations: Towns still run to form, same as horses and men. Do not expect to find a town without a few knockers. Shows are same; learn your "form sheet."
CHRIS M. SMITH.

Buckeye
(Motorized)

New Albany, Miss. May 2 to 7. Audience, American Legion. Weather, clear. Business, fair.
Show moved from Collierville, Tenn., in record time and everything in readiness for opening Monday night. Show augmented by George Hellar's Big Eli Wheel, giving show dual wheels; also Mrs. Hellar's ball game. Plenty of people turned out each night, but spending money seemed to be scarce. Don Carlos' "Monkey Hotel" show and Lon Morton's wrestling bear well received, as was side show. Mrs. Gallier redecorating her housecar. Manager Gallier placed order for considerable new canvas for new show and concessions which he is framing. Pat Brown also placed order for new canvas for his long-range gallery. All canvas will be green to conform with that now being used. Mr. and Mrs. Jimmie Lamb, Mr. and Mrs. Ed Hall, Willie Butler, all of Rogers & Powell Shows, and Pop Dyer, of Dyer's Greater Shows, were visitors. George Moon stopped over on way up to Tennessee.
H. G. STARBUCK.

Strates

HARRISBURG, Pa. May 14.—Personnel of shows, rides, concessions at opening of season for Strates Shows here follows:
SHOWS: Follies de Nuit Girl Revue, Cboe Phillips, manager; Les Applegate, comedian; Ramona Lovejoy, feature dancer; Madge Thames, Orles Baume, Jean Schneider, Jackie May, Ellen May, Fannie Wells, Fay Dawn, chorus; Al Murray, Bill Hinkle, Bob Andrews, Paul Mathis, Dick Myers, Bill Smith, canvassmen; Rocco Maroketti, Clarence Thames, Steve Jordan, Dick Moore, band. Harlem to Dixie Minstrel Revue, Sammy Green, manager and comedian; Brown Skin Chorus, Mabel Lee, Mary Brown, Jessie Brown, Henrietta Cook, Christine Carter, Edna Green, blues singer; band, Horace Hopkins, B. T. Smith, Julius Russell, Frank Berry, R. G. Calhoun, Harry Harris, Anderson Carson, Lee Turner and Leon Tyler. Monstera, Ed Breckenridge, manager; Eddie Van Scott, lecturer; Lehma Parish, talker; Joseph Derambala and Dick Goodwin, tickets. Side Show, Fred J. Thomas, manager; Mrs. Fred J. Thomas, secretary-treasurer; Freddie, armless wonder; Dick Hilban, Hall, Gravitoy; Lawrence Flagle, strong man; Gardner Hinda, breeder; Pauline Clontz; electric chair; Mrs. Jack Kelly and Daniel Tootin, tattoo artists; Jack Kelly, orator; John Croswell and James Pittman, tickets; Doral Dina Doshon and Donald Wilkeman, annex. Penny Arcade, Mrs. Fred J. Thomas, owner and manager; Jack Blackwell, Giggle Land, Tom Evans, manager; John Webber, tickets. Jolly Eltona, fat girl; Tom Evans, manager; Mrs. Dorothy Evans, tickets. United States Joy Ship, Paul Pain, manager; Henry Sullivan and Doc Barton, clowns; Jim Reed, tickets. Artists and Models, Fred Jule, manager; Louis Green, talker; Irene Jule, Carroll Norton, Virginia Long and Helen Jessup, models; Lee Green, Albert Schnader and Arthur Martin, canvassmen; Adam and Eva, Dewey Eberstein, manager; Irving T. Strong, tickets and talker. Girl in the Goldfish Bowl, Dewey Eberstein, manager, Royal South Sea Islanders, Peter H. Natone, manager; May Hall, assistant manager; Robert Hall, Johnny Keilich, Bill Villegas, musicians; Princess Lili, Luana, Jean Kinney, Rita Zimmerman and Princess Leona, dancers; Al J. Pennington, talker; George Kinsey and Jack Brown, tickets and canvas. Lion Autodrome, Capt. Wally Smithly, manager; Billy Smithly, trainer; Walter Marks, Joe Allen, Clayton Lane, riders; Speedy Stewart, trick and speed rider; Virgil Lemonds, tickets; James Jenkins and T. C. Ellis, help. Mystic India, Frank Leffell, manager; Paul Polo, Bill Harris, Helen Ream, Margie Bellew, Frances Jenkins and Maud Booth, illusions.
RIDES: Double Loop-o-Plane, Mrs. E.

Rosters of Carnivals
As Reported by Show Representatives

L. Blackmon, Octopus, E. L. Blackmon, manager; John Close and Slim Owens, crew. Merry-Go-Round, Ralph Pravel, Albert Mulhollen and L. J. Fyiant. Loop-the-Loop, James Carr. Skooter, Dinty Moore, owner; Ted Williams, manager; Woodrow A. Warren, Ed Bailey, Leroy Wallace and Mrs. Ted Williams, tickets. Whip, Eddie Meehan, manager; Kedrick Gibson and Watt Estep. Twin Ferris Wheels, Floyd Novack, John Lens, Newland Cox, Karl Scott and Francis McCovick, tickets. Dangler, Everett Marston and James Donnellson. Blue Goose, Bennis Scouten, manager. Kiddie Autos, Mrs. Fred J. Thomas, owner; W. T. (Wild Bill) Green and George Totty. Ride-o-Ed Blair, manager; Earl Hall, Fred Bredekamp and Marguerite de Ralves, tickets.

CONCESSIONS: Pete's Hollywood Cafe, Peter Christopher, owner-manager; Chris Christopher, assistant manager; Mrs. Rose Christopher and Katharine Callias, cashiers; John Masters, chef; Tom Marshall, griddle; Charles Hoyer, Paul Kessler, Robert Oliver, Howard Bryant, Norman Jackson, James Carl and Bob Hunt, waiters; Edward Carter, James Turner and Mushmouth Charley, dishwashers; Ben H. Voorheis, stick. Bill Jones' Bingo, Bill Jones, owner; Peter Stamos, third vice-president; Freddie Blythe, manager; Paul Graver, secretary-treasurer; Howard Dickinson, Elmer Wood, Calvin Eckert, Shorty Egge and Paul Wilt, stockmen. Grocery wheel, Mrs. Ada Cowan. Bowling alley, Dick Burns. Raffles, Louis Block and Johnny Yaszaret. Blanket Wheel, Henry Fein. Charley McCarthy Wheel, Roy Eckert. Photo gallery, Mr. and Mrs. Ed J. Dahmer; Hubert Richardson. Long-range gallery, L. D. Powers, owner; E. L. Krause. Ham wheel, M. Lamer. Razzle Dazzle, S. T. Thomas and W. Hunter. Al Campbell, four ball games. Pitch-till-you-win, Bill Ryan. Hooper, Fred Fornier, owner; S. Burke and T. Rose, agents. Duckpond, Mrs. Fred Fornier. Grab stand, Louis E. Strates, manager; Peter Caralla, cook. Monkey Eddie, griddle. Cotton candy, Charles Harris. Pop corn, candy apples, Smokey, Penny pitch, John Gordon. Scales, John Gordon. Palmistry, Madam Fay, Merry Williams and Dorothy Rose. Frozen custard, Mrs. Mabel F. Strates, owner.

TRAIN CREW: Frank (Haywire) Walden, trainmaster; Wild Bill Barton, assistant; Bob Burton, E. H. Babb, Ralph Walters, Henry Brooks, Clarence Epler, John F. Pierce, Fred Harmon, Henry Wilson, Francis Harris and Peter Mowers, crew. Pullman porters, John (Bad Heart) Thompson. Streamlined Jones. Sound truck, Jay Nichols.

BEN H. VOORHEIS.

West Bros.

QUINCY, Ill. May 14.—Roster of the West Bros.' Shows last day of opening stand at Cape Girardeau, Mo., April 9 follows:

STAFF: J. W. Laughlin, manager; Mrs. J. W. Laughlin, treasurer; Ted (Sir Trevor) Cope, secretary; Bruce Barham, assistant manager and press; Frank H. Owens, general agent; Glen Coborn, legal adjuster; Cliff Barnhart, show photographer; Robert Laughlin Jr., ride superintendent; E. J. Moore, electrician; John Tate, construction superintendent; J. B. Murphy, mechanic; E. West Wheeler, in charge of transportation; Margaret Coborn, front gate.

CONCESSIONS: Cliff and Polly Barnhart, cookhouse; corn game, Virginia Laughlin; Sam Liberowitz, manager; diggers, Earl Barnhart; Vivian Barnhart, pop corn; Paul Farris, scales; Jack Rowe, cigar gallery; Aleck Smith, penny pitch; R. C. Warner, mouse game; R. Mickey, candy floss; Burt Boydston, blanket store; Dixie Boydston, ball game; W. C. Miller, long-range gallery; Silver Raley, short-range gallery; Mr. and Mrs. H. A. McHenry, string game and shoot-till-you-win; Harold Moyer, photos; R. J. Moore, chuck; B. C. Cunningham, chrome and bird store; Jack Bear, ham and bacon; Bob Morgan, blankets; Charlie Elder, bowling alley; Paul Farris, hoop-la.

SHOWS: Crime Show, Doc C. Westergard, owner-manager; Monkey Circus, Mr. and Mrs. Bob Everett, owner-managers; Eva Show, Fred Phelps, manager; Milt and Her Gang, Russ Morgan, manager; Milt Morgan, feature; Peggy

Fisher, Dorothy Tramp, Betty Conley, Jackie La Rue, Nancy Mann, dancers; Nell Round, Tricie Clark, Ann Brown, Mary Conn, orchestra; Russ Morgan, opener; Dick Standish and Dick Leach, tickets; Jim Conley, canvassman, Hawaiian Show, Russ Morgan, manager; Fay Cummings and Jingles De Gama, dancers; Doc Round, talker; Hurachal Dowell, tickets. Nudist, Morgan, manager; Ann Kerr, Vera Martin and Corrine Bush, entertainers; Eddie Tramp, talker and tickets. Athletic Show, A. G. (Sparky) Walker, manager and talker; Dummy Mix, wrestler. Minstrel Show, C. J. (Sonny) Sparks, manager and featured comedian; T. J. (Porky Hissell) Sharpes, comic; Sybil Robinson, Mamma De With, Dorothy Jones and Lillian Draper, chorus; Leonard Munny, Elsiea Butler and Willie Bicom, straight and comic; Ted Conley, talker, and Leonard Munny's Band. Ted Conley handles the candy in all shows.

RIDES: Twin Big Eli Wheels, Glen Baker and Rex Richmond, foremen. Tilt-a-Whirl, Carl Williams, foreman; Bud Palmer, second man. Loop-o-Plane, Arnold Schalloek, foreman, Merry-Go-Round, John Scottfield, foreman; Jesse Rogers, second man. Chairplane, Clarence Lanke, foreman. Octopus, Robert Laughlin, foreman; M. W. Patterson and Charles Tyler, second men. Kiddie Auto, Joe Permatite, foreman; Blue Goose, Stan Parker, foreman; Pony Track, Art Kreal, foreman. BRUCE BARHAM.

Douglas

SEATTLE, May 14.—Show moves on 20 trucks and trailers and four baggage cars and had following roster week ending April 23 in Olympia, Wash.

STAFF: E. O. Douglas, owner and manager; Mrs. E. O. Douglas, treasurer; Lisco Pearson, secretary; William Meyer, lot superintendent; Windy Specks, electrician; Tex Towle, charge of front gate; Jack O'Day, utility; Paul Custer, canvas man. Free act is presented by Evening Stars, four aerialists, Ralph Haddock, Mrs. Ralph Haddock, Bill England and Carrie Church.

RIDES: Big Eli Wheel, Verlyn Ehly, foreman; Harry Ehly, clutch; Jimmy Ellis, tickets. Merry-Go-Round, Jehanne Solheim, foreman; Charlie Wood, clutch; Bud Olsen, tickets; Octopus, George Fajerson, foreman; Bud Harrington, clutch; Bob Roberts, tickets. Loop-o-Plane, Jimmy Ross, foreman; Shorty Dunn, clutch; Mae Olsen, tickets. Walizer, Lee Olsen, foreman; Fred Youk, clutch; Tom Devers, brakeman; Walter Whitaker, gate. Kiddie Aeroplanes, Leroy Tolen, foreman; George Wilson, clutch; Mrs. Bud Olsen, tickets. Kiddie Auto, Dick Shaffer, foreman and clutch; Joe C. Lee, tickets.

SHOWS: Follies of All Nations, Maine Ross, manager; Honey Lou, fan dancer; Dorothy Ann, hula hula; Carmellita LeBue, Spanish fandango; Patsy Burke, Oriental twist; Paul Hickie and his four Stromedors; Mae McMorrow, opener; Floyd Shepperd and Andy Diton, tickets; Bill Sherman, canvas man. Crime Does Not Pay, Warden Olsen, manager; George Meeks, talker; Miles Dodson, electric chair; Blackie Day, inside talker. Circus Side Show, John and Stels Caudik, owners; Herb Babcock and William Mulligen, tickets; John Caudik, front; Viola Pickard, sword ladder and illusions; Marge Babcock, Oriental torture and illusions; William Hasmeel, cartoonist; George Willis, fire eater and human pin cushion; Sailor Harry, tattooed man; Charles Nelson, bird man; Itsy Pygmy, pinhead; Jolly Stella, dancing fat girl; Voltana, electric chair; Zenobia, living head; Pengy, the penguin baby, in annex. Darkest Africa, managed by Dr. Carr; Bud McCann, opener; Pop Olson, inside lecturer.

CONCESSIONS: Cookhouse, Roy Miller, Herb Hadden, chefs; Bill Thorpe, second cook; Johnny Grant, third; Ann Miller, cashier; Bob Singleton, waiter; Ray Noyer, dishwasher. Grab, Roy Miller; Ruth Kloster, counter. Bozo Armitage, with Fred Armitage and Bill Thayer, agents. Harry Goodman, with Dick Scarce, Herb Allen, Harry Merkle, Frenchy Warden, Sam Addelson and wife, Spick Wahl and Sammy Smith, agents. C. W. Reagan, with Howard Wells, Dan Frazer and Lee More, agents. Al Hamilton, with Al and Babe Hamilton, Steve Ryan, Frank and Alida Foster, agents. Pelle Peterson, with Earl Balder, agent. Harold Cottle, with Mrs. Frazer, agent. Major Arthur, with Mrs. Lee More, agent. Pearl Jones, candy floss and pop corn. Curlee Jones, The Billboard sales agent and peanut. CURLEE JONES.

BARFIELD'S COSMOPOLITAN SHOWS
BOOKED WHERE MINERS ARE WORKING AND PAY ROLLS ARE LARGE. Look these over, PIKEVILLE, KY., MAY 23 to 28; JENKINS, KY., MAY 30 to JUNE 4; McROBERTS, KY., JUNE 6 to 11. Further route on request. Want LOOP-O-PLANE (prefer deal). Also any SHOWS of MERIT with own outfits. Opening for any LEGITIMATE grind stock CONCESSIONS, especially BOWLING ALLEY, BUMPER and PITCH-TILL-WIN. Also CUSTARD. Want ACTS for SIDE SHOW, MUSICIANS and GIRLS for JOE SORENSEN'S REVUE. R. V. LEWIS wants MUSICIANS, especially TROMBONE and CHORUS GIRLS, for his COLORED MINSTRELS.
Address CLINCHCO, VA., this week, then as per above route.

ART LEWIS SHOWS, INC.
Playing the choice of dates in the East, with a circuit of fifteen fairs, commencing the last week in July.
WANT TO BOOK OCTOPUS WITH OWN TRANSPORTATION
Can place Legitimate Grind CONCESSIONS, Long Range and Lead Gallery, Photo Gallery, etc. SHOWS: Funhouse, Midget Show or any show not conflicting. Jack Montague, contact me immediately.
FOR SALE: Three-Unit Loop the Loop, Plymouth Sound Car with Webster equipment, all in first-class condition.
Openings for working men in all departments. Address ART LEWIS, General Manager, week May 16th, Hornell, N. Y.; week May 23d, Corning, N. Y. Always the first show in.

GROVES GREATER SHOWS
WANT FOR BALANCE OF SEASON
Manager for Athletic Show, Talker for Colored Minstrel, Acts for Side Show, Frank Gardner wants Girls for Girl Show. Will book any show with or without own outfit. Can place Palmistry, Mouse Game, Cotton Candy, Cracker-Jack, Pop-Corn, Candy Apples, Taffy Candy, or will sell exclusive on same. Can use Bill Game Agents, Brazil, Ind., in the Heart of the Coal Fields, May 16-21; Czewodville, Ind., May 23-28.
All address ED GROVES, as per route.

Streator's Annual in Park

STREATOR, ILL., May 14.—For Streator's sixth consecutive Annual Celebration, William J. Lewis will begin his fourth year as general chairman. F. J. Hart, city clerk, is secretary-treasurer of the sponsoring non-profit corporation. Midway will be around the city's 14-acre central park with rides, concessions, shows, free acts, concerts, parade, fireworks and other features. Four counties will be billed and based on previous celebrations at least 30,000 visitors are expected.

Austin Celebration Seventh

AUSTIN, Tex., May 14.—For the seventh year Travis Post, American Legion, with the city recreation department, will have charge of the big annual celebration. Offices in the Texan Hotel will be again in charge of George Cabell, secretary-manager a number of years. Ways and means committee, Ralph Schoenert, chairman, has planned many added features. There will be dances, fireworks, horse show, polo, baseball, swimming events, parade and carnival entertainment four nights in Barton Springs and Zilker Park.

Fairway Shows Contracted

GRAND COULEE, Wash., May 14.—Greater Fairway Shows were awarded a contract for a three-day American Legion Encampment and Celebration here, reports Charles Mason. Displays will be furnished by Illinois Fireworks Co. Other features will be free acts, Rock Daniel Colored Jubilee Singers, Indian pageant, World War sham battles, barbecues, dancing and prize giveaways.

Ohio Expo Books Features

ZANESVILLE, O., May 14.—Lillian Stock, aerialist, and Arnolds' Barnyard Follies, animal act, have been contracted for Armou Grotto Exposition here. Acts were booked thru C. A. Klein, and an F. E. Gooding ride unit will be on the two-block-long midway. Merchants and industrial exhibits will be under canvas.

Beam Pilot at Confluence

CONFLUENCE, Pa., May 14.—Old Home Week here, sponsored by all civic organizations, will have free acts, parades and band concerts in the downtown city park under management of M. C. Beam.

RIDES, shows, free acts and contest will be featured at the Spring Festival, Greenfield, O., sponsored by Disabled American Veterans.

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

WANTED

AMERICAN LEGION CELEBRATION
KNOX COUNTY FAIR GROUNDS,
Knoxville, Ill., July 2, 3 and 4, 1938.
Independent Rides, Shows and Concessions.
FREE GATE
HILDING L. JOHNSON,
1267 Florence Ave., Galesburg, Ill.

WANTED

Rides, Concessions, Small Shows and Orchestras casting
ring Dance Floor, for
ANNUAL HOMEcoming CELEBRATION.
F. N. SANDERS, Chairman,
August 27-28, Hermann, Mo.

WANTED

Merry-Go-Round and Ferris Wheel
for Veterans of Foreign Wars
Celebration for 2nd, 3rd and 4th of July. Merry-
Go-Round must have 125 Weather Organ
will start, with plenty of March Bands, or Solo 105
will do, but brass pipes preferred. Concessions like
2-Shocks, Corn Game, Girl Show, Sevens, Kiddle
Ride are O. K. Address
BOX 303, Third River Falls, Minn.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

**Carnival Voted
For Feature of
Milwaukee Fete**

MILWAUKEE, May 14.—Milwaukee Midsummer Festival will feature carnival attractions, the commission's executive committee has decided. Contract for carnival features, to be held on city-owned land south of Lincoln Memorial Bridge and east of the Chicago & Northwestern Station, provides a minimum guarantee to the city of \$5,000. It is planned to book between 15 to 20 shows and riding devices, each subject to a \$35 license fee. Festival commission is to receive 31 per cent of the gross on riding devices and 50 per cent on receipts of shows, according to contracts being drawn up.

Shows above the minimum guarantee are also to be divided on a 31 and 50 per cent basis, it is stated.

Hale Rides in St. Joseph

ST. JOSEPH, Mo., May 14.—Wayne Hale's Merry-Go-Round, Ferris Wheel and Chairplane were featured at the Apple Blossom Festival here on May 5-7, reports Douglas H. Timmerman, assistant manager of the Chamber of Commerce, sponsor of the event. Festival was advertised by radio, newspapers, posters and windshield stickers and included an apple queen contest, dancing, parades and band contests.

Shorts

ORGANIZATION of Escanaba, Mich., Rodeo Association, which will have charge of plans for a world's championship log-rolling tournament there, has been announced.

NINTH big contract of the season awarded to Jerome H. Gargill, producer, is for Dubuque (Ia.) Centennial pageant, as Dubuque is to celebrate Iowa's centennial on a big scale, the pageant to cost \$10,000, it is said.

CELEBRATIONS will be played in New England until late in July by the Flying Melzorns, who opened their season in Manchester, N. H., on April 25, followed by a week in Nashua, N. H. The four-people act features Raymond Melzorn, flying trapeze clown, who now has an especially made artificial leg that leaves no doubt that he works under this handicap.

SHOWS and free acts will be featured at Watertown (N. J.) Old Home Week, celebrating opening of International Bridge across the St. Lawrence River, reports O. T. Cameron. John Neuman is director. President Roosevelt has been invited to attend.

MAYOR PEERY, of Ogden (Utah) Pioneer Days Celebration, is lining up events for a rodeo and carnival. Monte Young's three-unit shows will assemble in Ogden for a full week's showing, the second consecutive year that Young has had this contract.

FOR NEW MARTINSVILLE (W. Va.) Centennial Celebration John B. Rogers Producing Co. has been contracted to produce a pageant nightly. Merchants will hold a trade expansion program and there will be parade, centennial ball, crowning of queen, a midway and free attractions. Dr. E. C. Blum is chairman.

MONROE County Sports Show sponsored by the Conservation League, which

HELP This Department by Telling Committees About It.

closed 10 days' showing in Edgerton Park, Rochester, N. Y., on May 1 was only moderately patronized, reported Manager Don Guerin. Features included canoe tilting, log rolling, Indian village, Polar exhibit, shooting, archery, fly-casting and a stage program.

NEMROD GROTTO, Norwich, Conn., has contracted with Frank Wirth, he reports, for the sixth annual circus in the Armory. The 1937 show was reported the most successful financially. Kenneth Fox is again chairman, assisted by Walter Buckingham, secretary of the Circus Fans' Association.

NEARLY ALL available exhibit space for Zanesville (O.) Merchants and Manufacturers' Exposition, sponsored by Amrou Grotto, has been leased, according to committee. Miss Zanesville contest will be one of the major features.

HOWARD DILLEY, Cargill Producing Co., will direct a musical revue sponsored by the Junior Charity League and Jewish Sisterhood, Binghamton, N. Y. Proceeds are to be used for establishment of a girls' school of domestic instruction.

TARZANA (Calif.) Chamber of Commerce was host to over 5,000 at a barbecue and carnival on May 7 on the ranch of Edgar Rice Burroughs, with C. R. Rothmund, secretary to Mr. Burroughs, in charge. Jack Parsons furnished amusement features. Assisting were Steve Henry, Capt. E. J. Mundy and Val Vino.

GOODMAN SOLID
(Continued from page 48)

act has electric streamers that cast a magic-carpet spell on passers-by. The show is clean, meaning not only on the outside looking in but inside.

Wichita police waste little time in cleaning up objectionable features of shows that pitch tents here. The city is pretty strait-laced. So it is to Goodman's credit that Capt. H. L. Pennington, of the vice squad, and members of the juvenile division had little to do on Monday's opening night.

This isn't meant to infer that the Wonder Show is dull. Far from it, it is lively with the Show of Shows and Fantasma. But they have beauty along with the girls part, and that means a good name and money at the box office.

Goodman is a name around Wichita and he numbers a host of friends who look up to him as a showman. It all counts when the season is over, not only for the boss but for the amusement world at a whole.

Press and Radio Co-Operated
R. W. Richards, publicity director of the shows, drew much favorable comment from the newspaper scribes for the liberal way in which the papers went for plugs for the show and the radio outlets that took microphones of local stations right to the lot.

One editor of a newspaper commented one day that Richards had "\$250 worth of publicity" in an afternoon issue. Regardless of times, Wichita receives a carnival of the Goodman type with open arms.

Weather in the fore part of the week was excellent, mild and with a moon that made people get on the lot. Wednesday at 9 p.m., just as the midway was getting crowded, a spring thunder-shower put a damper on activities. Rush business was experienced by shows under canvas, but after they were thru the routine the lot business was crippled. Unseasonable cold weather on Thursday night didn't help, but on Friday the skies cleared.

BIG DOINGS

7th Annual
DANVERS, MASS.
U. S. Route 1
June 30-July 4

Highest bonfire stack in New England. Fireworks, Aerial Acts, Band Concert. Taxpayers Improvement Society. Concessions Act Quickly
H. J. WALKER, 3 Washington St.,
Tel. Danvers 540.

WANTED CARNIVAL

OR RIDES AND CONCESSIONS,
JULY 2-3-4

35,000 Holiday Crowd in Minnesota's Fenwick Lake Region.
SUICIDE CLUB PROGRAM.
Write DAN NELSON, Secretary,
Detroit Lakes, Minn.

WANTED

4th JULY CELEBRATION
Rides, Legitimate Concessions, Free Acts, also
Professors, small equipment for 15-day street,
sixth year, 40,000 people; business district
midway; no gate.
Address 4TH OF JULY COMMITTEE,
Streator, Ill.
W. J. LEWIS, Chairman.

WANTED

Free Acts and Headline Stunts
—
JULY 4th & 5th CELEBRATION
Write RALPH G. ARCHER, Mgr.
Billwater Chamber of Commerce, Billwater,
Oklahoma.

WANTED

RIDES and SHOWS
No Concessions, for Fourth of July Celebration,
New Richmond, Wis.
Address T. J. MADDEN.

WANTED --- CARNIVAL

FOR WEEK OF EITHER AUGUST 1, 8 or 15.
Under auspices Davis District Agriculture Assn.
Write K. O. DEARL, Davis, W. Va.

WANTED

Carnival for one week during month of June.
Write
TEMPLETON FISH & GAME CLUB, Inc.,
East Templeton, Mass.

WANTED

Circus or Carnival and Free Attractions for
4th of JULY PICNIC
At
EMINENCE, KY., MONDAY, JULY 4, 1938.
Write CARL WADE, Eminence, Ky.

RIDES and CONCESSIONS

WANTED
For Fourth of July Celebration at Prophets-
town, Ill.
Write C. A. CONRAD, Secy.

WANTED

CARNIVAL—FREE ACTS,
57th Annual Anniversary Celebration,
EL DORADO SPRINGS, MO.
JULY 10-20-21.
M. L. JENNINGS, Chairman.

RIDES WANTED

For the Defied Club Carnival for July 20, 21,
22 and 23.
Address communications to MR. IAN WOODS,
Chairman, Rides Committee, care Owens Illinois
Glass Co., Gas City, Ind.

WANTED

Rides without gambling devices for one-week stand
during month of May. Latest possible opening date
would be May 30 to June 4.
Sec. H. M. CRANE,
Carterville, La. Ave. Club,
Carterville, Ga.

WANT
SENSATIONAL OUTDOOR STUNT

For Ripley Press Club Outing, One day, June 23. Send all particulars.
L. A. RIPLEY, Cuvier Press Club, 22 Garfield Place, Cincinnati, Ohio.

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Figure Total of Words at One Rate Only
No Ad Less Than 25c.
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HUSTLERS—FOLLOW FIREMEN'S CONVENTIONS. Sell World's Greatest Theme Song, "The Fire Fighter," nationally recognized. Write for money-making proposition. M. LIFSON, 179 Broadway, Monticello, N. Y. my28

AGENTS AND DISTRIBUTORS WANTED

AGENTS—500% PROFIT SELLING GOLD LEAF Letters for store windows. Free Samples. METALLIC CO., 439 N. Clark, Chicago. 4fnc

AGENTS FOR OUT-OF-TOWN—TO REPRESENT Large Cash Jewelry House. Big daily commission. Reference required. P. O. BOX 845, Philadelphia, Pa.

AMAZING 4TH OF JULY SENSATION—CAP- Come. Everybody buys! Novelty, tricky, harmless. 67% profit. Write today. NATIONAL SPECIALTIES, Evanston, Ill. x

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Uniforms, etc. Sales equipment free. Experience unnecessary. Write NIMROD, Dept. 43, 4922-28 Lincoln, Chicago. ma21x

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Write immediately for particulars and free samples. AMERICAN LETTER COMPANY, Dept. 20, Dunellen, N. J. x

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Easiest thing today. Free samples. Also, sideline salesmen for Name Plate and Tire Cover Transfers. "RALCO," 1305 Washington, Boston, Mass. x

DISTRIBUTOR—"AIRPLANE FLIER," NEW, High-Class Toy. Appoint local demonstrators at roadside stands, etc. Act quick for local distribution. Real opportunity. GORDIN COMPANY, Box 933, Buffalo, N. Y. x

FREE MEXICAN FRAMED FEATHERED PIC- tures! 5 1/2x8 1/2" costs 49c, retails \$1.00. Sample, 50c stamps, refunded first order. MARQUEZ-B, Apartado 1176, Mexico City. my21x

MAKE ARTIFICIAL FLOWERS—40 DIFFER- ent Flower Patterns and Materials to make six dollars' worth sent prepaid, \$2.00. ZANONE, 308 VanBuren, Chicago, Ill. 4f4x

MEDICINEMEN—BIG PROFITS. LIVER- kidney Tonic, priced \$1.00. Eight ounce bottle 1 1/2c; six ounce, 9c; two dozen lots. KURETA, Box 644, Jacksonville, Fla.

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand St., New York. my28x

PAY DAY FOR AGENTS AND DISTRIBUTORS— Louis-Schmeling Fight Contest Pool Cards, salesman now averaging one hundred dollars weekly. Every public place a prospect. Rush \$5c for sample and get in the money. Time limited. AMERICAN NOVELTY PRODUCTS, Box 172, Wheaton, Ill. x

PERFUME BUDS—COST 1c EACH, SELL 5c. Particulars free. Sample 10c. Agents, street-men, demonstrators. MISSION, 2328 W. Pico, Los Angeles, Calif. my28x

RUBBER MONEY—\$1.50 PER 100, SEND 20c for samples. MAIKIN, 828 N. Fourth St. Philadelphia, Pa.

SELL BY MAIL—FORMULAS, BOOKS, PIC- tures, Novelties, Signs, bargains! Big profits. Particulars free. F. ELFCO, 438 North Wells St., Chicago. 4fnc

STREETMEN—NEW WILDFIRE 5c PUZZLE. Hourly profits \$2. Dime brings sample. Hundred \$2. CONCESSION SPECIALTIES, 310 East 35th, New York. my28x

THE INDIVIDUAL KEY RING CO., WARWICK, Mass., offers Towel Holders and Match Boxes at job lot prices. Write for particulars.

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ANIMALS, BIRDS AND PETS

ALLIGATORS—HARMLESS ASSORTED SNAKE Dens: 8 Large, \$10.00; 10 Medium, \$3.00; 10 Large Water Snakes, \$5.00. Price list. ROSS ALLEN, Silver Springs, Fla., wire via Ocala, Fla. my21

ANIMALS, BIRDS, MIXED FIXED DEN'S Snakes, Boas, Dragons, Iguanas, Glis, Monkeys, Parrots, Macaws, Parakeets for Wheels. SNAKE KING, Brownsville, Tex. 4f11x

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RHESUS MONKEYS—ALL SIZES. ALSO Guaranteed Genuine Rhesus Mother and Baby Combinations. WOHLSTADT CO., INC., 184 Greenwich St., New York. 4f4

TRAINED FOX TERRIER—YOUNG, FAST worker, work anywhere. Nice routine tricks. \$25.00. Quick sale only. AL HATCH, 75 E. Rich St., Columbus, O.

WANTED TO BUY—BABY CHIMPANZEE. JACK E. ARCHER, Silver Spray Pier, Long Beach, Calif.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

GIRL IN THE GOLDFISH BOWL LENS—\$15.00 with instructions. Plans! build yourself. GOLDFISH BOWL ILLUSION CO., 52 George St., Tenafly, N. J.

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BURY OLD MAN RECESSION—THE NEW BALL Game. It draws, tried and proven. Patent for sale. HARRY HOPKINS, Inventor, 450 Old Terrytown Road, White Plains, N. Y.

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MILLIONS JOBS! GET DOLLARS IN MAIL daily, like we do; for amazing employment information. Keep money. We fill your orders free. Stamp brings details. CO-OPERATIVE SERVICE, 77 Swan, Room 211, Buffalo, N. Y. x

MUSIC STORE FOR SALE—TOWN POPULA- tion 35,000. Wheat and oil belt. Invoice about \$3,500. Reason other business. \$2,000 will handle. MONROE'S MUSIC STORE, Hutchinson, Kan.

POP CORN MACHINES—NEW MODELS. Geared Kettles, Griddle Stoves, Tanks, Burners and other Concession Supplies. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. my28x

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WE'LL PUT YOU IN THE MAIL ORDER BUSI- ness for a single dollar bill. Particulars free. Postcard will do. ROADMAN'S GUIDE, 47 Miller Bldg., Toledo, O. x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A. C. CAILLE, 5c PLAY, 7-SLOT BELLS, \$79; Pace Races, \$79; Gallop! Dominos, \$79; Automatic Sales Boards, \$29; Wurlitzer Skee Ball, 1937 Models, \$89; Target Roll Jr., 1938 Model, \$69; Blue Blazer Shooting Gallery, \$29; Mystic, Firecracker, Bally Bumper Games, \$10 each. KENYON CO., Canton, O.

AAA-1 BARGAINS—PRAEKNESS, DERBY DAY (Clock), \$29.50; High Card, Latonia, Photo Finish, \$25.00; Carom, Classic, Heavyweight, Flicker, \$15.00; Clubhouse (large check), \$50.00; Sportsman Deluxe, \$35.00; Bally Entry, \$60.00. MARKEPP CO., Cleveland, O.

ALL LEGAL COUNTER GAMES—10 to 3-WAY Grip Testers, \$10.00 each; 5 ABT 1c Pistol Targets, \$10.00 each; 10 Penny Basketball, \$14.50 each. ROBBINS CO., 11418 DeKalb Ave., Brooklyn, N. Y. my28

ALL CLEAN, FIRST-CLASS CONDITION— Arlington, Racing Form, Prekness, \$39.50; Speed King (with clock), Golden Wheel, Turf Champs, \$29.50; Classic, Carom, Photo Finish, \$24.00; Bee Jay, Top 'Em, Tout, \$15.00; Paddies, \$45.00; Lady Luck, \$45.00; Stables, \$70.00; Fairgrounds, Fleetwood, \$54.50; Mills Big Race, One Two Three, Flasher, \$110.00; Tycoon, \$10.00; Consoles, Dark Horse, \$67.00; Dominos, \$45.00; Long Champ, nickel and quarter, \$90.00; Mills Escalator Slots, \$22.00; Coosnoek, nickel, nickel, late models, \$22.00; Reliance Dice, nickel or quarter, \$22.00; Mills Extraordinary, nickel, late serial, \$38.00. One-third deposit. TODD NOVELTY CO., 1315 Northwest 21st St., Oklahoma City, Okla. x

BARGAINS—TEN 1937 POPMATIC, \$100.00 each, perfect. Will trade for Scales, Phonographs. Selectophone Deluxe, \$46.50 each. Many other bargains. Send for list. E. & R. SALES CO., 813 College, Grand Rapids, Mich.

BARGAINS—NINE 5c JENNINGS GRAND- stands with Cigarette Reels, \$17.50 each; also three Exhibit Races, \$70.00 each. A-1 condition. 25% with order, balance C. O. D. CHARLES BAKER, Box No. 159, Paris, Ill. x

BEST PRICES PAID FOR FAIRGROUNDS, Derby Day, Liberty Bell Consoles, Track Times, Tantrons, Free Races. MARKEPP CO., Cleveland, O.

DIGGERS—BUCKLEYS, ERIES, MERCHANT- men, Mutoscopes, Iron Claw, Candy Bar Machines, Arcade Machines, Toledo Free Weighing Scale, 200 Peanut Machines, Bargains, NATIONAL, 4242 Market, Philadelphia, Pa. x

CLOSING OUT—45 "FILM RADIO RIFLES," \$79.50 each; lots of five, \$75.00 each. Can use 100 Latest Model Gottlieb's De-Luxe 3-Way Strength Testers. Good condition. Price low. Consider trading Film Radio Rifles for Strength Testers. L. S. CROSS, Shubert Bldg., Philadelphia, Pa.

FOR SALE—5 INTERNATIONAL MUTOSCOPE Photomatic, latest models, used only a few weeks. Guaranteed like new, only \$695.00 each. Will ship in original crates. Send your order immediately. REX NOVELTY CO., San Francisco, Calif. my21x

FOR SALE—20 IRON MUTOSCOPES, REELS, Frames, \$20.00; 15 Mills Drop Pictures, \$20.00. F. O. B. Keansburg. RABKIN, Keansburg, N. J. my21

FOR SALE—LATE ROCK-O-BALL ALLEYS, Juniors and Seniors, \$65.00 each (rating \$10.00 extra). Half cash with order, balance collect. BULLION, Station "O," Box 118, New York. my28

GOODBODY'S BARGAIN LIST IS WAITING FOR You. We buy, sell or exchange. GOODBODY, 1824 East Main St., Rochester, N. Y. 4f18

GUARANTEED 3-WAY GRIP TESTERS, \$7.95; Hercules, \$7.95; Gottlieb Giant 3-Way \$9.95. Send one-half deposit. BADGER NOVELTY CO., 2546 N. 30th St., Milwaukee, Wis. my28

JENNINGS CHIEFS—SIX 5 CENT, 6 TO CENT play, like new, used only six weeks. Serials over 128,000. \$37.50 each. Will sell the lot at \$35.00 each. GEO. MARKOS, Dover, O.

MILLS—ONE TWO THREE TABLES WITH new Raycut Units, \$90.00. F. O. B. Miami. Other good buys in Novelty Games, priced right. BILL FREY, INC., Miami, Fla. 4f11

MUTOSCOPES, HOISTS, MERCHANTMEN— Good condition. Make an offer. All types used Pin Tables. MALONE, 1053 Downer Ave., Utica, N. Y.

MUTOSCOPE MOVING PICTURE MACHINES— 24 All Iron Floor Size Mutoscopes with large Iron Sign Frames, guaranteed mechanically perfect. \$18.00 each. Crating at cost. PALACE AMUSEMENTS, Asbury Park, N. J.

NOVELTY GAMES, LIKE NEW—BOOSTERS, \$7.00; Homestretch, \$12.00; Stoner's Race, \$22.00; Carnival, \$20.00; Skippers, \$12.00; Touchdown, \$18.00; Batter-Up, \$15.00; Hold 'Em, \$5.00; Mad Cap, \$5.00; Ricochet, \$8.00; Mercury, \$18.00; Forward March, \$20.00; Hot Springs, \$14.00; Great Curs, \$14.00; Skooky, \$12.00; Equalite, \$10.00; Hi-Be-Ho, \$5.00; Crossline, \$15.00; Ball Fan, \$8.00; Chicago Derby, \$12.00. Half deposit. CLEVELAND COIN, 2385 Prospect, Cleveland, O. x

RUNNING WILD, \$14.50; BOO HOO, \$14.50; Mystery, \$12.50; Big Game Electro Pack, \$3.00; Cannon Fire Sr., \$3.50; Cannon Fire Jr., \$2.50; Cannon Fire Counter, \$3.00; Flying Colors Sr., \$2.50; Teaser, counter game, \$2.50; 20 Assorted 1c Cigarette Reels, some almost new, \$5.50; all for \$100.00. 1/2 deposit with order, balance C. O. D. CLEAR CANDY CO., 134 S. Broad St., Lancaster, O. x

SELLING ARCADE MACHINES—OVER 100 TO pick from. Athletic, Fortune, Mutoscope and Calliscope Picture Machines, etc. Good condition. Send for low prices. MAX SPECTOR, Old Orchard, Me.

TIT TAT TOE, REEL RACES, REEL DICE, REEL 1c, \$4.50 each; Double Deck, \$7.50; Masters, 1c and 5c, \$7.50; Reel Spots, \$12.50; A. B. T. Gum, \$12.50; 120 Pack Advance Cigarette Machines, \$19.50; Turf Champs, \$26.50; Fleetwood, \$95.00; Arlington, \$32.50; Photo Finish, \$32.50; Galloping Dominos, \$125.00; Blue Fronts, \$35.00; Sparks, \$27.50; Arcade Machines. LEHIGH SPECIALTY CO., 2d and Green, Philadelphia, Pa. x

WANTED—MUTOSCOPE FAN-FRONTS OR Factory Red Tops at the right price. REX NOVELTY CO., 255 Natoma St., San Francisco, Calif. my21

USED PHONOGRAPHS—1935, '36, '37 MODELS, \$25.00 up. Write for price list. KANSAS NOVELTY CO., 555 W. Douglas, Wichita, Kan. 4f18x

3 1/2" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Me. Pleasant, Newark, N. J. 4f11x

1 MILLS NICKEL CHERRY BELL CONSOLE, \$100; 1 Dime Cherry Bell Console, Club Model, \$110; 1 Quarter Cherry Bell Console, Club Model, \$120; 1 Dime Blue Front Mystery, \$42.50. KLEIMAN NOVELTY CO., 355 Buckingham Ave., Syracuse, N. Y.

1 TOM MIX RIFLE, \$135.00; 1 JENNINGS SIL- ver Dollar Machine with Jackpot (used two weeks) \$135.00; 20 AC Seven Jack Slots, 5c Play, \$50.00 each; 2 AC Seven Jack Slots, 25c Play, \$75.00 each; 3 Davel Bumper Bowling, \$50.00 each; 10 Mills Big Race, \$100.00 each. 1/3 deposit. BILL FREY, Miami, Fla. my28

6 JENNINGS'S LIBERTY BELL, \$75.00 EACH; Ray's Track, \$90.00 each; 3 Paces Race, \$60.00 each; heavy-duty motors, \$75.00 each; 2 Buckley Track Odds, \$100.00 each; 1 Evenly Galloping Dominos, \$75.00; 1 Rotary March-chandler, \$65.00; 3 Mills Post Time, \$30.00 each; 3 Turf Champs, \$30.00 each; Crub Staks, \$25.00; 15 Mills McCoy's, \$15.00 each; Diamond Mine, \$15.00; Win-A-Paks, Bally Baby, Penny Paks, \$5.00 each; Hialeah, Alamo, Challenger, Big Richard, Top Row, Multiple, \$10.00 each. 1/3 deposit, balance C. O. D. BOX C-516, Billboard, Cincinnati, my21

10 KEENEY'S TRACK TIME—LATEST 1937 Model, in perfect condition. Immediate delivery. Price \$150 each. 1/3 cash with order, the balance C. O. D. BUCKEY CATERING CO., 2618 Carnegie Ave., Cleveland, O. x

35 PENNY O. T.'s—USED ONLY ONE WEEK. Serials 17,000. All Master keyed slots. Each \$37.50. AMUSEMENT GAMES, INC., 1619 University Ave., St. Paul, Minn. x

1937 SKEE BALL AND ROCK-O-BALLS—EX- cellent condition, \$109.50 each. Machines have high and player score; also balls played TRIANGLE, 6644 Cottage Grove, Chicago.

COSTUMES, UNIFORMS, WARDROBE

A CLOSE-OUT—EVENING SHOES. 50c PAIR; Gowns, \$1.00; Wraps, \$3.00; Street Dress, \$1.00. CONLEY, 310 W. 47th, New York.

BARGAINS—TEN RED BAND COATS, \$25.00; Red Caps, \$1.50; Regulation Coats, Cap, White Mess Jackets, Tent Curtains, Trunks, Beautiful Ballyhoop Capes, Orientals, Furs. WALLACE, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest Catalog Free. Special prices, leads. **GIBSON LABORATORY, Chemists, BH-114** Sunnyside, Chicago. *trf*

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORD, 4042** N. Keefer, Chicago. *my28*

KOLA FORMULA—MAKE YOUR OWN KOLA Extract. Big profits. Latest best formula and where to secure ingredients, \$5.00. **ALAMO BOTTLING WORKS, Box 55, Laredo, Tex.** *ja4x*

20 AUTOMOBILE FORMULAS—NU-TIRE. Cementless Patches, Auto Polish, etc. One dime postpaid. **HUTCHISON CO., 314 N. 4th,** Camden, N. J. *my28*

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CORN POPPERS—GASOLINE, ELECTRICS. Rotary, Heavy Aluminum 12 Quart Popping Kettles; Carmelcorn Equipment, Tanks. **NORTHSIDE CO., 1528 19th, Des Moines, Ia.** *ly2x*

FROZEN CUSTARD MACHINERY CO., 849 Thomas St., Memphis, Tenn., offers New and Used Machines of all makes. Write for prices. *x*

FROZEN CUSTARD MACHINES—NEW ELECTRIC Portable Aluminum Counter Models. Use Ice-salt, \$150. **CONCESSION SPECIALTY, 310-B East 34th, New York.** *je25x*

LONG-RANGE SHOOTING GALLERIES—ONE built for trailer; one 6x6, used; two Moving Rows Running Dogs. **H. B. STUBBINS, Wayne, Neb.**

NEW "VELVO" FROZEN CUSTARD AND ICE-cream Machines, complete freezing and storage unit, \$159.00. Write **FROZEN CUSTARD CO., Gastonia, N. C.** *je4*

NINE SKEE BALL ALLEYS—IN PERFECT CON-dition. Cost \$750 each new. Price dirt cheap. **BROAD RIFLE PARK, Indianapolis, Ind.**

POPCORN MACHINES, CRISPETTE, CARMEL-Crip, Potato Chip, Cheese Coated Corn Equipment. **LONG-EAKINS, 1976 High St., Springfield, O.** *ly23x*

STUDEBAKER BUS HOUSE CAR—FINE SHAPE, worth \$1,000, now \$350 cash. **WM. LAMBERT, 204 Woodward Ave., S. W., Atlanta, Ga.**

TURNSTILES—VERY GOOD, USED, REGISTER-ing. Will give good service for many years. **H. V. BRIGHT TURNSTILE CO., 4619 Ravens-**wood, Chicago. *my21*

YORK CUSTARD MACHINE—OVERHAULLED, good motor, \$200; Advance Electric Popcorn Machine, \$30.00. Good as new. **BOX 5, Du-**son, O.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS—MUSEUM ANATOMY, Unicorn, Ant Circus, Wax Figures, Illusion Lines, Illustrated Recitations, Marine Exhibitions, Tents, Banners, Sidewalk, **UNIVERSAL, 3238 S. State, Chicago.**

CARNIVAL, THEATER AND MOVIE LIGHTING Equipment—New and Used. Three floors stocked with bargains. Tell us your needs. **OTTO K. OLESEN ILLUMINATING CO., LTD.,** Hollywood, Calif. *x*

COTTON CANDY MACHINE AND FINE PORT-able Panel Umbrella Stand—Beautiful outfit. Quick sale, \$100. Wine or come see it. **AL MATCH, 75 E. Rich St., Columbus, O.**

FOR SALE—SIXTEEN AND TWENTY-FOUR-seat Chair Planes, complete with Motor, Engine, Ticket Booth. **CALVIN GRUBER,** Hickoryville, Ill. *my21*

FOR SALE—TANAGRA THEATRE, ILLUSION. Can be used as Girl in Fish Bowl or Nudist Colony. Price \$1,000.00. To responsible party, \$200.00 cash, balance over one year. Also Mouse Game, complete for park, price \$200.00. Big money getter. **MILES AMUSEMENT CO.,** 404 Ninth Chester Bldg., Cleveland, O.

FOR SALE—1937 MODEL HENRY FROZEN Custard Machine. Also 18 Single-Passenger Scooter Cars. **ROTON POINT PARK, South** Newark, Conn.

FOUR BY NINE PENNANTS—GOOD FELT, four dollars per thousand. Also Pennant Sewing Machine, like new. **FLOYD COOK, Ran-**dolph, Kan.

KARAMELORN CRISPETTE OUTFIT—CANDY Puller, Automatic Electric Popper, Potato Chip Outfit, Slicing Machine, Lighting Plant. **ANCHOR, 1045 Abbott, Detroit, Mich.**

MECHANICAL SHOWS ON HAND—RUNS good, fine condition, plenty flash, \$40.00 up. One-half down. Photo 6c. **P. AUSTIN, 1708** 3d, Kearney, Neb.

PORTABLE AFRICAN DIP—NEARLY NEW Chivas Tank, \$30.00; 6 Arrow with 14 Tall Window Spindles, \$25.00; 8 x 10 Evans Model L Long-Range Shooting Gallery, perfect condition, cost new \$512.50; price \$300.00. **ARROWHEAD NOVELTY CO., 2219 First Ave.,** Hibbing, Minn.

FOR DIME STRIP PHOTO OUTFIT—COM-plete with Enlarger, extra Shutter, \$40 worth of Supplies; all for \$175.00. 8 x 10 Evans Model L Long-Range Shooting Gallery, perfect condition, cost new \$512.50; price \$300.00. **ARROWHEAD NOVELTY CO., 2219 First Ave.,** Hibbing, Minn.

Show Family Album



GROUPED about this ancient gas buggy are members of the old Liberty Shows, snapped in 1913. Left to right: Henry Boles; man at steering wheel not known; George F. Dorman, manager (seated with feet on running board); a Mrs. Atwell, a Mr. Allen, Mrs. Dick Gardner, Mrs. George F. Dorman, Mr. and Mrs. Tex Chambers, "Girlie" Atwell and a Mr. Maco (now dead).

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.

SHOOTING GALLERY—18 FT. WIDE MAN-gler's Late Model, fully equipped, like new. Moto, Side Walls. **MUTUAL AMUSEMENT,** 3114 Boardwalk, Wildwood, N. J. *my21*

HELP WANTED

ADVANCE AGENT—LIVE WIRE, EXPERI-enced. Booking small stage units and museum attractions. Good proposition. Write **BOX 306, Billboard, Woods Bldg., Chicago, Ill.** *my21*

ADVANCE MAN—EXPERIENCED PROMOT-ion Work, for Educational Exhibit. With car. Straight commission. Merchant ticket sellers. Advertising Banner Man. **WONDER CAR, 301 Evans Bldg., Washington, D. C.**

COMPOSER, ARRANGER WANTED—TO WRITE melodies, prepare piano scores with guitar chords. Good paying proposition. **R. E. MILLER, Silver Hills, New Albany, Ind.** *my21*

GOOD RIDGER FOR HIGH ACT—MUST BE good Truck Driver. Season's work. Chasers, drunks save stamps. **CUS SUN, Springfield, O.** *je4*

WANTED AT ONCE—FOR TWENTY WEEKS' Location. Tenor Sax, preferably one who can double Trumpet, Vocal. **RED WALSH,** Austin, Minn.

WANTED—FIRST-CLASS PENNY ARCADE Man. Long season. **R. A. JOLLY, Bucyrus, Ohio.**

WANTED AT ONCE—FOR MEDICINE SHOW Teams and Singles. Sober and reliable. Those doubling music given preference. Write, state all, join on wire. No amateurs. **L. H. REEVES, Russellville, Ill.**

WANTED IMMEDIATELY—BAND LEADER. Teach all band instruments. Conservatory graduate preferred. Must have A-1 references. Car essential. Salary, car expenses paid. State salary expected. Especially need Woodwind, Percussion Man. **PATRICK J. LEONARD, Pres.** Young Men's Musical Association, Inc., Albemarle, N. C.

WANTED—RELIABLE PERFORMERS THAT can drive, with tent experience. Money sure long season, week stands. No medicine. **LE VANT'S SHOW, Delta, Mo.**

LOCATIONS WANTED

BALLROOMS WANTED TO LEASE OR RENT in Illinois, Southern Wisconsin, Southern Michigan summer and fall locations. Send particulars and photo if possible. **BOX 308, Billboard, Chicago, Ill.**

WANTED TO RENT—FOR SPRING, SUMMER location. Desire pavilion with good skating floor. Have good skates, music, management. State rent, possible drawing. Move anywhere. **SCOTT & SPINK, Havana, Ill.**

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING-MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue, 30c. Since 1921. Beware of imitators. **NELSON ENTERPRISES, 198 South** Third, Columbus, O. *my21*

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN, 220 W. 42d St., New** York City. *je1ix*

MAGIC—MENTALISM, SPIRITISM, FORTUNE Telling, Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts, Catalogue 10c. **REILLY, 57 E. Long, Columbus, O.**

MAGIC BOOKS, TRICK CARDS, LOOK-BACKS, X-Rays, Novelties, Bingo Specials, 3,000, \$4.50; Markers, etc. Lowest price list. **WARNOVCO, Conlicut, R. I.** *my25*

PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy and Marionettes. **PINKY, 1313 N. Wells, Chicago,** Ill. Illustrated folder free. *my21*

VENTRILLOQUIAL FIGURES—24-PAGE ILLU-strated Catalog, 10c. **FRANK MARSHALL,** 5518 S. Loomis Blvd., Chicago, Ill. Used by all professional ventriloquists. *je11*

MISCELLANEOUS

BUY POPCORN FROM A CROWD—GENUINE Yellow South American Popcorn, \$3.75 per hundred, F. O. B. Guaranteed to pop. **SAM TEAL, 1216 Lafayette, Terre Haute, Ind.** *my21*

FOR SALE—TELESCOPE, MOCVEY, 3-INCH Lens; Star Diagonal; 7 Eye-pieces. Fully guaranteed. Price \$125. Write **T. L. WATTS,** Okeechobee, Fla.

M. P. ACCESSORIES & FILMS

COMPLETE OPERATING ROOM EQUIPMENT, \$350.00; 630 Opera Chairs, \$1,200.00. **VIRGIL CASE, 4619 S. Ashland Ave., Chicago.**

LATEST 35MM. EQUIPMENT CIRCULAR—Ready for distribution. Westerns, Comedies. Actions available. Lot us know your needs and lowest prices will be quoted. **ZENITH, 308 W.** 44th, New York.

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete, limited quantities. DeVry, Weber, Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From \$119.50 up. Special Bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATER SUPPLY CORP., 1600-B Broadway,** New York, N. Y. *my28x*

200 FEET GENERAL 8MM. FILM, \$1.95 POST-paid. Separates without splicing. Any 8MM. camera. Processed with powders. Sample free. **FROMMADERS, Davenport, Ia.**

REMOVAL SALE—SLIGHTLY USED, NEW Cameras, Projectors, Talking Motion Picture Outfits, Screens, 8-16-35MM. Get our Bargaingram before buying elsewhere. Film library, frames accepted. **MCGULL'S, 63-B W. 45th St. (Opposite Radio City), New** York, N. Y. *x*

UNUSUAL BARGAINS IN USED OPERA CHAIRS, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD., 1318 S. Wabash,** Chicago. *my28*

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ALL 4 FOR 10c OPERATORS WRITE FOR NEW catalogue containing new prices on supplies and equipment. **WABASH PHOTO SUPPLY,** Terre Haute, Ind. *my28*

REGULAR \$275.00 STRIP PHOTO OUTFIT—Makes 4 for dime; also 3 for quarter size photos, \$125.00 complete. **HASSAN, Box 971,** Parkersburg, W. Va. *my28*

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO, Unionville, Mo.** *je5x*

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4 FOR 10c OPERATORS—NEW, BEAUTIFULLY Colored Composition Photo Slip-in Ring, water light. Sample 20c. Tells own story. **COLEMAN PHOTO RING CO., 1611 Brewster** Ave., Cincinnati, O.

SALESMEN WANTED

SALESMEN—SELL BUSINESS STATIONERY, Book Matches, Advertising Gummed Tape, Advertising Pencils, Shelf Moulding, Labels, Salesbooks, Rubber Stamps, Business Cards, \$1.50 thousand. 35% commission daily. Free trials. Sales portfolio free. **DAVID LIONEL PRESS, 312 S. Hamilton, Dept. E, Chicago.** *x*

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sidewalk Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO, 3544 North Halsted, Chicago.** *je18*

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC., 1236 S. Halsted St.,** Chicago, Ill. *my28*

TENTS—SECOND-HAND

SIDEWALK BARGAINS—7.68 OZ. DRILL, Hand Roped, clean, white, good as new. 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Concession Tent Bargains. **KERR COMPANY, 1954 Grand Ave., Chicago.**

THEATRICAL PRINTING

COLOR HANDBILLS—3x8, 1,000, \$1.25; 5,000, \$3.25; 6x9, 1,000, \$2.00; 5,000, \$5.00. Flat Tickets, 10,000 \$6.00. 200 Letterheads, 200 Envelopes, \$1.50, prepaid. **STUMPPRINT, South Whitley, Ind.** *ly30x*

WINDOW CARDS—14x22, ONE COLOR, 100 \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS, Winton,** Penna.

200 6-PLY 14x22 WINDOW CARDS, \$6.00; 1,000 Ticket Sellers' Reports, \$3.50; 250 Letterheads, Envelopes, \$3.75. **DOC ANGEL,** Ex-Trouper, Leawittsburg, O.

WANTED TO BUY

LORD'S PRAYER ON A PENNY MACHINE—State dies, make, weight, price, condition, etc. **SAM SMITH, 1223 Victor, St. Louis, Mo.**

WANTED TO BUY—TRICK BICYCLE, LOWEST price, condition, dimensions (25" wheels). **GEO. ENNIS, 54 N. Fitzhugh St., Rochester,** N. Y. *my21*

WANTED—20 DODGEM OR SCOOTER CARS. Full particulars in first letter. Lowest price. No juniors. **RABKIN, Keansburg, N. J.** *my21*

WANTED TO BUY—CHAIRPLANE OR POWER Driven Ocean Wave. Must be cheap for cash. **A. KARST, Forest Park, Hanover, Pa.**

At Liberty Advertisements

to WORD, CASE (First Line Large Black Type). To WORD, CASE (First Line and Name Black Type). To WORD, CASE (Small Type). (No Ad Less Than 15c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

FLYING SULLIVANS AT LIBERTY—TWO MEN, one Lady Flying and Return Act. Rigging 30 feet high. Ground space required 105x50. Anyone desiring a good act wire or write to Charlotte, N. C. This ad is due to a big mistake ending in a disappointment. PAUL SULLIVAN, General Delivery.

PHILIP PIANOTONE—ACROBAT, HAND-BALANCING, Clowns, 217 S. Ashland Blvd., Chicago, Ill. Telephone Haymarket 3388.

AT LIBERTY AGENTS AND MANAGERS

AGENT AT LIBERTY—20 years experience. Combination Biller. Have car. Wife Banners or Tickets. Salary you merit. FRANK POWERS, Cary, Ill. my21

AGENT— Thoroughly experienced and reliable. Prefer handling advance for musicians. Know every spot in Florida and some in other States. Write JOHN S. BAUGHMAN, St. Cloud, Fla.

AT LIBERTY BANDS AND ORCHESTRAS

A-1 FIVE-PIECE BAND— Swing, Sweet. Available May 21. Can augment. ORCHESTRA LEADER, Restaurant, 408 Main St., Worcester, Mass.

AT LIBERTY AFTER JULY 1—RHYTHM HEIRS. Five-piece band. Prefer Florida spot but will consider all others. Stripling or dance work. Hotel or night club. At present engaged in La Crosse, Wis. Instrumentation: Accordion, Trumpet, Clarinet doubling Tenor Saxophone, Guitar, Sitar Bass. Have Vocal Trio, novelties. Write RENO FILIPPI, 224 S. 5th Ave., La Crosse, Wis.

AT LIBERTY JUNE 5TH—ORGANIZED 9-PIECE Orchestra. Rhumbas, Sweet Commercial. Com. swing out and entertainment. Two uniforms, P. A. system, cut floor shows. Prefer location. Write for photos. CARL COLBY, 1005 7th St., S., Fargo, N. D. my28

AT LIBERTY—FIVE-PIECE UNION SWING Band for summer engagements. Each man doubling. P. A. system, singers, entertainment. Full wardrobe and library. Have played the better spots in East. Now playing Innis Arden Country Club, Old Greenwich, Conn. Excellent references. Will travel anywhere. Address ARTHUR PERLMAN, New Canaan, Conn. my28

AT LIBERTY—4-PIECE COMBO. TURNER'S BOSTONIANS, 405 Empire Trust, St. Joseph, Mo.

FOUR NATIVE HAWAIIANS—THREE MEN, one Lady. Electric guitar, Union. Address NATIVE HAWAIIANS, 1538 Payne Ave., Cleveland, O.

FOUR-PIECE COMBINATION—SOFT SWING. Piano, Drums, Sax, Trumpet. Present location 15 months. Nice arrangements, union. Go anywhere that is steady. No panics. State all first letter. A. M. DENNIS, Fosterla, O.

ROY SANDERS' SYLVANIANS—UNION, 11 men, desire summer location. Now on location. DEL EDWARDS, 1017 N. 9th, Reading, Pa.

TOP-NOTCH TEN-PIECE BAND—SMOOTH, sweet or swing out. Plenty personality and what it takes to pack 'em in. State all, ask all. Only reliable managers and bookers. Contact RAYMOND DAAR, 14 Colston St., Buffalo, N. Y.

AT LIBERTY AT ONCE—8 to 8-Piece Band, 9 pieces, 2 Trumpets, Piano, Drums and Bass. Radio and floor show experience. 40 cents, free to hotel. Will entertain. Wire full particulars to ORYONTHA, 1165 Jersey Road St., McKeesport, Pa.

AT LIBERTY JUNE 20th—For Summer Only. 8-10 Piece Band. All younger experienced. Play all styles. Vocal Trio. Only reliable managers and agents answer. State all first letter. BOX 609, Billboard, Chicago, Ill. my28

AVAILABLE IMMEDIATELY—Nine-Piece Swing and Commercial Band, organized past three years. We have ten classes of musicians. Have specialties. Variety of special arrangements only. Your arrangements to band, vocalists, two hot and two sweet. We have always played nice clubs and hotels. All the present time working every night but desire a change. Not only can we swing, but commercialize as well. Let's hear from you, managers, if you want a good band to swing your public well satisfied. Reader, you need a good one organization is extra looking as well. Write or wire. BOX C-171, Billboard, Cincinnati.

BILL BISHWORTH AND HIS ORCHESTRA—13- Piece Orchestra. Will cut down to 10. Smooth, sweet or swing. Plenty personality. Get what it takes to pack 'em in. Prefer location. Will go anywhere. Union. State all. Will be at Liberty May 29. Write or wire BILL BISHWORTH, 1010 Key Bldg., Memphis, Tenn.

THREE YOUNG MEN—Clown Dance Band, Professional. Play ten instruments. Have specialties system. Put on Floor Show, Ventriloquist, Comedy, Horse Spinning, Comedy, Harmony Singing, Trio Dancing on own mark. Available for fairs, unions, schools, night clubs, travel anywhere. 3000 Jackson St., Chicago, Regisette 8491.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—MAN AND Wife. Ten years' experience operating successful Corn Games and Cookhouse. Have complete Corn Game outfit. Address E. M. C. 111 North Ave., Oswego, Tioga Co., N. Y. my21

AT LIBERTY—A MAN with a Nursing Baby. A Robert Ripley "Believe It or Not." Strange but true. J. S. WATERS, 704 7th St., Augusta, Ga.

AT LIBERTY—HORSE AND PONY TRAINER. Expert \$25 and all. No. 1 of first class band and play every week. BEN OSLEK, 1113 W. Kirby St., Detroit, Mich. my28

BANNERMAN—CIRCUS, MINSTREL, ONE Nighter, Large Carnival. No heat. C. V. SUMMERS, care The Billboard, Cincinnati. my21

PRINCE CHARLES—SWORD SWALLOWER. Good flash, swords, costumes. Wife for Girl Show. Care General Delivery, Aurora, Ill.

PRODUCERS OF LAUGH—Years of experience. Best of Acts. All white wardrobe. Lots of real props. Go anywhere. Three regulars. Address HINDOLPHS TRIO, Billboard, St. Louis, Mo. my21

PROF PLANCK—Stuttering Ventriloquist. Originator in New York City. Dress in pattern. Bebe impersonator. Royal novelty music. Lecture baby. A. P. A. manager. New York City. 231 Dean St., New York, N. Y.

PUNCH AND MAGIC—For 50th Show. Experienced, capable. BENNIE BERNARD, care Paul Cassani, 2760 W. 16th St., Brooklyn, N. Y.

AT LIBERTY COLORED PEOPLE

DEACON VAN AND HIS ORCHESTRA—AN eight-piece organization with Girl Singer. Now available for summer engagement. Experienced all lines. Modern style rhythm, sweet swing, entertaining features, uniforms, bands, P. A. system. Only best of spots considered. Don't misrepresent. DEACON VAN, 618 Lee St., Scranton, Pa.

FAIRS AND OUTDOOR Celebrations—Colored Quartette. Singing music and solo. Platform or grand stand, and for dancers. Write WEBER'S TROUPE, Broadway and Chestnut, St. Louis, Mo. my21

SEASONAL Fourteen-Piece Colored Band— Sweet, hot and swing. A real drawing card. State full particulars. Only reliable bookers and managers. Contact RUBY JORDAN, 638 Jefferson Ave., Buffalo, N. Y.

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—Character Sketch Team. Violin, Piano, Celli, etc. Has set costumes. Good Day Feature Specialties, play Drama, A-1 Mechanical. Good cars and trailers. All star parts. TEO, Hanover, Va.

GENERAL BUSINESS—Characters, Double A- grade. Stage Manager, Theatricals, Car, trailer wardrobe. Stereos, etc. Write direct. Billable trapper. State all. JACK LANCASTER, 221 E. King, Inverness, Ill.

HEAVEN OR GENERAL BUSINESS—Scene Leads, Age 38, five ft. six, weight 170. Ten years stage. Salary for Act, newspaper on private road. Write BOB ROBINSON, 6129 Francisco Ave., Hollywood, Calif.

AT LIBERTY MAGICIANS

DECEPTIONIST AND VENTRILOQUIST—At Lib- erty since June 15. Have funny named Oscar Higgins, all equipment for a two-year show of my own. Salary for Act, newspaper on private road. Experienced in M. C. club, floor show, school, variety and evening show work. Can do magic act with water or milk manipulating routine to music. Nightly changes if desired. Not just another magician, but a real entertainer. Can please any type of audience and will absolutely guarantee satisfaction. Will not accept less than \$10.00 a week. Further details on request. BARDONI, 823 Irving Place, Madison, Wis.

FEATURE MENTAL ACT—Mediumship, Crystal Magic. Business builder for theater, night club, hotel. Salary for Act, newspaper on private road. Write FRANK FORD, The Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

THE GREAT ROSSERINO— Eminent Hypnotic Scientist. Billboard, Woods Bldg., Chicago, Ill. my28

ROLLER RINK ORGANIST—Available immedi- ately. Experienced on Hammond Electric Organ or Pipe Organ. Rock-Dance Shows, Nightclubs, Two-piece, etc. Guaranteed absolute society, no doubt, appearance at all times. Inherent ability. Fifteen years as spotlight constant on Lee's Warner, Polaris circuits. BOX C-618, Billboard, Cincinnati. my28

AT LIBERTY M. P. OPERATORS

AT LIBERTY—Motion Picture Operator. Fifteen years' experience with road show. Also have equipment suitable for same, including house car, electric light plants, film, machines, trailers, etc. Make me a proposition of any kind. Address BOX C-821, care Billboard, Cincinnati, O.

AT LIBERTY MUSICIANS

ALTO, TENOR SAX, CLARINET, ARRANGER— Read and take-off. Play any chair. Consider location only. Young, union and reliable. Write. BOX C-560, Billboard, Cincinnati. my21

ALTO SAX—DOUBLING CLARINET, UNION. Location only. MUSICIAN, 3817 W. Wisconsin, Milwaukee, Wis.

AT LIBERTY—TRUMPETER, EXPERIENCED in all lines. Trouper. Address MUSICIAN, 308 First St., Albany, N. Y. my21

AT LIBERTY—WIDELY EXPERIENCED FRONT- man, M. C. Featured Vocalist, Young and reliable. ROOM 158, Radison Hotel, Aberdeen, S. D.

CLARINETIST—UNION, CONCERT OR CIR- cuit Band. BOX C-337, care Billboard, Cincinnati, O.

CORNET—READ, TAKE-OFF, TONE, PREFER location. Allow for forwarding. BOX-C-523, Billboard, Cincinnati.

DANCE TRUMPET—PLENTY EXPERIENCE. Double vocal. State facts in first. Address MUSICIAN, General Delivery, Denver, Colo.

DRUMMER—AGE 22, GOOD GROVE, UNION. Can join immediately. No panics. Can bring 2d Trumpet. A. G. LUTZ, 1931 Neil Ave., Zanesville, O.

DRUMMER—DANCE EXPERIENCE, PREFER small night club band. ED. BROOKS, 108 Putnam St., Bristol, Conn.

DRUMMER—MODERN, YOUNG, RELIABLE. Experienced, union, appearance, vocals. Cut shows. Good equipment. Light or jam, sweet and swing. Prefer reliable location. All offers considered. State all. EDDIE JAXON, 1118 W. Colfax Ave., South Bend, Ind.

FAST TRUMPET—PREFER SECOND, GOOD CO. Read anything, union, neat, reliable. Experienced in good bands. MUSICIAN, 401 McLane Ave., Morgantown, W. Va.

GIRL SOUSAPHONIST—PREFER LOCATION. Union. BOX C-524, Billboard, Cincinnati. my28

GIRL'S TRIO—VIOLIN, CELLO AND PIANO. Experienced concert and dance. BOX C-527, Billboard, Cincinnati, O.

LADY CELLIST—AGE 24, AVAILABLE TO JOIN ensemble, orchestra or trio. Excellent tone and technique. Must be reliable. THELMA BYKINS, 101 Main St., Anderson, Ind.

SWING DRUMMER—STEADY TEMPO, INTER- esting, college man. Go anywhere. Write at once. JAMES FLAKE, Arkansas Tech, Russellville, Ark.

TENOR—ALTO, CLARINET DOUBLING Trumpet. Age 24, union. Hand played all chairs. Read, transcribe, jam. Arrange, sweet or swing. Strictly on the beat. BOX C-522, Billboard, Cincinnati.

TENOR SAX—TRANSPOSING ALTO PARTS AT sight. Doubling Clarinet, some Trumpet, good Piano. Can read and fake anything. Arrange. Union. Want summer location. OGG, Spencerville, O.

TROMBONE—UNION, YOUNG, SOBER AND neat appearance. Read, take-off, arrange. Have sedan. Can join immediately. PAUL HARMAN, Box 386, Clinton, S. C.; after May 25, Millidgeville, Va.

TRUMPET—AGE 21, GOOD TONE, RANGE and take-off. Prefer location. Union. Panics lay off. Can bring A-1 Drummer. BOB WILLIAMSON, 947 Berwin St., Akron, O.

TRUMPET—SWING OR STRAIGHT LEAD. Thoroughly experienced musician, arranger, union. East preferable. No wires. BOX C-525, Billboard, Cincinnati.

TRUMPET AND TROMBONE—COLLEGE MEN. At liberty June 1. Read anything, swing or classical. No jam. Go anywhere. Together if possible. PAUL COOPER, Russellville, Ark.

VIOLINIST—VERSATILE, UNION, EXPERI- enced. Countertenor satisfaction any job, swing or classical. Feature set out Best device concert and four string hot fiddle. Handle any conducting job in any line. Am high type musician. References exchanged. Prefer good radio and dance band in East. Must give two weeks' notice. State all first letter. BOX C-519, Billboard, Cincinnati. my21

VIOLINIST—YOUNG LADY, EXCELLENT sight reader. Experienced concert and dance. Now working. At liberty 26th of May. Write BOX C-526, Billboard, Cincinnati, O.

AT LIBERTY After August 1st—Band Teacher and Director. Five years' experience teaching school bands. Feature set out Best device concert winners. Best of references. Will go anywhere with right offer. Professor West of South Carolina. Write by air. E. M. ALLEN, 822 E. State St., Rock Hill, S. C. my21

A-1 DRUMMER—All essentials. Past reader, writer, cut shows. Good appearance, plenty experience. Positively reliable. Age 27, married, solo, dependable, hard worker. Modern, reliable bands available. State all truthfully. DRUMMER, 3500 14th Ave. S., Minneapolis, Minn.

BASS VIOL—Age 23, wants summer location at lake resort in Indiana or Michigan. Only reliable and swing bands answer this ad. State all details by air. E. M. HOWE, 409 S. Wood, Paris, Ill. Phone 948-S. my21

CANADIAN WAR VETERAN—Totally blind, please send him anything you can spare. Most reliable. HARRY A. SMITH, Leona, Ind.

DRUMMER—Age 27, union, experienced. Will accept any location. Can read music and floor show. Consider anything available. Join on wire. DITH DIXON, 210 E. Magnolia Ave., Knoxville, Tenn.

GIRL SAX PLAYER—Doubling Tenor, Baritone and Clarinet. Union and reliable. Would appreciate an answer right away. Please write to MUSCIGIAN, 740 E. Harrison Ave., Indianapolis, Ind.

SAX, TENOR AND ALTO—Read and take, modern take-off. Voice, 35 and most appealing. JIMMY GYLLA, General Delivery, Miami, Fla.

STEEL GUITARIST—Talon, 28. Union, stage radio and touring experience. Swing, Hawaiian, jazz. Played Electric Guitar Best Band, New York. Wants to join anything out anywhere. AL MONTE, 2873 N. 66th St., Milwaukee. my21

TENOR SAX-CLARINET—Union, 25, sober and reliable. Tong, read, take-off and arrange. Will go anywhere. Write or wire. But state all. Can bring Bass Man. AL BICOLI, 402 W. 4th St., Milwaukee, Ind.

TROMBONE—TRUMPET—ALTO SAX—Sax doubling Clarinet. All read and jam. Vocal Trio. Young, reliable and sober. No panics. State all first letter. Have your own. Henry, P. A. system. Write to. PAUL FORD, Box 94, Elkhart, Ind.

TRUMPET, TENOR SAX, PIANO—Three beautiful, latest styles. Latest styles. State all. Join immediately. Write or wire. CHARLEY CATANZARO, 402 W. 34, Pittsburg, Kan. my21

TWO MUSICIANS—String Bass doubling Bass Man; Alto Sax doubling Clarinet. All essential, read excellent. Well experienced, union, young, clean-cut, reliable. All present with portable floor. Double change. Can join immediately. Write or wire full particulars to RIMMET LASKER, Box 243, Essex, Ia.

UNION DANCE DRUMMER—Age 22, weight 230. Have new outfit. Experienced with banding. Excellent character. Minimum preferred. Write on request. TINY FRANKLIN, Bolivia, Ill.

AT LIBERTY PARKS AND FAIRS

AERONAUTS' BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. my28

BALLOON ASCENSIONS, Parachute jumping. One to five drops. Fairs, parks, celebrations any place, any time, always reliable. CLAUDE L. SHAFFER, 4104 West Washington St., Indianapolis, Ind. my28

BALLOON ASCENSIONS for Parks, Fairs and Celebrations, covering the United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. my21

BALLOON ASCENSIONS furnished. Established 1917. Experienced operators. Triple parachute drops. O. E. RUTH'S BALLOON CO., 1021 Collier St., Indianapolis, Ind.

BALLOONIST—AMERICAN BALLOON EXHIBITION CO. Reliable. Write, wire. Huzarboth, Tenn. my21

BALLOONISTS AND AIR- plane Parachute jumpers. Go anywhere for reliable commitments. Fairs, parks, etc. Established 1903. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. my21

TUMBLING AT WOODS— Bozo, Raggedy Ann, Falling House. Billboard, Cincinnati, O. my28

AERIAL ACT FOR ALL OUTDOOR EVENTS— High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cincinnati, O. my27

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. my21

AT LIBERTY JULY 1—GIBSON'S HIGH DIVING Cat, "Niles," fifty feet. A "Believe It or Not" and a real thrill. Two dogs, "Betty Jane" the Clown and "Ruby Taylor," same. Five tight-wire performing, both species. The high-school dog and other tricks. GIBSON & GIBSON, Carthage, Ind.

BALLOON ASCENSIONS FURNISHED FOR ALL occasions. HENDERSON BALLOON CO., Haskins, O. (formerly of Toledo). my28

CARMEN'S CIRCUS REVUE—FOUR COM- pany, all girls, Free Attractions. Price and literature on request. Address BOX 21, Williamston, Mich. my21

FOUR HIGH CLASS ACTS—WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. my21

FOUR ACTS—EXPERT ROPE SPINNING AND wonderful Educated Horse Act, Muscle Control and Strong Man Act; 940 pound horse supported by a 150-pound man. Recently featured in "Believe It or Not." LEISTAD'S ATTRACTIONS, Elkhorn, Ia. my28

WORLD'S GREATEST ALLIGATOR WRESTLER. Capturing Alligators Borehand. Spectacular educational sensation. Headline attraction. ALLIGATOR JACK COPPINGER, 1850 N. W. 19th St., Miami, Fla. my21

AERIAL CLOWNS—Three Standard and Illuminated Swaying Ladder. Literature and prices on request. Address The Billboard, Cincinnati, O. my21

AMERICA'S FOREMOST Fair and Celebrations Show. Crown Monocycle, Dog Comedy, Blow Act for boys, Comedy, etc. Comedy, Street Juggling Act, Comedy Wire, Grandstand. Put on platforms and novelties. No "Hollywood" star. Write for program. Write on request. Address: 4-4 Club, etc. ART ATTLA, Billboard, Chicago. my21

AT LIBERTY—Four separate Acts. Wire Walker, ...

CHARLES LA CROIX (In Person)—Original, Outstanding Novelty Troupe Act. A high-class platform free attraction...

CHAS. AUGUSTUS—High-Class Troupe Artist. Committees wanting a real feature novelty act as a free attraction for their 4th of July celebration...

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act, Snake Troupe Act, Lady Entertainer, Light Jive Act...

LICENSED PARACHUTE and Stunt Men. Let us be the Draining Feature to your Show with our Compression, Thrilling, Guaranteed Air Stunts...

O'REILLY BROS. AND SKIMMEL—Combination of Great and Trained Male Acts. Big snuff, funny and good snuff for any attraction. Write for descriptive matter. O'NEILL BROS., General Delivery...

PSYCHO READER AND PALMIST—Lady, experienced World's Fair. Versatile, sing, play piano, guitar and small harp. Dependable, no bad nights. Like work outdoors or indoors. Co-operate with us. MISS O. FERRARI, General Delivery...

SOMETHING NEW—Ostrich Bird Comedy on Stage. Truck in Front Grand Stand. Big scream. Three Acts Comedy Acrobatic Act. THREE GAYNOR COMEDY, Billboard, Chicago.

SUM BURN—The Hollywood Clown, puts real life into your special class. A unique show the greatest Performing Dogs. Two separate acts. Write for details. Cary Billboard Office, Chicago.

THREE ACTS—Night Wire, Slack Wire and Roll-up Globe. All acts first-class every way. Write for details and literature. RALPH AND SYLVIA SHERRY, Keokuk, Ia. 24

TWO ACTS—Spanish Wire and High Troupe. Colorful costumes. Special lighting equipment for night appearance. Band if desired. BOX 5468, care Billboard, Cincinnati, O. 257

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, ETC. Sober, reliable. All essentials. BOX C-305, care Billboard, Cincinnati, O.

BEST PIANO PLAYER—AVAILABLE ABOUT June 1. Familiar with all types of music. Inform take-off. Appearance, age 26, reliable. HAROLD HOWARTH, Dayton, Ore.

PIANIST—EXPERIENCED, ABILITY, ALL ESSENTIALS. Young, modern, union, sober, appearance and dependable. Write all details in care. REG COPENHAVER, Uplandville, Pa.

PIANO MAN—NEAT, DEPENDABLE, NIGHT Clubs, Union, Write, wire, DICK BALLARD, 2nd Hotel, Twin Falls, Ida.

PIANO PLAYER—EXPERIENCED DANCE MUSICIAN. All essentials. Young, sober, Travel facilities. Only reliable offers. Write, wire please. EDDIE FELLOWES, 3952 Wallace St., Philadelphia, Pa.

VAUDEVILLE PIANIST—READ ANYTHING. Dance and radio. Experienced. Electric and can organ for skating, hotel, theatre. Stage loan-accordion act. Young. Write, LARRY WY, 413 N. W. 5th St., Abilene, Kan.

VALE WHITE—Vaudeville Pianist, at Liberty for any kind of show, etc. Experienced in all lines. VALE WHITE, General Delivery, Fresno Falls.

DUAL VOICED Singing Girl Pianist—Blues and Piano Donna Soprano. At Liberty May 20th. Former name band vocalist. College graduate. Beauty contest winner. Do not drink. Can furnish Girl Orchestra. Formerly with Capitol Records, now with week at The Chicken's Cocktail Lounge, Easton, Pa. VIOLA TUTTLE, Hotel Lafayette, Easton, Pa.

VALE WHITE—Union, age 27, sober, 10 years' experience. Will locate, travel, foreign or local. Can be used for any kind of show. Bilingual or appropriate if necessary. All legitimate offers considered. Write or wire. PAUL BERLIN, 4144 Belmont St., Chicago, Ill. 20723

VALE WHITE—Nine years' experience. Fake, transposed, rolling, accompaniment, solo, serious, sober. Union man. SEWARD M. HINSON, Savannah, Ill.

VALE WHITE—Solid rhythm. Read, fake, transposed, unique, not shows. Can join immediately. Professional as conductor. HEATRICE SIBOLD, 122 Hall Ave., Marlinton, W. Va. 24113

VALE WHITE—Modern take-off, feature songs. Young, reliable, experienced. Union, wire Northern location, small outfit. Join immediately. PIANO MAN, care Western Union, Columbia, Mo.

DONO MAN—Union, American Pianist. Thirty, single, desires reduced earnings. Salary and arrangement will be guaranteed. Experienced accompaniment, soloist, orchestra, concert and dance. New York State. State details. BOX 4099, Billboard, Cincinnati. 25748

AT LIBERTY SINGERS

WRITERS AT LIBERTY—FOR NIGHT CLUB or orchestra. Popular ballads and vocal-musical numbers. Experienced M. C. Master to go anywhere. JACK FISHER, 1644 Capital, Paul, Minn.

NGING INSTRUMENTAL TRIO—AFTER MAY 14th. Beautiful Girl and two Boys playing viols. Special arrangements, instrumental specialties, sweet and swing. Young, appearance. Offer must be good. DOLORES JACK, D, Box 856, care Billboard, New York, NY 21

YOUNG SINGER WANTS TO JOIN ORCHESTRA. State and first letter. MANCEE LEA, General Delivery, Des Moines, Ia.

DUAL VOICED Singing Girl Pianist—Blues and Piano Donna Soprano. At Liberty May 20th. Former name band vocalist. College graduate. Beauty contest winner. Do not drink. Can furnish Girl Orchestra. Formerly with Capitol Records, now with week at The Chicken's Cocktail Lounge, Easton, Pa. VIOLA TUTTLE, Hotel Lafayette, Easton, Pa.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—CAMPBELL AND CONNORS. Med Sketch Team. Change 2 weeks. Man, Blackface. Put on all acts and make them go. Play no music. With Doc Pete Daved 12 years. Nut said. Write, don't wire, Cynthia, Ind. my21

AT LIBERTY—OLD-TIME BLACKFACE COMEDIAN. Up in all med acts and hits. Do singles, change for two weeks. Play guitar, harmonica and saw. TOM YANCEY, 3136 Southport Ave., Chicago, Ill. my28

AT LIBERTY—YOUNG MAN AND WIFE. Good Talker and Posing Girl with Austin sound truck. Truck advertises days and plays for nights. Wife good looking, plays accordion and experienced secretary. Steady work. Salary must be sure. Write THOMAS HOLD-REDGE, 247 West St., Ocala, N. Y.

FAMILY ACT—INSTRUMENTAL, NOVELTY and Singing. Want to join unit. Play theater, fairs, etc. Father plays piano, accordion, mother, string bass; daughter, 16, Spanish guitar, xylophone; son, 9, accordion and tenor guitar. Popular and old-time tunes, jokes. PANCOAST FAMILY, Delta, O.

NOVELTY ENTERTAINER—XYLOPHONES, Bells, Bottles, Master Ceremonies, Variety. JACK GREEN, 967 Concord Ave., Akron, O.

UNIT OF THREE FEMALE IMPERSONATORS—Singers and Dancers, available for theatres or night clubs. Complete show. Have own M. C. Beautiful costumes. Can send pictures. Salary \$125 per week for unit. If interested write immediately to WESLEY'S COSTUME SHOP, 9 West Harrison, Chicago, Ill.

AT LIBERTY—Straight Man, age 23. Genar, Sociables, Hilarity Singer, Rep or Med. Sober and reliable. Write for details. IRELAND CLOSURE, Nardin, Okla. my25

AT LIBERTY—Tense, Bud Hart, Irish Tenor, Feature Voice, Straight Tenor, Jack Jewell, Female Impersonator, Straight, Character, double Piano. Single and double specialties. Sensational variety. Write for details. COLBERT, O.

LADY VENTRILOQUIST—For med, rep, anything. Plenty routines. Change two weeks with specialties, straight or character in act. Have car and home trailer. Doe Street, Chateaufort, Ind. Write quick. DOLORES DUSHANE, Paoli, Ind.

FEMALE IMPERSONATOR—Singer, Dancer. Male and female voice. No would-be. There with make-up, looks, personality, wardrobe. Work male. Double managers answer. DORIAN CARLTON, care G. Hunter Jr., 1108 Ridge Rd., North Wood, side Silver Spring, Md. 20728

STOOGES WITH EXCELLENT Piano-Accordion—Comedian and Acrobat. Experienced. PHILIP PLANTONE, 217 S. Ashland Blvd., Chicago. Harvey 3358.

VERSATILE TEAM—Man, Blackface and Char. Comic, singer, Producer, Wife, Straight and Characters. Change for two weeks comedy talking and singing doubles. Plenty good modern wardrobe. Strictly sober and reliable. Have car and home trailer. Sit down and call particulars. COMEDY TEAM, General Delivery, Cabrono, N. C.

VERSATILE TEAM—A-1 Lady Pianist-Leader, Trumpet, Act, Singles, Man, Trumpet, Drums, Guitar, Act, Singles, Doubles, Harmonic Singers, Soloist, Med or tenor, can write or wire station, full particulars to D. & B. TRAM, 1770 E. 55th St., Cleveland, O.

MO. STATE

Springfield, Mo., will play nightly at the Coliseum Horse Show and on grounds during the day. Mighty Sheesley Midway has been booked. Program calls for five afternoons of horse racing, Monday thru Friday.

Exhibitors will be provided better facilities, as grounds and buildings have been greatly improved since last year. Cash premiums will total \$50,000, considerable increase over previous years.

DUFOR-ROGERS

(Continued from page 40) chairs belonging to the WPA. With the WPA part of Treasure Island job completed, officials of the government marched in and took out all their furniture, as was their right under the law.

Bettina Norberg, winner of the Exp-MGM Girl of the Golden West contest, will be spotted for personal appearances; 240 persons paid \$3 apiece for a United Air Lines serial tour over the island on the first week-end of operation. New policy of bringing organizations to the island in a body for meetings is proving successful.

Lifelike nude painting Stieffs, 1915 exposition attraction, is being sought by police at the request of W. O. Lewis, a finance company investigator, who wants to foreclose a mortgage on the lady. The exposition may be generous and buy it.

Jean Herabott has been named honorary chairman of a committee arranging Danieb participation at the fair.

Ticket concession for the exposition will be handled by Harry Harrison.

REPLACES ANNUAL

(Continued from page 40) of general recognition in the United States.

Properties of Angelina Fair Association have been sold and new grounds purchased for the Forest Festival. A construction program will soon be under way and the entire show will be centered around the wood products exhibit that was on display at Texas Centennial Exposition, Dallas, a special house to be built to house this enlarged exhibit.

LOS ANGELES

(Continued from page 32) Portland and Seattle. He brought a new ride along.

Murray Margolish is in business for himself at Hawthorne, Calif. Johnny Emore, former Oklahoma showman, has opened a cafe here.

Eddie Stewart left Golden State Shows to join Clyde Ingalls on front of Hingling-Barnum's side show. Pickles Pickard was in town for a short stay, as was Phil Williams, general agents of Crafts Shows. Capt. Ed Mundy, of donkey baseball fame, is assistant technical director on the 20th Century-Fox production Alexander's Reptime Band.

SHOWMEN'S LEAGUE

(Continued from page 48) early realization of this wonderful thought, a home for aged, infirm and needy showmen. Brother W. H. (Bill) Rice is confined in the American Hospital, as is Brother Arval R. Hoyt. Brother Harry Mazzy writes that his condition is not improving and he may come to Chicago for treatment.

Callers during the week included President J. O. McCaffery, Treasurer A. L. Rossman, Jack Benjamin, Larry O'Keefe, Charles H. Hall, William Young, Joe Murphy, Harry Pierce, Irving Maltz, John S. Moisan, Izzy Steler and Bob Kline.

Arrangements have been made to display Showmen's Rest in all its beauty Memorial Day. This was formerly an annual duty of our dear Brother Harry Coddington, who passed away last January.

Ned Terri is not overlooking the fact that he is out for the gold life membership card. This week he sent in the application of Wilbur Hall Roden.

Several brothers have already sent in dues for 1938. This reminds us that some are still in arrears for 1938. Are you one of these? If so, why not give it your immediate attention.

Ladies' Auxiliary

President Leah M. Brumleve presided at the last meeting of the season May 12. Seated with her were First Vice-President Mrs. Ida Chase, Second Vice-President Mrs. Joe Streiblich, Third Vice-President Mrs. Elizabeth Ernst, Secretary Mrs. Lew Keller and Treasurer Phoebe Carsky.

Following members attended: Bessie Simon, Mrs. G. Rollo, Marlon Ward, Mrs. Taylor, Minnie Murdock, Mrs. Ida Chase, Mrs. J. Streiblich, Clara Harker, M. Singleton, Phoebe Carsky, Cora Yeldham, Leah M. Brumleve, Frances Keller, Mattie Crosby, Rose Page, Fannie Plaster, Lucille Pope, Mrs. B. Clinton, Mrs. Mike Doolan, Pearl McGlynn, Elsie Miller, Cleora Helmer and Elizabeth Ernst.

Chairlady Cora Yeldham was given a rising vote of thanks for the successful rummage sale she conducted and which netted the club a neat profit.

Chairlady Mrs. Joe Streiblich would like to have members send in all books on the hostess tray, as it will be awarded at the May 19 party.

President Leah M. Brumleve distributed the rolling dollar to each member and they anticipated a busy summer. President Brumleve will be hostess at the first summer party May 26 in the Hotel Sherman clubrooms.

Sister Blanche Latio is out of town and members missed her at the meeting. Members on road, please send in your correct address to Secretary Frances Keller at once. We have some very important news to impart.

Relief committee reports Mrs. Ora Miller is still on the sick list and that Mrs. C. Driver is still confined in her home. However, it was a pleasure to have Mrs. G. Rollo with us again.

After adjournment members held a little surprise party in honor of Mrs. Ida Chase's birthday anniversary. Auxiliary furnished the coffee and sandwiches, and trimmings were contributed by

President Leah M. Brumleve. Clara Harker and Elsie Miller presented a beautifully decorated cake. Reported by Elsie Miller.

15 YEARS AGO

(Continued from page 48) handling a string of concessions with his old pal, Billy Klein, on World at Home Shows.

Among callers at The Billboard's Cincinnati offices was Charlie Lorenzo, "ball game king" with Miller Bros.' Shows, who came to Queen City on a stock buying trip from Maysville, Ky. . . . Greater Sheesley Shows were proving to be particularly bright spot at Maytime Festival in Hammond, Ind. . . . World at Home Shows were showing to good business at Kensington and Sedgley avenues, Philadelphia. . . . Good crowds and favorable weather greeted Monarch Amusement Co. when it opened its season at Plainville, Conn. . . . Baba Hesotian, well known in outdoor show circles, died in American Hospital, Chicago, May 9.

HOME FOR AGED

(Continued from page 48)

Regan, \$30. Ollie and Dudley Lewis, \$30. R. W. Rocco, \$30. Jack Dockery, \$30. D. M. Boothe, \$30. Mr. and Mrs. George Ward, \$75. Dodson's Shows.

Other contributors were Frank P. Duffield, of Thearle-Duffield Fireworks Display Co., \$300. Lew Keller, Casey Concession Co., \$150. Ned Terri, Wisconsin De Luxe Corp., \$150. A. P. Beard, Perla Mfg. Co., \$75. Myron and Phil Shapiro, Globe Poster Corp., \$300. Jack Nelson, Rock-Ola Mfg. Co., \$75. Noble C. Fairly and Phil Little, Fairly & Little Shows, \$300. S. T. Jessop, U. S. Tent and Awning Co., \$150. Pop-Eye, of Peter Kortez Side Show, \$100. Charles Driver, O. Henry Tent and Awning Co., \$100. Public Tractor Co., \$100. Macon E. Willis, Pacific Whaling Co., \$30. Frank Hanasick, Oliver Amusement Co., \$50. Charles T. Coes, Standard Chevrolet Co., \$30. Timmie Claman, Pacific Coast Showmen's Association, \$30. Lester W. Hutchinson, Tom Mix Circus, \$50. M. J. Doolan, \$150. D. D. Murphy, \$150. L. M. Brophy, \$75. Denny Pugh, \$75. Walter A. White, \$75. Jimmie Limbaugh, \$50. W. Woody, \$30. Robert Childers, \$30. J. J. Murphy Jr., \$30. Noppie, \$10. Harry Harris, \$50. P. J. McLean, \$30. R. J. (Dutch) Rodgers, \$30. Gordon Radion Co., \$50. Eddie Philon, \$50. Tommy Martin, \$50. Jacques E. Goulde, \$15. Tom W. Allen, \$50. Brown Wood, \$15. Mr. and Mrs. John Kenlo, \$30. Don Conn, \$15. E. L. Webb, \$15. George Krueger, \$10. Jimmie Francis, \$30. Edgar Cyle, \$30. Roy Babbit, \$15. Ray Westman, \$15. J. J. Browning, \$15. Bob Houssels, \$15. Jack O'Brady, \$30. Dave Cohen, \$20. Mike Buhnia, \$30. Buddy Lee, \$15. J. M. Williams, \$30. W. R. Daugherty, \$45. G. L. Mayman, \$30. Paul B. Kennedy, \$15. Joseph Logston, \$15. Joe Revana, \$15. J. S. Crooke, \$15. Dick Wayne Barlow, \$30. William Salisbury, \$15. Curley Smitherman, \$15. J. C. Bullock, \$50. Gordon Fowler, \$50. C. J. Jasklo, \$35.

PACIFIC COAST

(Continued from page 48)

two important events will be highly successful. Recess for weekly award. Bud White repeating as winner. Resuming business talks for the good of the order by First Vice-President Hargraves, J. Ed Brown, John M. Miller and Leo J. Haggerty.

Stewards on the various shows for the solicitation of new members are urged that with the coming of more seasonable outdoor show weather and the opportunities of prospects being favorable, to make the effort to make reports as to success thus far obtained and as to prospects. It is the thought of most that there need not be required any great amount of talk to induce any that may be nonmembers to join. It is obvious that those wishing to protect their business are just being prudent in affiliating with a showmen's organization. PCSA is in its 17th year of service to showfolk.

Again the matter of mail: It is requested that those who expect mail at this address should send in addresses. All mail for which there is a forwarding address goes out immediately. Mail is held but two weeks and then returned to writer. There is always more or less changing from one show to another, or persons changing addresses from that which may be recorded here. Correct permanent addresses or correct forwarding addresses should be sent in promptly. Usual lunch and refreshments after adjournment Monday night.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1554 Broadway, New York

3,523 Woburnites Say "Yes," 946 "No" to Question: "Do You Approve of Muny Bingo?"

WOBURN, Mass., May 14.—Mayor William E. Kane's plebiscite is history. Of the 14-point program submitted to Woburn citizenry, the results of the query, "Do you approve of the municipal bingo for revenue for the welfare department?" is naturally of particular interest to the readers of this page.

Forty-six per cent of the registered voters went to the polls Sunday, April 24, and the results of the bingo ques-

tion, No. 12 on the ballot, came out this way:

Yes—3,523.

No—946.

Municipal beano game has been staged here four nights, three in succession, and the last one, April 27.

Mayor Kane is planning a new method to conduct municipal beano. Taking into consideration the outright purchase of paraphernalia, the four nights have been a losing proposition, footed by Hixsoner.

offered by Lewis Sales. It has a stuffed plush body and a composition vent head. It is trimmed with a Sam Browne belt, spatules, legionnaire plush hat and has a neck kerchief to match.

Abby Jacobs, of Lewis Sales, writes from Baltimore that, despite the bearish business reports broadcast by so many people today, he is finding business rather good. He proves it by the number of substantial orders he is sending in to his home office. He admits that money isn't as free as it might be, but insists that the right item on the right deal will still bring in the shekels.

Apparently Abby took some "right" deals along with him when he hit the road two weeks ago. He expects to be gone about eight weeks and reach as far as Ohio before returning. In addition to the Gabby Joe Drum Major, he is showing a Premier portable AC-DC, R. C. A.-licensed radio, a Snow White and Seven Dwarfs doll set, a Honey Bear and Panda Bear and a Scotty.

Because many operators have hopped the fishing tackle band wagon, distributors are taking advantage of this trend by offering a good variety of deals to choose from. Latest, offered by Evans Novelty Co., looks like a honey for a

(See DEALS on opposite page)

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.

E-Z-Dial

A novel idea is being produced by the Allied Electric Products Co. which is finding a market in localities where dial telephones are in operation. "Telephone users," states the manufacturer, "have complained that fumbling numbers sometimes means wasted calls, wrong numbers and in some instances broken fingernails." Firm has set of metal rings mounted on attractive cards showing telephone dial with the rings adjusted that fit into the dial of the phone which the firm claims overcomes objectionable dialing features. Company is marketing item thru agents and will be glad to furnish descriptive circular outlining E-Z-Dial.

Evanette Radio

"The world's greatest premium novelty," is the way officials of the Evans Novelty Co. describe the new tiny Evanette radio they are offering to the trade. Number is reported to have all the advantages of a large set concentrated in a brilliant cabinet that will fit into the palm of the hand. Has four RCA licensed tubes with a dynamic speaker which is said to give the set the same true-tone reproduction and power expected from big-set performance. Has self-contained serial, operates on either AC or DC current and can be plugged in anywhere. Cabinets are smartly styled and come in ivory, red, green and

gold finishes, it is said. With the Evanette being introduced at a time when small radios are all the rage, Evans officials expect the number to be the most compelling money-getter of the year for salesboard ops, bingo ops, concessioners and members of the premium trade, for in addition to its eye appeal they report it's priced to move fast.

Cadet Doll

It looks like dolls are going to be mighty popular items on midways all over the country this year, according to officials of Wisconsin De Luxe Corp. One of the numbers it predicts will be out in front is the Cadet Doll, which is described as being of the stuffed type all dressed up in a brilliant red, white and blue silk mohair suit with a neat cadet-type hat to match. It is a faithful reproduction of a cadet right down to the brass buttons. Number's flash, coupled with the inherent doll appeal, is reported to be making the orders come in at a merry clip.

Radio Nurse

Radio Nurse is the newest marvel of radio development that has been made available to concessioners and major prize award users. It consists of two small units. One, the "guardian ear" placed in the nursery or other room in a house, will pick up every sound, a

(See POPULAR ITEMS opposite page)

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

There seems to be no limit to what can be done to an item to increase its popularity. A little ingenuity, a little twist and the item has a new appeal. A good example of such a conversion was the addition of an animated bird and bird cage to the well-known rotary clock. It helped pick up many additional sales which would not have been made otherwise. And now Silver Manufacturing Co. comes thru with a conversion which should be the making of another winner. The Kal-Klok Radio. Silver has been unusually successful with small radios and specialty items like the Kal-Klok. The combination of the two was a bright idea.

Another combination of two popular items is the Gabby Joe Drum Major being

Chicopee Falls Planning Bingo Plus Roller Skating

Combination of two popular pastimes promises big things for church—idea may indicate new trend to make bingos more popular than ever

CHICOPEE FALLS, Mass., May 14.—Now it's beano and roller skating. A new school hall with 900 seating capacity at St. George's parish here debuted April 21 with a beano game. Church will conduct a weekly Thursday beano game. The hall is 91 feet long and 58 feet wide and embodies modern ventilating facilities and sound equipment. It is painted in white, gray and silver with modern opal white glass shades. Besides being adapted to the large beano games, the hall is suitable for roller skating, and considerable use of it for this purpose is contemplated. On Friday and Saturday nights there will be roller skating under the parish auspices, and on Mondays, Tuesdays and Wednesdays the hall will be available for private parties.

Idea of combining bingo games with some other more or less popular pastime seems to be catching on in several territories. Bingos, of course, have for long been combined with tea parties and other types of church and organization socials. One New York organization recently hinted that it may run bingo and a complete bill of vaudeville acts in the near future.

Operators and committeemen handling bingos for churches and organizations are said to be giving the combination idea much thought and the success of such combinations as are being tried now will be watched closely.

Calling All Concessioners

Now that the outdoor season is under way and concessioners are out on the road, it is the intention of this department to run as much news and as many features as possible of interest to them. This box is to serve as an appeal to all youse guys and gals out there in the hinterlands to keep in touch with us and tell us of your activities. We'll be glad to print anything of interest to others and we know if you co-operate you'll get a great deal of pleasure and perhaps some real value out of reading about the doings of the concession boys and girls.

Blushing Brides, Graduates Hypo Business for Many Ops

Watches, rings and many other items which are suitable for wedding and graduation gifts are reported to be getting good play.

CHICAGO, May 14.—Operators here are not only counting on the wedding and graduation season to boost their business to one of the high points of 1938, but are already reporting increased demand for merchandise awards suitable for gift-giving on these occasions. Ingenuity in selecting the right items for features during the period when blushing brides and high school and college graduates reign supreme is certain to bring its reward to smart bingo ops and concessioners who realize the value of timeliness in their offerings. While a big business is nearly

Daily Bingo for Chicopee Falls

CHICOPEE FALLS, Mass., May 14.—Large-scale beano invaded the Center on Market Square last week, under a daily beano game schedule. Games are conducted in a newly-constructed hall on the second story of the building.

Information as to what organization would sponsor games and who would conduct play was confined almost entirely to such advertising as was written on the building.

Efforts to reach Mayor Anthony J. Stonina for enlightenment as to what parties may have applied to him for a license were unsuccessful. At any rate, it was learned from John Kustra, owner of the building, who carried out recent renovations on the second floor, that an "arrangement" exists between him

(See DAILY BINGO on page 55)

pieces, the volume done this year certainly appears destined to be uncurtailed by the so-called recession. Cleverness on the part of clock and watch makers in adding unique new features and otherwise dressing up the tickers, has given ops more reason than ever for pushing them for gift purposes. Manicure kits, dressing sets and fitted bags are also popular numbers now, particularly with outdoor men, because of their flash value and also due to their never-failing acceptability as presents.

Salesboard firms making special boards report a highly encouraging demand in the past two weeks for those boards offering goods appropriate for wedding and graduation occasions. While, of course, watches are the leader, such other items in the substantial outlay bracket as midjet radios, car radios, home movie layouts, pen and pencil combinations, drink mixers, cigaret cases, lighters and the like are being called for frequently. Even the more practical articles such as electric appliances, table and novelty lamps are good sellers. Especially timely for honey-mooners are the boards featuring overnight bags, military sets, suitcases, purses and electric shavers.

SNOW WHITE AND SEVEN DWARFS.
Positive Sensation on LIVE LUCKY TURTLES



10¢ Each in 100 lots. Hand-lettered

Sells like hotcakes for 25¢ at Fairs, Parks, Carnivals, Circuses, Resorts, etc. Only 2 in. long, decorated with Snow White, Seven Dwarfs, Mickey Mouse and Donald Duck in waterproof, full colors. Name of your attraction, town or person's name, hand-lettered.

Walt Disney Designs, Sample Box... \$1.50
 Hand Design, Scotty, etc. In 100 lots, Each... 9c
 Individual, Self-Mailing Postal Approved Boxes, Each... 1c
 Wonder Turtle Food in Cellulose Envelopes (100 Sells), per 100... \$2.50
 F. O. B. Chicago, Approx. 6 lbs. per 100.
 Exclusive Licensees for Turtles By Walt Disney Enterprises

H. Fishlove & Co.
 1420 N. ORLEANS ST. CHICAGO

POPULAR ITEMS
 (Continued from opposite page)
 cry, a window or door opening, etc. The "voice" is a second compact unit that can be placed anywhere in the house and will reproduce, considerably amplified, every sound in the room where the "ear" is placed. Both units become operative when plugged into an ordinary light socket. Its genuine utility value and low price are rapidly making it a popular award.

Kal-Klok Radio

The improvements are being made in radios every day. Silver Manufacturing Co. is introducing a new model which it believes takes the cake when it comes to something different. Firm calls its new number the Kal-Klok Radio. In a newly designed cabinet it has installed a Kal-Klok alarm clock. Radio itself features automatic tuning, which, combined with the alarm clock to remind you of your favorite radio program, makes the item an attractive one, according to reports. Firm states that the number is going over big with bingo fans, salesboard ops and premium users.



Parfume

Parfume Concentrates is the title of an item being marketed by Chaperone Products Co. It is in reality a solidified perfume and packaged small enough to fit in a lady's purse in hand-painted containers in assorted colors. Manufacturer claims that a single supply will last several months in ordinary use and that it is made in the United States. It comes in the following fragrances: gardenia, rose, chypre, jessamin, narcissus and orchid. Manufacturer will be glad to furnish a descriptive circular.

Fishing Tackle

"A reel lure to pull real sales" is the way Evans Novelty Co. describes the fishing tackle outfit it is marketing to the salesboard trade, premium users, bingo ops and concessioners. With the fishing season just starting, fishing tackle prizes are timely and full of appeal. Firm is offering two different outfits, the Caster for bait casting, and the Sportsman for fly casting. They are real man-sized outfits and have a high retail value, it is reported. Both outfits come with top cellophanned, colored label and packed in individual cartons.

Souve Pennants

Souvenir pennants are going unusually strong this year, according to Howard J. Alexander, of the Amco Emblem Co., Inc. He reports the boys did a big job at the Kentucky Derby and that orders already on hand indicate a good volume of business from workers who will cover the Indianapolis auto race. This is going to be a big year for pennants, he says.

Glad Rag

Gift Headquarters is introducing a chemically treated cloth called Glad Rag, a boon to housewives and a money-maker for pitchmen, specialty workers and house-to-house salesmen. It is claimed that Glad Rag cleans and polishes silverware, brass, copper, gold, metal fixtures and glass without scratching. To clean, a small portion of the cloth is dampened and the article rubbed briskly. To polish, Glad Rag is used dry. It also removes tarnish.



Lucky Turtles

All the famous members of the Disney troupe are now on the backs of the live baby turtles offered by H. Fishlove Co., firm reports. The fascinating pets now carry on their backs reproductions of Snow White, the Seven Dwarfs,

Another EVANS SENSATION
 THE GREATEST RADIO-PREMIUM VALUE IN HISTORY!

The Tiny "EVANETTE"
 WORLD'S FINEST LOW-PRICED REAL RADIO



LOOK AT ALL THESE AMAZING FEATURES

- * A "Real" Radio
- * 4 RCA Licensed Tubes
- * Dynamic Speaker
- * Marvellous True-Tone
- * Remarkable Power
- * Big Set Performance
- * Fits in Your Hand
- * 4 1/2" Wide, 4 1/2" High
- * Weighs Only 4 1/2 Pounds
- * Can Be Carried Anywhere
- * Plugs in Anywhere
- * AC-DC Operation
- * Gets Public Cash
- * Man-Proof Cabinet
- * Laminated Colored Dial
- * Self-Contained Aerial

NEVER BEFORE OFFERED AT THIS SENSATIONAL LOW PRICE

Only \$6.95
 IN LOTS OF SIX SINGLE SAMPLES ONLY \$7.45 EA.

A sensational value! Never before so MUCH for your money! A tiny, good quality Radio with BIG SET PERFORMANCE... powerful sales appeal... plenty of flash... PRICED MUCH LOWER THAN EVER BEFORE! Cabinets in IVORY, RED, GREEN, GOLD at NO EXTRA CHARGE!

You haven't had an opportunity like this in years and take advantage of it! You'll make MORE SALES and BIGGER PROFITS! We have a sure-fire, fast-moving, big-profit proposition for you. Write or write for beautifully illustrated five-color circular... just off the press. Complete details by return mail... no obligation.

EVANS NOVELTY COMPANY
 946 Diversey Blvd., Chicago, Ill.

HERE'S A VALUE!

28 inch Dummy Doll

In Full Dress Suit and High Hat.



A BIG FLASH and Greatest Value on the Market.

No. 36N70.
 Per Dozen... \$12.00

N. SHURE CO.
 200 W. ADAMS ST. CHICAGO

BINGO JOBBERS

NEW LOW PRICES ON ALL BINGO EQUIPMENT.

1500 SERIES COLORED SPECIAL GAME CARDS. 65c

All guaranteed perfect. Single Sample Special Low Prices on Larger Quantities.

BLACK MARKERS, 45c per 1,000, in Lots of 25,000.

IMMEDIATE DELIVERY, F. O. B. N. Y. 1/3 Deposit, Balance C. O. D.

Write today for Lowest Prices on all Bingo Equipment.

ACE PROCESS CO.
 417 Lafayette Street, New York, N. Y.

ELGIN and WALTHAM

Reconditioned Pocket and Wrist Watch

As Low as **\$3.35**

No Extra Charge for Sample Order.

Send for FREE Extra Money Making Watch and Diamond Catalog.

NORMAN ROSEN
 WHOLESALE JEWELER
 301 JANSOM ST., PHILADELPHIA, PA.

FIREWORKS

Price List Will Be Mailed Upon Your Request.

AKRON MERCHANDISE CO.
 677 SO. MAIN ST., AKRON, OHIO.

TODAY'S HEADLINER!

LEVIN'S NEW CATALOG NOW READY



Are You Interested in Bargains?
 If so, send for a copy of LEVIN BROS. NEW 1938 CATALOG. It is bristling with the Biggest and Best "BUI" the market offers in—

Watches, Jewelry, Carnival Goods, Leather Goods, Novelties, Outery, Sporting Goods, General Merchandise and Electrical Goods of All Kinds.

LEVIN BROS. Terre Haute, Ind.

NEW CATALOGUE NOW READY

SEND FOR YOUR FREE COPY—TODAY

Compare our merchandise and prices with the rest. Convince yourself that we are giving you the best. Orders shipped same day received—complete lines for concessionaires—corn games—parkman—specialty men—pitchmen.

LOUIS L. SCHAFER, INC.
 1257 WEST 3RD STREET CLEVELAND, OHIO

LIPPY LOU - VENT DOLL

BIGGEST VALUE ON THE MARKET. Dressed in Sport Suit, 21 Inches, \$5.00

Dressed in Full Dress, White Gloves, Patent Leather Shoes, White Vest and Shirt, and Movable Head. Size from 21 in. to 25 in.

PRICES FROM \$7.30 TO \$12.00 PER DOZEN.

We carry a complete line of TOYS, NOVELTIES, GAMES, DOLLS, BALLOONS, HATS, SLIMS, etc. All kinds of Feather for Plaster Manufacturers and Feather Dresser for Dolls. Our Catalogue Ready. Thousands of Items in Stock.

NEW ART TOY & FEATHER CO., 20 East 10th St., NEW YORK CITY.

RAZOR BLADES
 DOUBLE EDGE RAZOR BLADES—\$2.25
 5" Cello, Per 1000.
 SINGLE EDGE RAZOR BLADES—3.90
 5" Cello, Per 1000.
 UNITED DOUBLE EDGE RAZOR
 BLADES—5" Cello, 1000 3.25
 UNITED SINGLE EDGE RAZOR
 BLADES—5" Cello, 100 .65
 HOBBY SINGLE EDGE RAZOR
 BLADES—5" Cello, Finest Qual-
 ity, 1000 5.00

Send For
NEW 1938 CATALOG
BENGOR PRODUCTS CO.
 675 BROADWAY, NEW YORK, N. Y.

\$ 10 000
PER WEEK
 as we classify refund your money. Our new
 earn up to 400 per cent profit with the New
 Life-Phone cigar lighter. Business reports from year to year
 with an additional investment, an unlimited field. Great Dem-
 and. Good open territories. Pleasant work among high-class
 business men. A money-maker without equal for you. Get full
 facts today.
 43 W. 54 St. Dept. B-5, Queens, N.Y.

Mickey Mouse and Donald Duck in rich waterproof colors. It is reported. In addition, the name of the attraction, town or person's name is hand-lettered without extra charge. Turtles are less than two inches long and reported to be extremely hardy and to require very little care. Can be sent thru the mails in special individual cartons. Special turtle food in cellophane envelopes is also available.

Musical Alarm Clock

Chicago Novelty Products has just introduced an alarm clock which, it reports, is a revelation to the sound sleeper who resents being awakened by literally being jolted out of bed. Titled the Musical Alarm Clock, firm claims it will wake anyone to the tune of a beautiful musical waltz. Item is beautifully enameled with chromium trimmings and company claims it should be a sensation on a salesboard deal or as a premium item. Ops can choose from any of the following four tunes, Ave Maria, Blue Danube, Niporetto or Infanterie Regatta.

Cigaret Humidor

Kluster Automatic Cigaret Humidor introduced in last week's issue of The Billboard has many features which should make a good producer for sales-board operators, bingo operators and concessioners. A clever mechanical innovation pops the cigarettes into view, making them immediately available for the smoker. Press down the top and the cigarettes disappear inside the container. Container serves as an attractive decorative piece for home or office, for it is handsomely finished in gold or chromium with attractive assorted enamel designs. A special humidor cup filled with a chemical preparation keeps the cigarettes fresh indefinitely and this chemical preparation is kept at full strength by just adding a few drops of water from time to time.



Novelty toy reported to be catching on fast and selling well at circuses, carnivals, fairs and parks and even as a novel special prize at bingos is Zing Zong. It is a sort of cord and button arrangement which when operated makes a sound like a wailing owl. Recently introduced by the Zing Zong Co. was a Snow White and the Seven Dwarfs Zing Zong, which is reported to have heightened the popularity of the already popular number.

Zing Zong

DEALS
 (Continued from page 64)
 fast turnover. It is priced low enough to move and seems like excellent value for the money.

A new distributing firm, Albeon Co., has just been started by Al Bauer and Ben Niedenthal. They intend to take over on an exclusive basis and to distribute premium merchandise especially suited for operators. They have already tied up with one manufacturer, the Doris Lamp Shades, Inc., on its complete line of Snow White and Dwarf lamps and expect to add more lines in the near future.

DAILY BINGO

(Continued from page 64)
 and an "organization," which he said he was not yet prepared to name, for the use of the hall for beano purposes. Hall capacity is 500 persons. Beano games are advertised to take place each afternoon and evening.
 It was learned that there has been some interest recently on the part of several local business men over the uses to which the new hall would be put. In this connection it was reliably reported that at least two business men made several calls at the office of Mayor Stonina last week to inquire what licensing privileges might have been negotiated for prospective tenants.

Snow White and the Seven Dwarf Dolls



Cash in on this Walt Disney movie sensation. Grow-ups and children alike are crazy about them.
 BIX103—Original 11" Dwarf Doll, Dopey, Doc, Sleepy, Happy, Sneezy, Grumpy and Bashful. Dressed in dandy colored removable clothes. Each \$1.00
 BIX106—16" Original Snow White Dolls. Each 1.46
 BIX207—14" Baby Dwarf Dolls... 6.00
 BIX107—14" Snow White Dolls... 4.00
 BIX108—Candy, Hi-Hat Dummy Dns... 3.00
 BIX208—21" Hi-Hat Dummy Dns... 3.00
 BIX209—27" Hi-Hat Dummy Dns... 15.00
 BIX109—28" Hi-Hat Dummy Dns... 24.00
 BIX206—24" Gobby Joes... 7.25
 25% Deposit on G. O. D. Jewelry, Novelty and Premium Dns. No. 383 or Sporting and Home Goods Cat. No. 385 sent on request. Mention your business. We do not sell retail.
JOSEPH HAGN CO.
 Wholesalers and Importers Since 1911.
 217-225 W. Madison St., Chicago, Ill.

Our NEW 1938 CATALOG is NOW Ready for You
 SEND FOR YOUR FREE COPY TODAY!
 • CONCESSIONAIRES • NOVELTY WORKERS
 • PITCHMEN • AUCTIONEERS • PARK MEN
 • SPECIALTY MEN • STREET WORKERS
 You can't afford to miss the hundreds of "money-making" values to be found in our New 1938 Catalog. It presents the most extensive lines of merchandise we have ever offered—at prices that defy competition. Hundreds of illustrated pages featuring thousands of clever, original novelty creations. Don't fail to send for your copy of this big "Buyer's Guide" today.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

TRIED — TESTED — EYE APPEAL
New HURDY GURDY
 PLAYS A REAL SONG
 FLEXIBLE MONKEY-ON-CHAIN
 SELLS ON SIGHT
Book Your Order NOW
 Music Box 9x4½x5½
 Monkey 11 Inches High
 Contact Your Jobber or Write
MINIATURE HURDY GURDY CO.
 14 No. Michigan Ave., CHICAGO

3½c Each — SOUVENIR PENNANTS — 3½c Each
 11½" Long
 Assorted Color Back-grounds. Minimum Quantity 250.
 With Indian Head or Local Scenes Painted in Colors. 5c Each.
AMCO EMBLEM CO., Inc. (Painted Pennant Div.), 35 East 21st Street, New York City.

CARNIVAL GOODS—Large Assortment—Lowest Prices.
 Write for our No 937 Catalog today. Be sure and mention your line of business. All orders shipped same day received.
MIDWEST MERCHANDISE CO.
 1006-08 BROADWAY, KANSAS CITY, MO.

EXTRA PROFITS DAILY-FOR YOU!
 • U. S. MADE GOOGLES—Carded and Boxed. Dozen, 90c.
 • IVORY CHARMS—Large Assortment. Gross, 75c.
 • Lowest Prices—Items for LIVE Wagons—Pitchmen—Streetmen
 —Home and Office Caricatures. — Sideline Merchandise.
 • Salesboards, Premiums, Notions, Lotions, Perfumes, Carded Goods,
 White Snow Polish, Blades, Soaps, Ballcoons.
 • Fountain Pens, New Electric Clocks and Lamps, Electric Razors,
 Mental Radios.
 • Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!
CHAMPION SPECIALTY CO., 314-7 CENTRAL ST., KANSAS CITY, MO.

MOTH CAKES
 Glass Size, Bright Colors, Per 500.
 Only \$3.25.
 25% Dep. on G.O.D.A.
 U. S. MADE RUBBER FLY SWATERS.
 Sturdy. Will Not Pull Off.

MARSHALL SHAVER
 Operates A.C.-D.C. Self-Sharpening, Non-Dripping, Fully Tested and Approved by UNDERWRITERS LABORATORIES—GUARANTEED FOR 1 YEAR. Packed in Distinctive Carton. Complete with Genuine Leather Pouch. Comes in Five Colors—Blue—Black—Red—Green—Gray.
\$1.98 Each
 Sample, 1/3 With Order, Balance on Delivery.
MARSHALL INDUSTRIES
 3307 Armitage Ave., CHICAGO, ILL.

UNREDEEMED ELGIN-WALTHAM D \$1.65 Each
 Guaranteed Reconditioned Pocket Watches—Like New.
"LOU" MALTZ
 Your Wholesale Jeweler
 129 So. 8th St., Philadelphia, Pa.
 Our Prices Always the Lowest. Send for Catalog.

HORSES..HORSES..HORSES.
 MAGIC RACE Game is sweeping the country. Big prizes on short...
 Send \$1.00 for 25 Samples. Catalog 25c.
 T. R. PAYNE, 25 Cardinal Place, New York.

HAVE YOU MET "The UMBRELLA GIRL"
 Her Number is 801.
 Order Today.
\$3.00 Per Doz. Sample 35c
 Chinese Paper Umbrella. Assorted Colors.
 Brunettes, Blondes Redheads. Plaster Composition.
 Packed 12 to Carton.
 25% Deposit, Bal. C. O. D.
 Write for Prices on Other New Leaders.
U. S. Arts Mfg. Co.
 1036 Van Buren Street CHICAGO

Extra Value! \$2.25 Each
 5 for \$10.50 5 for \$10.50

No. 88 8888—Ladies' Brooch Watch. Equivalently Styled 10% L. Chrome cases in assorted enameled designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazing Big Value and whitened premium item. Save money NOW by ordering five Watches for \$10.50.
ROHDE-SPENCER CO.
 223 W. Madison St. Chicago

WHILE THEY LAST, ALL ELECTRIC CLOCKS
 West Clox, Sessions, Hammonds, Etc.
 \$2.00 Regular or Wall Clocks, 50c Ea.
 \$3.00 Regular or Wall Clocks, 50c Ea.
 \$4.00 Regular or Wall Clocks, 75c Ea.
 \$5.00 Regular or Wall Clocks, \$1.00 Ea.
 \$7.00-\$10.00 Val. Wall Clock \$1.50 Ea.
 \$12.00 Lamp Clocks, 25" 2.50 Ea.
 \$12.50 Mantel Clocks, 24" 2.50 Ea.
 Same Price for Samples. Send Orders immediately. No Returns. All Goods Fully Guaranteed. Member Pacific Coast Showman's Association.
CREDITORS CLEARANCE HOUSE, 142 1/2 Ave. Ocean Park, Calif. Never Before, Never Again. You Can't Go Wrong.

SELLING OUT SHORT TIME ONLY
 ALL \$18.00 GOODS
 Non-Whiskable Cellulose and Palm Beach for
\$16.50 PER GROSS
 \$1.75 Sample Dozen Prepaid.
 Catalogs and Swatches Free.
HERCULES NECKWEAR CO.
 772 Vermont St., Brooklyn, N. Y.

REMINGTON
The New SPRING-O-MATIC Pen.

A Life Saver for Pen Workers.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.



The **EASTMAN DEAL**
Taking the Country By Storm.
1 PAIR OF OPERA GLASSES
5 EASTMAN RAZOR BLADES
Sells for 59c to 69c.
Quantity price as low as
22c PER DEAL
SAMPLE DEAL, WITH DESCRIPTIVE CIRCULAR, 35c, PREPAID.
THIS DEAL IS REAL HOT—SEND FOR YOUR SAMPLE NOW
NATIONAL TRADING CO.
156 Franklin St. New York City

by **BILL BAKER**
(Cincinnati Office)

JACKIE ANDREWS of humstone fame, reports that he is doing okeh following the Hagenbeck-Wallace Circus. Jackie makes his pitch twice a day at the entrance to the circus lot, using a miniature piano for accompaniment. He says business in Kentucky and Ohio was good.

cause you have to have the necessary papers signed before leaving New York. You must also have a return-trip ticket and some spontulity to show you can get by if you don't make it. Saw some good novelty demonstrators in the department stores here getting gobs of real dough."

YOU FELLOWS who are looking for a good money spot: Have you tried the produce markets which are frequented by farmers? A talk with the market master is likely to overcome any objection the city has to a pitchman. The market master is usually the one who collects the fee from those who set up on market day. In most instances you'll find that the fee is comparatively small when compared to the take.

MAKE EVERY EFFORT to convince the citizens that many "pitchmen objections" have been spread by outside interests.

LEST YOU overlook it. The entertainment value of your pitch means much toward your success.

BLAME ALL YOUR shortcomings on yourself. After all, you are the author of your own destiny.

SPEEDY ROSE and Ken Cavanaugh are reported to be working med with a swell flash to good results on a lot in Dayton, O.

"THE BIG WEEK of the Battle of Flowers here is over," scribbles Charlie Cox from San Antonio, Tex., "and almost all of the knights have folded and headed for other sections of the country. If all cities were like this one we'd have nothing to kick about. I believe that more than 100 people were kept off relief here the past winter because they were permitted to make pitches and do house-to-house selling. I've seen as many as seven blind persons playing music on the street in one day. Do the merchants kick? I should say not. The way they are remodeling and getting fixed up for next winter indicates that they are losing no sleep over what the boys and girls have made. For I suppose the merchants have the most of it anyway."

"THIS TOWN is pretty bad off due to the fact that shops and factories are working on short time, with many of them being shut down," letters Ed Murray from Dayton, O. "I have, however, been getting some money working my rd layout on the Fourth street lot. It can be worked for \$1 per day and \$2 on Saturdays."

GET OUT AND GET that coin on Decoration Day. The memories of the dead should be observed on that day, but don't you play dead.

THAT STUFF about opportunity knocks is all wrong. Opportunity isn't a knocker. Too many people get opportunity confused with opposition.

DOC B. A. GAYTON and wife have left Indianapolis on an extensive tour of Canada. B. A. says he will wind up either in Alaska or behind the eight ball.

IF YOUR SALES are falling off try another spot. Avoid becoming an eyesore to the natives.

"HAVE BEEN READING the pipes column for more than 20 years but this is my first attempt at writing a pipe," shoots Albert Sachs from Madison, Ind. "Have been working rad to good business. Passed thru Indianapolis recently and while standing on a corner there I noticed the fire department whiz by and the driver of the ladder truck was none other than Doc George Groom. I have since been informed that he has been with the fire department all winter. Only paper boys in the Hoosier capital were Frank X. Murphy and Cy Ullman. Frank had almost deserted the paper for the time being and was making Republican speeches during the primary elections there. Cy had purchased a pinto pony and was framing a Wild West costume, which he was preparing to use in working a cow paper at stockyards. I believe this season will be one of the best we have ever experienced. Let's go after it."

GEORGE E. JONES tells from San Antonio: "This is my first pipe, but since there is a first time for everything, here goes: I'm returning to the old game here with knife sharpeners after spending three years in the army. I'm doing well and there's several spots along the main stem at from 50 cents to \$1 per day. The laws are okeh if you have something. I had to get an okeh from the chief of police, but business is good and it's been worth the trouble. I keep in touch with the boys and girls in the business thru the Pipes column."

H. B. HOOD, of sheet fame and now in London, comes thru with the following on conditions in England: "Sheet is fair here with a good premium. But don't flock in, be-

The **OAK RUBBER CO.**
RAVENNA, OHIO.

Sales Operators and Coupon Workers
THE NEW
EASTMAN DEAL
is going over like wild fire. Operators report sales of one to three gross in a single day.
Deal consists of one package of Eastman Double or Single Edge Blades .59c and one Field Glass. Retail for .59c
About 200% profit to operators.
Large supply on hand. Orders filled same day received. Samples 50c postpaid.
Write or wire for wholesale prices.
WILLIAMS SALES CO.
210 W. 5TH ST., KANSAS CITY, MO.

CROSSES and RINGS
For Sales Promotions! BUY DIRECT AND SAVE!!! See OUR PRICES BEFORE Placing Orders Elsewhere!!!
Send \$5.00 for line of
CROSSES or \$2.00 for line of Carcon and Whitestone rings in gold and rhodium finish. New Catalog.
OLYMPIA BEAD CO.
307 5th Avenue, New York City.

Make Money At Home
SNOW WHITE and the 7 DWARFS
Based on the ORIGINAL STORY BOOK
It's easy to earn these steady rates at home from rubber molds we furnish. Just pour in creamy plaster. Take out finished product. Make hundreds from same mold for only few cents per set. Sell for \$1.00 to friends, stores, etc. Easy to handle. Send no money.
Pay C. O. D. of \$1.95 plus few cents postage for molds and instructions. Or send cash now and save postage. Beautiful Mabel Carcon and valuable Mother's Handy Book included FREE if you order promptly.
Write order to SO-LO WORKS, Dept. H-511, Cincinnati, O.

REX HONES 3c Each
Now Less Than 3c Each
\$4.25 a Gross
Send \$1.00, Bal. C. O. D., Plus Postage.
Each Hone in fancy street box, priced 50c. A real fast-cutting abrasive stone of good quality. Wonderful design—strong for 100 uses. Home men are visiting US. ACT QUICK. **REX-HONE MFRS.**, 1500 West Madison, BR-5, Chicago, Ill.

BANKER PENS Streamlined . . . Bullet Shape. The Only Pen in the Low Priced Field with Box Levers. "Can't-Loss-Me" Clips and 2-Tons Points. Vacuum-Plungers and Regulation Pen.

JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y. CHICAGO, 180 W. Adams St. 1054 Mission St., San Francisco, Calif.

NEW SENSATIONAL SMOKE FILTER
AN EXTRA CIGARETTE INSIDE THE HOLDER ACTS AS FILTER
eliminates over 70% nicotine.
Simple scientific way of removing nicotine and tars from cigarette by taking the country by storm. You can taste the cool clean smoke and see what's eliminated on the inside. Big Money placing cards with dealers. Rush 10c for sample and details.

GORDON MFG. CO., Dept. NF-9
110 E. 23rd St., New York City

UNDERWOOD

PLUNGERS—Special \$18.00 PER GRO.
PENS • PENCILS • COMBOS
GRODIN PEN CO., 388 Broadway, New York City.

ELGIN & WALTHAM
WRIST WATCHES \$3.95
In New Cases.
Send for Circular, showing the Elgin's Watches in Retail Watches and unexcelled Diamonds in the country.
H. SPARBER & CO.
106 North 7th Street, St. Louis, Mo.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

SOUTHERN PEN CO.
Manufacturers Since 1913.
16 N. Union St., Dept. B, Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

ACE BLADES
FACTORY PRICES. FREE DELIVERY.
Details FREE. (Sample 10c).
ACE BLADE CO.
87 South Avenue, Dept. 103, Rochester, N. Y.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE
Write us your needs.
ARGO PEN-PENCIL CO., Inc.
220 Broadway, NEW YORK CITY.

MED. MEN OPPORTUNITY
The G.P.L. Quality Preparations. A complete medicine show, private label and Office Special line. Immediate service. Reasonable prices. Wholesale quantities on request.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, O.
Send your correspondence to advertisers by mentioning The Billboard.

Next Issue LIST NUMBER
Will Feature the Following Lists:
FAIRS CONVENTIONS COMING EVENTS DOG SHOWS FRONTIER CONTESTS
Order a copy from your news-dealer NOW or mail 15c in postage or cash to
The Billboard
Circulation Dept., 25 Opera Place Cincinnati, Ohio

Tiniest PORTABLE Radio with BIG SET FEATURES



PREMIER

Licensed R. C. A. WILL WORK ANYWHERE THE TONE WILL AMAZE YOU

Greatest Salesboard and Premium Item in Radio History. 8-Inch Dynamic Speaker, A. R. C. A. Licensed Tubes and precision construction give Big Set Performance and clear, powerful tone. A. C. - D. C. Cabinet covered in Airplane Cloth. Colors: Grey, Red, Green, Blue, Brown and Black. Size: 7 1/2" x 3 1/2" x 3 1/2". Set GUARANTEED 1 YEAR.

\$8.95 Each

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GOLDFARB'S CIRCUS BULLETIN

1938 EDITION JUST OFF THE PRESS — SEND FOR YOUR COPY TODAY! Contains all the Old Favorites: Whips, Canes, Balloons, Etc., and Many New Fast-Selling Novelties at Lowest Possible Prices for CIRCUS, CARNIVAL, FAIR AND RODEO WORKERS. We Have a Few Exclusive Numbers that Will Be Sure-Fire Hits This Season. Send Us Your Permanent Address At Once.

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Pitchdom Five Years Ago

St. Ulman was working Indianapolis on the paper to lucrative takes. Tom Dean was enjoying some good fishing in Salem, Mo. Oklahoma oil towns were proving good territory for Toby Johnson. Lack Lovely, in the med biz since the days of the Kluckhoo, was conducting his own platform show in Oklahoma. Tom Kennedy was having little difficulty corralling the long green in Detroit. Stella Pomeroy was enjoying good business up in the anthracite coal region of Pennsylvania. After pitching all winter in Grand Rapids and Flint, Mich., Harry (Doc) Mellen again was working blades in Fort Wayne, Ind. Doc A. Anderson was working Kentucky territory to good results. C. H. (Deacon) Wilson was preparing to open his med show in Northwestern Texas. James E. Miller was finding money and doorways scarce in Philadelphia. W. C. Wilson and Edward Ellis teamed up and were doing advertising work with microphones. Pitch talent working Philadelphia included Jack Joyce, Bill English, Joe Count Kennard, Fred Weber, Jimmy Hammel, Sammy Uptaker, Johnny McLane, Al Treadway, Sigm Hibbard, Chester Schmitt, Jack Lang, George Hess, Dover Wolf, Billy Blackhawk, Minnie Zander, Gypsy Brown, Eddie Ross, Ralph Anderson, Frank Jackson, George Parrington, Bill Blumhart, Jimmy Lockwood, Bill Casey, Jockey Ross, Red Traylor and Sam Garry. Doc A. P. McCarty successfully underwent a serious operation at Memorial Hospital, Piqua, O. Bob Posey was working Dahlart, Tex., to fair-to-middlin' business. "Chicago is crowded with workers and things are plenty tough here," was the word from Tom Sigourney from the Windy City. Market days in Meadville, Pa., were proving lucrative spots for Doc George M. Reed. Harold (Red) O'Brien was working Cleveland and other Ohio spots until the fairs got under way. Lloyd Wilson was collecting some real dough in Oklahoma territory. Jimmie Wood's med opera was playing week stands in Southern Kansas. The depression wasn't bothering S. (Happy) Lancaster and wife, who were working med to swell takes in West Point, Tenn. Citizens of Albany, N. Y., got their first glimpse of the season of a straw hat. It was being worn by Walter (Ask Me) Dodge in conjunction with a large red carnation to set off his sartorial make-up. That's all.

MRS. BERTIE (DOC) CONRAD tells from Kansas City, Mo., after a long absence: "We're enjoying good weather here with lots of rain and everything looks promising for a good crop this season in this part of the country. Plan to open my platform show late this month and will work my line of novelty acts and do my own lecturing. My itinerary will take me thru Kansas and Missouri."

A GOOD personal appearance is the successful pitchman's stock in trade. Try it; you'll be surprised at the dividends it pays.

DUTCH SHAFER during a visit to the pipes desk last week, advised that Chillicothe, O., is in fair shape and it can be worked to a \$2 reader. He adds that the mayor and chief of police there are swell fellows.

FRED HARRIS tells from Newark, N. J.: "Jersey City Food Show followed the one here and pens got real money. Among the workers in Jersey City were Joe Hess, Del Taylor, Betty Behling and Bernice Smith. Marie Barton and Bee Gosh collected the green with cake decorations. After the show all sojourned to the Robert Treat Hotel, where Bob Vending is manager and a big festa was held. Needless to say there were plenty of jackpots cut up."

FAMOUS LAST WORDS: "It not only looks like gold but it wears just like it."

JACK FAY, peeler worker, and Carl Richardson, wonder mouse demonstrator, trekked over from New York to the Woods Fair grounds, Flushing, L. I., at the recent preview and worked steadily and profitably for hours without a reader. Word went the rounds of their success and on the following Sunday quite a number of the boys showed up.

flower bed and telescoped the semi-trailer by striking a pole after losing control of the machine when it struck a hole in the pavement at Clyde, O. We lost a considerable amount of plaster and stock and had to rebuild some broken frames."

THE CONSTANT GRIND is what gets the long green these days.

WHO WAS IT who recently cracked: "The go-getter goes till he gets what he goes for." What truth lies therein.

PITCHDOM NEEDS, more than anything else, more optimists and helpers and fewer pessimists.

RUD FORESTER scribbles from Pittsburgh that he is working a pitch in a store there and would like to read a pipe from Doc E. Lape.

HARRY WORTHY after a successful engagement in Cincinnati, is now working his rad layout in Kentucky. He writes that business in Georgetown and Williamstown, Ky., was okeh.

TRIPOD OPININGS: "Know when and how to order a surplus supply of stock. It's just as essential in saving time and money as a pitch itself."

"I'M WORKING AGAIN after a three-month illness," wiggles John L. Osborne from Reed City, Mich. "I lost 60 pounds and thought I had

made my last pitch, but I've recovered and am taking it easy in order to build up my health for the fairs. I've been working shops and street corners on Saturdays and have been getting by okeh, but this city is no good."

IT IS A NATURAL reaction for a fellow to show himself as being out of sorts now and then. But to continuously pack a grouch is bad business.

ACCORDING TO REPORTS drifting in to the Pipes desk, Phoenix, Ariz., is open but as far as business is concerned it's dead. Private property can be worked without a reader, and a lot next to the Fox Theater is open. This information for any of the boys who are coming thru that territory and wish to take a chance on working the town.

NEW ORLEANS is open to a \$5 reader and is especially good on St. Charles street, according to word from that neck of the woods. From the same source we learn that Canal street there is absolutely the only closed street in town.

WE NOTICED RECENTLY where several of the boys complimented pipsters on giving the straight dope on open and closed towns. Such news is important, provided it is given in good faith and not for self-interest or to steer some fellow wrong.

I'VE GIVEN UP demonstrating for the time being at least, altho I've had several offers to return," advises Eddie Diebold from Pittsburgh. "My last pitch was with Korax, and since then I've been selling a little advertising. What's happened to my good friends Fred McPadden and wife? Come on, Fred, let's have a pipe and tell us how long you expect to be in the West."

AL PETER and son, Lowell, were welcome visitors to the pipes desk last week. They blew into the Queen City from Cleveland, where, they report, business was no good, altho the town is open. They advised that they planned to remain in Cincinnati and work their magic layout. Al remarked that before going to Cleveland they worked the West Coast to good business. He gave the following information concerning the towns he made while on route: "Houston," he said, "is open on p. p. across from Woolworth's store on Main street. The spot is in the heart of the city and as good a spot as anyone will find anywhere. It can be worked for \$4 per day and if you have a good layout you can take plenty of money. Mobile, Ala., is terrible, and I'd suggest that you fellows pass right thru it."

TO THOSE NARROW-MINDED city authorities who are ever devising ways and means to bring about adverse legislation against the pitchman: Many a multi-millionaire obtained first-hand knowledge of the great law of supply and demand by selling some simple article on the street or from house to house.

As the fairgrounds are now crowded every week-end. Constables, however, were opposed to the idea and said nothing doing. "At any rate," said Jack to Col. "we can claim the honor of being the first to work the World's Fair."

NO MATTER what business conditions may be, the successful pitchman will always find some way to get by. It's a good point to consider when we remember that the country's chief rolls are taxed to capacity.

SAN ANTONIO... is reported to be open on p. p. with no reader. Our scouts tell us that some small doorways can be worked also, and that the lot next to the Texas Theater is a good location.

CONVENTION HEADQUARTERS... have been established at the Hotel Gibson, Cincinnati, for the National Invention Congress district meeting July 18-23. Officials state that pitchmen having new ideas will be permitted to play the event.

HOW IS THE TIME to sit down and write a pipe. With your help and co-operation we can make the pipes column even more valuable. Keep them short and to the point and devoid of unreflexive matter.

CHARLES F. KISSINGER... after a year's absence, pipes from the Pythian Home, Springfield, O.: "An suit confined here and like it fine. I read in a recent issue where a bunch of the boys are working around Syracuse, N. Y. That was some town the summer the Woods med show worked it about 15 years ago. There hasn't been a medicine show here in the last year. I don't know if the town is closed or open, but if anyone is interested I'll get the dope on it if they drop me a line here."

ALLAN BRYANT... pencils from Mattoon, Ill. that he is still with the blingo on Sol's Liberty Shows, but that he's not the manager and has only been an agent for the past four years. "Don't get me wrong, tho," he adds, "I'm always willing to help a friend, as I always carry that southern hospitality. Prosperity is on the detour."

PITCHMEN'S SAYINGS: "Stand right where you are,"—English Tommy Evans.

REPORTS EMANATING... from El Paso, Tex., indicate that the town is closed to pitchmen anywhere in the business district.

Events for 2 Weeks (A New Weekly Service)

- (Week of May 16-21) CALIF.—El Monte, Pioneer Days Celebration & Rodeo, 21-22. Hayward, Rodeo, 21-22. Long Beach, Food & Better Homes Show, 16-21. Los Angeles, Dog Show, 21-22. ILL.—Chicago, Nat'l. House & Garden Expo., 16-21. IOWA.—St. Wayne, Auto Races, 22. Terre Haute, Dog Show, 22. KANSAS.—Topeka, Celebration, 16-21. KY.—Louisville, Dog Show, 21. MISSOURI.—Holland, Tulip Festival, 14-22. N. Y.—Cedarhurst, L. I. Dog Show, 22. Le Roy, Apple Blossom Festival, 21. Minneda, L. I. Dog Show, 21. Oyster Bay, L. I. Dog Show, 20. OHIO.—Cincinnati, Union Label & Indust. Exhn., 16-21. Marysville, Legion Celebration, 16-21. Zanesville, Armed Forces Expo., 17-21. OREGON.—Tualia, International Petroleum Expo., 14-21. R. I.—Providence, Shrine Circus, 16-21. WASH.—Spokane, Sportsmen's Show, 16-21. (Week of May 22-28) MINN.—St. Cloud, Rodeo, 29-31. CALIF.—Cambria, Rodeo, 29. OREGON.—Clyde, Cymchans Rodeo, 28-30. MARYLAND.—Coffin, Stampede, 28-29. N. J.—Hershey, V. P. W. Carnival, 23-28. IND.—Indianapolis, Auto Races, 30. WINDSOR, AUTO RACES, 29. WY.—T. Madison, Centennial Celebration, 23-28. KY.—Pineville, Mountain Laurel Festival, 27-28. MISS.—Cairo, Fair & Horse Show, 24-26. MO.—Poplar Bluff, Clark Jubilee, 27-28. N. J.—Bernardsville, Dog Show, 27. MADISON, DOG SHOW, 28. SUMMIT, DOG SHOW, 27. TRENON, AUTO RACES, 27. WINDFIELD, DOG SHOW, 27. N. C.—Wallace, Strawberry Festival, 23-28. O.—Celina, Grand Lake Festival, 23-28. GREENFIELD, SPRING FESTIVAL, 23-28. VA.—Deva, Horse Show, 24-27. PITTSBURGH, COMMUNITY CELEBRATION, 26-27. OVERBROOK, DOG SHOW, 28-30. SHREVE, AUTO RACES, 28. WILMETHAM, DOG SHOW, 28.

- VA.—Tasley, Potato Blossom Festival, 28-31. WASH.—Grand Coulee, Legion Encampment, 28-30. W. VA.—Barrickville, Celebration, 30. Morgantown, Celebration, 28-30. WIS.—Beloit, Memorial Day Celebration, 30. CAN.—Husker, Alta, Stampede, 24. Montreal, Que. Circus at the Forum, 21-28.

The Ringmaster

By HARRY S. THOMPSON

Weakly, then, he closed his eyes and said: "Dear God, I've tried To run the show as it should go—I've nothing now to hide. And when your trumpet sounds the call to leave this good old earth, In the top—the final top—if I've been of any worth— A cushioned seat in the Bible Books I pray you'll me provide." And with a smile on his face the old ringmaster died.

Restless, he turned to watch the fire, embers burning low, A languid spark in the empty dark that soon, like him, must go; And as he watched the glowing coals he seemed to hear a roar, The measured beat of marching feet, parading as of yore.

Thru the flames came a circus, in brilliant-hued array, The blaring band and wagons grand, Jumbo's ponderous sway; Cavorting clowns in spastic antics, making people laugh, Panthers pacing, monkeys racing, lengthy-necked giraffe.

With bated breath the trouper stared, enraptured by the sight, The glittering show passed but slow, onward in the night; Stille, then, the tents rose up before his dimming eyes, The ballet girls in dizzy whirrs, the barkers' strident cries.

He saw the line of side-show freaks, all on weird display, The woman fat by the thin man sat and watched the midgets play; Before his eyes stood the bellow man, pumped up full of air, On the minstrel stand the side-show band crescendoed with a blare.

A nostalgic wave o'er him swept, the old eyes filled with tears, Again to see where he would be except for weighty years; The wasted form tensed again, there by the fire's side, He saw the crowd with voices loud stream toward the marquee wide.

The caged and shackled animals within the odoriferous tent Drew attention, wondering mention from those of curious bent; The hippo's abysmal yawn, the rhino's armored hide, Monkeys quick, zebras slick, all were there inside.

And in the embers, now quite low, the big top came in view, The tiers of seats where agile feats passed in skilled review; He saw and heard the candy butchers cry their circus wares, And then at last the trumpet's blast drew attentive stares.

Spec was on in blazing hue, Spanish Fiesta gay, Amazed, he stirred and plainly heard his own voice clearly say: "Ladies and Gentlemen—crowd murderers died at birth— "We present to you a great revue— The Grandest Show on Earth!"

He watched himself, with critical eye, direct the mighty cast, With rhythmic grace in rapid pace the acts paraded past; The elephants, cats, seals, horses, bent to human skill, Performers all he held in thrall dependent on his will.

He thrilled anew at the acrobats, on cloud swings and trapeze, As they floated by in the top so high, with graceful effortless ease; The studied clumsiness of the clowns brought uproarious glee, With the fancied crowd he laughed aloud in his real penury.

The mirage faded with the coals and disappeared from sight, And instead around the bed crept the Stygian night, His thin hands clutched the coverlet and drew it o'er his breast, To help keep warm the wasted form that soon would go to rest.

Re-living circus memories he lay till nearly dawn, And caught the words, unwritten words, "The show must go on!"

Weakly, then, he closed his eyes and said: "Dear God, I've tried To run the show as it should go—I've nothing now to hide.

And when your trumpet sounds the call to leave this good old earth, In the top—the final top—if I've been of any worth— A cushioned seat in the Bible Books I pray you'll me provide." And with a smile on his face the old ringmaster died.

Line o' Two of News

CINCINNATI, May 14.—Mrs. John M. Sheesley, of Mighty Shoeless Midway, will leave here tomorrow for Summerville, W. Va., to see her son, George Embree Jr., graduate from college.

NEW YORK, May 14.—Hamida Ben, producer of carnival shows, left here this week for Halifax, N. S., Can., to join the Bill Lynch Shows. He will present a 14-people-cost rumba show. Mrs. Ben left with him to supervise the purchasing of new wardrobe and scenery. Company is mostly Spanish people.

NASHUA, N. H., May 14.—John T. Benson, owner of Benson's Animal Farm, is back at work at his desk following a slight illness of about two weeks.

MEMPHIS, May 14.—Arriving here today to take over position as emcee for Imperial Hawaiians was Olive Young, full-blooded Chinese girl, well known in entertainment world. Miss Young was formerly with troupe but was called to Kansas City some weeks ago because of the death of a relative. Young is also a singer and a talented artist and has played in some of the principal theaters of United States as well as China, Japan and Straits Settlements and has appeared in Chinese-made pictures.

COUNCIL AUDITION

Dramatic Arts, and the cast of Three Sisters is almost the same as that which presented the play as an Academy undergraduate offering two years ago. Despite the fact that it's almost impossible to make the turgid mass of static Tchekovian non sequiturs seem effective, a number of the youngsters managed to stand out. Several have shown marked improvement in the same roles that they played two years ago.

Perhaps the outstanding work of the afternoon was contributed by Henry Lascoe in the small character bit of Perapont. A careful, detailed and finely played portrayal. It stood out despite its few lines. And also scoring excellently was Edward Krelling in the extremely difficult role of the foolish Kulligin. Krelling has improved his portrayal several thousand per cent in the past two years, turning it from a burlesque to a highly amusing and effective satire. Catheryn Laughlin gave a good solid performance as Masba; Marian Kate, an extraordinarily attractive lass, was a sincere and effective Irina; Lawrence Forwithe offered an altogether excellent reading as the Baron, and others doing good work included Tom Tully, John Most and Carmen Jones. Since the piece was presented on a bare stage, Marc Daniels did a pleasant job as its Frank Craven and also played the tortured Andrey.

In accordance with Council custom, only the names of those rating unqualified approval will be mentioned.

The audition, incidentally, allowed me to discover the line that is the key to Tchekov as a dramatist. Says Verzhinina in the second act: "If they won't bring us tea, let us discuss something."

Brook Pemberton introduced the offering and, in an impromptu speech that really stole the show, indicated by inference that he may be a potential member of the society that your correspondent and a few other embattled souls are starting. It's known as the Tchekov Tchekov Club.

Eugene Buff.

FEWER PITTS

(Continued from page 25) Terrace, an adjunct to his indoor Casino on the Route 41 highway between Pittsburgh and McKeesport. Slated to open in June is the Crest, formerly Blyer Crest, near Irwin, on Lincoln highway. Dale Harkness moves in tonight at Webster Hall for the opening of the Spanish Gardens, weather permitting. Bright patch in after-dark merry-go-round is number of winter spots deciding to remain open for early summer.

Most notable is swank Hotel Schenley, which in past few years has sealed Continental Room for hot months. Howard Baum's Orchestra still on the music stand. William Penn Hotel ushers Jack Marehard's Band into first niterly engagement the 26th for Urban Room opening. Other better known sites will remain on present policy, including New Penn, where Lang Thompson's is the rhythm; Nixon Restaurant with Herman Middleman, Italian Gardens with Ezzi Covato, Orchard Inn with Charlie Berger; Eddie Peyton's, where Bob Greyson's Band moves in May 26; the Plaza with Mike Peyton's Orchestra, Showboat with Al Marasco, St. Moritz with Agnes Prendergrast, the Balconades with Al Fremont, Green's with Bert Block, Child's with Nelson Maples, Arlington Lodge with Lee Crosley, Boulevard Cafe with Casanelli Cafe, Carlisle Club with Red Mitchell, Club Mirador with Danny Mason, Club Petite with Paul Marten, and a couple dozen honky-tonks that use three and four-piece tune crews.

Drinkeries using specialty entertainers likewise plan to coast thru summer under existing policy. Better known spots are Hofbrau, where Barry Signa's trio executes Viennese waltzes; Roosevelt Hotel, where the Singing Strollers frolic; Hickey Park Tavern, whose Four Nuts combine rfsad songs with slapstick at tables' expense; Seventh Avenue Hotel, where girls chant, shout and croon on a turntable to organ accompaniment, and the Oliver Building Restaurant, home of provincial Dwight Pisko-stylists.

HUB JUDGE

(Continued from page 25) Court, Thursday refused to issue a temporary injunction, and stated he would do so only if he thought there was a threat of misleading the public in the bill. Attorney George E. Roever, counsel for the union and for the Labor Stage, Inc., set forth that the labor play had run seven months on Broadway without any objections from Jurman, that the ILGWU had prior rights to use the name Pins and Needles inasmuch as they were the tailors of the country and that the name was as ancient as the garment trade. Moreover, he felt the popularity of the musical revue would hype the columnist's prestige. Jurman's attorney, Albert Hurwitz, said the use of the name violated the plaintiff's rights.

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Hartmann's Broadcast

IF SPACE totaling 1,172 column inches of art and stories, by actual count (and we did the counting ourselves), in one week's time in one city and during show week is scant publicity for a circus, then we don't know what a good showing of free space in newspapers is. We refer to the Ringling-Barnum show in Boston, where it appeared at the Garden May 2-7.

Including the Sunday papers of May 1, The Boston Daily Record, The Boston Evening American, The Boston Evening Globe, The Boston Sunday Globe, The Boston Post, The Boston Sunday Post, The Boston Transcript, The Boston Sunday Advertiser and The Christian Science Monitor were the papers in which the 1,172 inches of art and stories appeared during show week. The Boston Evening Globe topped all with 198 inches, followed by The Boston Daily Record with 178 inches and The Boston Post with 164 inches.

We have checked on this matter thoroughly for the reason that Roland Butler, general press representative of the E-B show, has taken exception to a paragraph in a story of the circus' Boston engagement which appeared on page 77 of our last issue. The para-

graph read: "Daily press under last year's space donation. They could have gone to town for the circus folk, since the circus had plenty of big adhesive stuff."

"The truth is," writes Roland, "that our Boston publicity showing last week set an all-time high for circus publicity in that city during a show week—a fact which newspaper men brought home to us and a fact which your man should have been aware of."

"As in recent years, we didn't use Herald and Traveler for publicity on account of exorbitant business office demands for tickets, but did give these papers a reduced advertising schedule."

"I'll be pleased to learn if you figure this is a scanty publicity showing after you look over the enclosed clippings—and it's not at all we received there by any means. I didn't even bother to pick up advance daily stuff run before I arrived May 1, which, I'm told, was especially heavy during preceding week and which your man can check in local newspaper files."

"I'm a former Bostonian, as you know, and have made the town annually since opening of Boston Garden 10 years ago. I know what papers there have done for the show each year, and know that the statements herein are entirely correct."

Allen Lester made Boston in advance (out of New York) and Frank Braden and Roland Butler handled the town until Wednesday, when Frank left, and Roland remained there thru show week.

Included in the batch of clippings sent by Roland were two from papers prior to the arrival of the show in Boston; one from The Boston Sunday Post of April 24, which carried 150 column inches of art and stories, and the other from The Christian Science Monitor of April 26, which devoted 25 inches of free space to the show.

† † †

J. A. McDONOUGH, secretary and publicity manager of "Hotshot" Murray's Thrill Attractions, has drawn a word picture of the honest and dishonest outdoor showman and the honest and dishonest localite. It is something that every troupier should read and then pass on to as many townspeople as possible. Here it is:

What a cruel and inhuman delight many locals enjoy when they are given an opportunity to crack down on the showman. Every showman and promoter is looked upon by them as a crook until such time as he can, by his honest and willing co-operation, prove himself otherwise.

Quite natural is this prejudice shared thruout the country; dishonest showmen have given it birth and now

it remains for the honest people, as in the case in any activity, to live it down. And what a price it costs to prove erroneous these beliefs!

Each business, be it selling rags or royalty, is faced with the weeding out of unscrupulous members whose word is never worth the breath utilized in giving it. Why should the show business be different? We have our crooks and we have our sincere and square-shooting members. The latter, we think, are in the majority. But let a man once strike a worm in a tomato and thereafter he views with uneasiness all tomatoes, forgetting in his fear the many good ones he has dealt with. Usually he prefers to treat the few bad ones as standard of the industry, yet he will eat catsup, tomato puree and countless other by-products of the fruit.

Similar is the action of the good citizen who has at one time or another been the dupe of a ruthless rascal doing business under the showman's standard. After the unfortunate experience the merchant, seeking vengeance, is ready to clip the wings of the first show that reaches town.

"They're crooks!" he yells. And, led on by a desire to get "bunk" with all the species, he starts to cry thruout the countryside. And it ricochets this dirge of doom to the showman, from hillside down to the valley floor; from the heavens it bounces to the plains, and so it goes, over just in advance of the honest showman who is merely attempting to make an upright and decent living.

Equally disheartening to the legitimate show and its people is the Shylock who sits in omniscient pose upon the throne of local government. Regardless of statute, the citizenry attempts to rob, dupe, plunder and debunk every showman on every purchase, knowing well the city fathers will silently approve. Prices go up when the show comes to town. The merchants appear to forget that the show is bringing them money. Why not treat the showman as a good customer instead of robbing him at every turn? Such logic appears as sophistry to the dealer; he wants blood money, straight from the purse of the show. Then a cry is raised when admission prices, boosted by the show to defray the exorbitant expenses imposed by the city, are announced. Licenses that cost \$50 for local clubs become \$100 for the show. Do you wonder why the showman's mouth tastes rancid when he pulls out for the next spot?

I cannot see why a fair-trade agreement has never been drawn up between these two important phases of society. Of course, the locals would supervise the drawing up of said contract, for the moment finding common ground with the lowest shyster within the city's confines.

For the protection of the citizenry there are the Chamber of Commerce, the Bureau of Licenses—not to mention the police force—and the Better Business Bureau. For the showman's protection there is nothing but his wits, and these he had better sharpen lest he literally lose his shirt to the home guard.

"Buyer Beware," the tradesmen warn. Our motto must be, if we hope to continue, "Showman, Beware." And in the interests of self-preservation we had better follow it.

R-B BROOKLYN

(Continued from page 34)

opens on the road has not been accomplished this year, only one indoor attraction, the Paroff, high pole sensation, having been dropped. All Loyal and Dogs will remain thru Philadelphia engagement, when stint leaves to play parks for the George Hamid office. Couple of the other acts will be dropped, it is understood, following Philly.

New lot at Utica and East New York avenues has evidently proved a good Brooklyn location, altho oddtimers claim the one-time site at Flatbush and Nostrand will never be equaled for accessibility. Show opened here under all

new canvas, except menagerie top and several smaller tents in the backyard. Menagerie canvas is due to be replaced when show arrives in Chicago.

Union Situation

Difficulties with the American Federation of Actors have not been ironed out as this is being written Friday night. Definite drop in business from last year and expectations of a year's gross far below that of 1937 have obviously prompted circus to request a substantial cut in the \$60-a-month minimum wage scale in effect since the APA contract was signed by Sam Gumperts a year ago.

John Ringling North, president of the circus corporation, and Ralph Whitehead, executive secretary of the union, met in private confab early this week to discuss differences. North has taken a firm stand that increased out of the show cannot be met this year with general conditions as far below normal as they are and that a cut in salaries is essential at this time. In some quarters it was reported that North had even threatened to send the show back to Sarasota should the union refuse to meet his request for reduced wages.

Whitehead indicated this week that he would be in favor of a decrease in the \$60 wage rate to APA employees provided the members voted it and provided other union members, including billposters, musicians and press agents, took similar reductions. Whitehead stated, however, that he would not recommend a cut as drastic as North is reported to have proposed.

First step in settlement, union demands, is for the show to live up to its contract by having all of its eligible personnel members of the APA in good standing. About 70 performers have refused to join the organization and nearly that number again have refused to pay their dues. APA has taken the stand that until the closed shop agreement is effected it cannot negotiate for a temporary wage cut or change in the original contract.

Much public interest, with local dailies playing it up, centers around Frank Buck's refusal to take out membership. Exponent of "Bring 'Em Back Alive" has based his refusal on the premise that he is a scientist and not an actor. Buck talked with Whitehead on Friday and was given 24 hours in which to make up his mind, union officials said later. Buck question, involving but one member of the show, is incidental and will probably be straightened out.

A large group of performers still refuse to co-operate with the APA, leaning definitely toward the circus management. Ill feeling and tension arising between performers and workmen may possibly precipitate another strike on the part of the latter. Actors maintain that the Ringling-Barnum show has always been fair to them and that they intend to "stick by Johnny, who represents 'Mister Johnny' and all that the show used to be before outsiders stepped in and tried to run it."

CAR COMPANY

(Continued from page 3)

the spring of 1936, when Dodson Show played New Brighton, Pa. According to testimony presented at the trial, the Warren Tank Car Co. at that time issued a writ of replevin and attached six flat cars. Guy Dodson revealed that the show at one time purchased 12 flats from the car company, but due to depression years was unable to meet all payments on them in time. When the Warren Tank Car Co. had an opportunity to make a sale of 12 cars to the Royal American Shows B. H. Mathis, manager of the car company, according to the Dodson testimony, made the Dodson brothers a proposition whereby they were to give up the 12 flats and become sole owners of six other flat cars which the World's Fair Shows were offered provided they repair them properly. It was pointed out that the six flats were not in use by the Warren firm and the carnival was given them with the understanding that they were not to pay any rental on them. The jury's verdict agreed with the latter point.

Attorney Leonard J. Ewing, of Reed & Ewing, Beaver Falls, represented the World's Fair Shows. Witnesses for the carnival included Mel and Guy Dodson; Clarence E. Sherman, assistant manager of the World's Fair Shows; Wallace A. Cobb, formerly trammaster for the carnival, and Miles H. Stark. The figure awarded the show represented an estimated total of money which was spent due to the loss of six flats.

W. A. GIBBS SHOWS

WANT CONCESSIONS—Long and Short Range Gallery, High Striker, Candy Apples, Snow Cones, Fish Pond, one of a kind until dates. Have tops for illusion; also Grand Shows. Will book Octopus, Tilt or Whip, Dutch Crondie wine Frank Hanson. All mail.

W. A. GIBBS, Arkansas City, Kan.

WANTED RIDE

Have good location for one more ride. Love-O-Plane, Octopus, Stratoship or Flat Ride. Reason now on until October 1st. Write or wire at once.

GRIFFIN AMUSEMENT COMPANY, Jacksonville Beach, Florida.

ENDY BROS. SHOWS, INC.

Presenting

THE GREAT WILNO

America's Premier Free Act Daily

Want Fun House, Penny Arcade, Animal Show, legitimate Concessions, Candy Floss, String Game, etc. Have wonderful route. All answer Burlington, N. J., this week; Kenilworth, N. J. (Newark District), week May 23.

CARROUSEL LOCATION

Good location open for a good Carrousel. Portable type preferred.

CARLIN'S PARK

Baltimore, Md., has opened. Carrousel Concession, what have you to offer?

FITZIE BROWN WANTS

Agents for Wheels and Coupon Stores. Those that have been with me before, come on. Will place you. Wires not necessary. This week, Stroudsburg, Pa.; next week, Williamsport, Pa., Downtown.



Notes From the Crossroads

By NAT GREEN

IN THE "old days"—some 30 or 25 years ago, circuses frequently played Chicago under canvas. For several years the H. W. Gentry show played Chicago lots to very nice business. Then conditions changed—and perhaps the public's tastes in entertainment changed. At any rate, no circuses, aside from the Ringling-Barnum show, have played the Windy City under canvas in almost 20 years. Now Russell Bros. Circus is coming in for half a dozen or more stands, and it will be interesting to watch results. Chicago has the reputation of being a tough town for any show to play. Various restrictions imposed by the city, unions, politicians and "muscle men" are said to make the going plenty rocky. Perhaps these difficulties have been magnified, as such things often are. At any rate, Russell Bros.' experiment is worth watching.

Small carnivals playing Chicago lots so far have found business fair in some instances and poor in others. The weather, while clear, has been too cool to hold people on the lot at night. . . . Many local concession men have been kept pretty busy during the last few months playing conventions, clubs and other private affairs. . . . The take hasn't been large in most instances, but at least it kept the boys in eating money. . . .

Clippings from a McKeesport, Pa., paper show ads of Robbins Bros. Circus shouting in box-car type "WAIT for the big show" and in an adjoining column Downie Bros. proclaim "Don't Wait or you'll be sorry." . . . Bee Starr in from the St. Louis police circus and motoring east with Winnie Colleano—Bee headed for Washington and Winnie for New York. . . . Eddie Meredith, of Missouri Breeze fame, now conducts a Do You Remember column in The Fairmont (W. Va.) Times. . . .

In a recent issue he carried an interesting story about Felix Bley and the Sedman & Poille Exposition playing Fairmont in June, 1921. Bley had booked the show to play Ravine Park—at that time a park in name only. When the carnival men arrived and saw the ravine they said it was impractical to set up in such a spot. When they went to the manager of the show he asked them: "Where did Bley say to put the show?" "In this gully," was the reply. "Well, put it there," the manager ordered. And, according to the story, the show did record business.

Con Colleano, famed wire-walker, will not troupe this summer. Instead he has leased a place at Grass Lake, some 40 miles northwest of Chicago, and will spend the summer there. Con plans to erect a rigging there and it wouldn't be surprising if he comes out with some new tricks next fall to offer vaude audiences.

J. C. McCaffery has secured a contract for the Beckmann & Gerety Shows to play the Midsummer Festival in Milwaukee in July. . . . Wonder if Alicia Villa, last in season with Hagenbeck-Wallace, is planning on going into pictures! . . . C. W. Finney, Edward A. Johnson, Harry Bert and several other McCoy show boys are back in Chicago. . . . Many friends of W. H. (Bill) Rice are visiting him at the American Hospital, Chicago. . . . All of Russell Bros.' dates in Chicago will be under auspices. . . . Dwight Pepple has been at work for more than a month making the necessary arrangements. . . . First date (two days) will be played on a high school recreation ground.

Tom Lynch, whose passing was noted in last issue, made a reputation for himself on two continents and was billed on the Saratoga circus as "Tom Lynch, the champion driver of the world." It was his boast that he seldom lost a horse. When the circus quarters burned in 1867 he talked about the stables feeding horses to safety until his clothes began to

smolder. Once Tom came to grief while driving the 40-horse hitch in Kings Lynn, England. The horses became frightened and bolted, and as they swung around a corner they took the whole front of a hostelry with them. Tom finally stopped them, but suffered a broken leg in doing it.

CIRCUS AND UNION

(Continued from page 3)

with H-W, according to Magley, who is stationed at the Fort Pitt Hotel here.

Allegheny County deputy sheriffs this week had tried to serve APA-propelled writs of attachment totaling \$100,000 as outgrowth of the actors' union's claim that Manager Howard Bary had "kidnaped" three elephant keepers from the picket line and forced them to sleep in the menagerie under guard.

Served a subpoena by Deputy Sheriff Braun requiring his appearance in court here June 1, Magley laughed off the libel charge and followed with an avowal "to keep after that outfit until we force them to meet our demands for higher wages and better working conditions. We'll tell them to winter quarters if necessary." Wage scale asked was \$40 a month.

Each party to the suit contends the other is ruining all circus business by his tactics. Magley and his aids claim Bary's low wages and union squabbles are making a bad name for tent folk everywhere. Bary holds that Magley's wage demands, if met, would force his show to close and throw hundreds of performers and workmen out of jobs.

Claiming the AFL affiliate's "kidnaping" charge was "part of a ruinous scheme to force Hagenbeck-Wallace into a closed shop," Pritchard also stated that Bary had unsuccessfully tried to reach Whitehead in New York for telephone negotiations. He likewise quoted LaRay's open letter to The Pittsburgh Press as evidence of the union's many-angled attempt to compel H-W contract obligations with the APA while prejudicing the public against show patronage.

Recalling that APA Attorney John Frankel, who also handled other AFL union legal tangles, had bargained with Bary Monday by promising to call off the picket line if a contract were signed by 8 p.m., Pritchard denied the abduction allegation by referring to the attachment writs which, altho asking \$100,000, failed to make specific statements of claim. Bond of \$200,000 would have been posted on the attachment writs if Bary and his staff men were served, double the amount for four suits of \$25,000 each.

In addition to the kidnap charges, another warrant for Bary, issued but reported not served, claimed he had caused false arrest, based on the complaint of an unnamed organizer that he had been picked up by city police on false charges of having a criminal record in Chicago, then released when they were found untrue.

Warrants for 11

Warrants were issued by a justice of the peace for Bary, William Moore, Nick Carter, Mel Smith, William Cronin and six others identified as "John Doe."

Magley challenged Bary's right to evade unionization with the statement that "two of our men in the circus are secretly working on something new. And we have the sympathy of the billposters and musicians' unions." He claimed that the current struggle has been brewing since last winter. He conferred with Bary in South Carolina; Peru, Ind., and at Columbus in vain attempts to sign an APA contract, he asserted, and finally, resigned to the decision that H-W was tough to crack, he was advised by Whitehead to set up picket lines.

Contrary to rumors that the show had folded, H-W played Washington, Pa., Wednesday; Parkersburg, W. Va., Thursday; Huntington, W. Va., yesterday, and Beckley, W. Va., today.

Performers, Workers Satisfied CINCINNATI, May 14.—The following wires received by The Billboard from performers and workmen on the Hagenbeck-Wallace Circus speak for themselves:

"Regarding rumors that show had been closed and not paying off, this is not true. This is our second season with Mr. Bary. Doing big business, getting our money every week and glad to be here.—FOUR ACEVEDOS."

"Will you rectify reports that Bary's show was closed. All laborers paid in full, no labor troubles, business good, show going over big with good matinees and full night houses.—FRANK MILLER."

"We are doing wonderful business. The show always up on time and every-

U.S. ROLL and BUN SLICER

Slices Entirely Through or to Any Fraction of an Inch From Edges

HAMBURGER BUNS

HOT DOG ROLLS

SHORTCAKE BISCUITS

ENGLISH MUFFINS

SWEET ROLLS



Trough is adjustable to take different sized and shapes as fast as they can be fed.

Every hot dog stand, lunch counter and restaurant needs this modern Slicer that pays for itself in a short time. Fits 9x12" space on any table or ledge. All parts coming in contact with rolls are chrome-plated. Absolutely safe and easy to operate. Equipped with 1/6-H. P. Motor.

Send for Descriptive Folder.

U. S. SLICING MACHINE CO.
"World's Best Bread Slicers Since 1858."
LA PORTE, IND.

COMPLETE CATALOG On Request. Illustrating 11 Meat and Bread Slicers, one for Every Slicing Need.

OLD HOME WEEK

CONFLUENCE, PA., SATURDAY, MAY 28-JUNE 4, PUBLIC PARK, CENTER OF TOWN.

Sponsored By All Civic Organizations of Town.
FREE ACTS, PARADES, BAND CONCERTS.

WANT Rides, Shows, Concessions. Other Celebrations, Picnics to follow until Fair Season. Big opportunity Shows that appeal to farm people, Monkey Circus, Freaks, etc., have good season. CAN USE several Sets of Rides at money spots. All events community sponsored in farm sections where they only see Rides, Shows, etc., once a year. Will not overload any location, making sure all have a chance to make some money. Write or wire M. A. BEAM, Windber, Pa.

body mighty happy. The good Lord just keeps his arms around us.—MICKIE KING.

"Show going along nicely. Good business here at Huntington May 13. Everybody satisfied, no complaints, good cookhouse.—ARTHUR BORELLA TRIO."

"Pay no attention to rumors that people with show are dissatisfied. I have never been treated and paid better before. Everyone here contented and peaceful.—CHESTER (BO-BO) BARNETT."

"In my 18 years with this show I have never been treated finer. I am very loyal to Howard Y. Bary for his kindness to me and all.—MICKIE McDONALD."

"To the contrary of many rumors, the show is going strong. There is no strike—there has been no strike. We are doing a wonderful business. Everyone is happy, altho there has been a lot of outside agitation on the part of organizers.—TED AND BETTY MERCHANT."

"Just heard rumors of show being closed and its people not being paid. I want you to do me a favor as well as to the Escalante Family by denying these. The show is doing a wonderful business. Every Saturday all people get their whole salary and everyone is well fed. Myself and all of us are for Mr. Howard Y. Bary and the great Hagenbeck-Wallace Circus is one of the best.—PHIL ESCALANTE."

"For your information and contrary to any reports you may have heard regarding our show closing or performers not receiving salary, we wish to deny same and state for publication that conditions here are 100 per cent satisfactory in every respect.—BILLY PAPE AND CONCHITA."

"Reports show not paying salaries false. People satisfied; me, too.—LEW HERSHEY."

"Everything going well on Bary's show. Pay no attention to rumors.—JIM WONG."

"Business good. Never trouped under better conditions.—STELLA CRONIN and DORTHEA CARTER."

"There is no strike here. Performers and workmen all satisfied. We are all very happy here trouping under very fine treatment and looking forward to a long and successful season.—POODLES HANNEFORD."

"I, for one, would like to state Mr. Bary is as good a showman to work for as there is. I am entirely satisfied. I like the cookhouse.—SIDNEY AYLER."

"If I did not like this show I would go to another one. This show has had no trouble. I am an American citizen and have 48 States to operate in, but I pick this show as a real winner and I am happy here.—H. (JEW) MURPHY."

"My men and myself like Hagenbeck-Wallace cookhouse, wage scale and treatment. We are happy and consider ourselves lucky to be with a large circus

WANTED

EXPERIENCED PHONE SALESMEN

For the Official Service Program

Supreme International Convention of the Knights of Columbus

AUGUST 15-18, INCLUSIVE.
FIRST TIME IN CINCINNATI IN 56 YEARS

No ticket — No advances — Only on collection. Permanent Work for Producers.

A. J. SAYLER
Supreme K. of C. Convention Headquarters, Netherland Plaza Hotel, Cincinnati, O.

WANTED

MOTORDROME RIDERS

From former World's Fair, Chicago, preferred. WRITE AT ONCE TO WILD RILLY ROSE, 242 Fish Ave., N. Y. C.

with a manager who gives all his workmen honest consideration. Several of my men were given drinks by outsiders and told untruths. When they found out the others were satisfied, they returned to work. Saw a number of the boys tear up the cards that were forced on them at the winter shows when they were told they could not work unless they signed for something they did not want at that time and for which they have never received any benefits.—CHEERFUL GARDNER, superintendent elephants."

"For some reason this show has had many unkind rumors spread against it the past two seasons, but somehow this knocking knocks it into the favorable limelight, for never have there been a more loyal group of workers than are here now, all peacefully attending to their own business and definitely against any outsiders attempting to run a business that they were never connected with in their periods of appearing before the public. Workers and artists alike in my department and all departments are all perfectly satisfied with their regular pay, food and general conditions and wish to be allowed to complete what has started out to be a pleasant season. MEL SMITH."

"Last summer I was forced to join an order I did not want and now have a paid-up card, yet my fellow members are now bearing false testimony against me and trying to muscle in here and stop everyone from making a living this summer when already we all know one show has closed, but this will carry on because workmen and performers are happy and satisfied and don't want others to try and tell them what to do.—NICK CARTER."

Out in the Open



Roger Littleford Jr.

NEW YORK, May 14.—With chilly breezes and lots of rain of late, with the spending power of the public considerably diminished and operating expenses somewhat higher than a year ago outdoor showdom throust this part of the East is in anything but a healthy

state. With but few exceptions, carnivals, circuses, aside board walks and individual concessioners report a decline in receipts as compared with the spring of 1937.

It's not a happy outlook that is facing the showman as he prepares for the summer season.

General agents are frantically searching for new and untried grounds for the traveling shows and permanent amusement spots are leaning toward high-pressure methods in the struggle for reasonable recognition.

As far as we have been concerned, the only spot in this section that has been blessed with REAL patronage is the embryonic World's Fair grounds out in Flushing—and entertainment there has been free!

That, in brief, is a summary of what we call outdoor show business in this neck of the woods. And "woods," they are, this year.

But with all the difficulty and discouragement facing the fraternity, there is remarkably little genuine pessimism. Showfolk are a hardy lot—they know trouble—and as many times in the past, they are confident that in one way or another they will eventually emerge from this deep rut of gloom and foreboding.

But there are always bright moments in every storm—from Nashua, N. H., that gallant and shrewd trampster, John T. Benson, writes that he is up and ground again following the recent illness that laid him low. "Altho I'm aware I am not as young as I used to be," he writes, "I am going to be in full harness in another week." Fred H. Ponty shoots from his newly acquired Atlantic Beach Amusement Park how grand it is to be back in the biz and that he is really optimistic about his season to come. The way Walter K. Sibley writes from San Francisco one would assume that he was a native son, so enthusiastic is he about the Golden Gate International Expo next year. He is assistant director of concessions there.

"We are way ahead of time on everything," he advises. "Our 'Gayway' is fast filling with fine attractions, our exhibit space sale is going apace, conventions are being booked daily, foreign participation has exceeded our fondest hopes, and the State is showing the utmost enthusiasm for this, its greatest event. The only difference I can see between your fair (New York) and this one is that one will be so much larger than the other."

Albert Zugsmith, former Paul White-man P. S., radio exec and newspaperman, has been named public relations director of Steel Pier, Atlantic City. With Leonard Traube, ex-Billboard columnist, handling Hamid's Million-Dollar Pier, this makes two alumni of RB at Atlantic City's big summer enterprises. Several years ago Zugsmith had a column in "Billboard" titled "Between You and Me." Remember it?

For the first time in his life, 32 years of which has been spent in hard, dangerous death-defying business, Alvin (Shipwreck) Kelly, this week entered a hospital. The reason: Readjustment of his thrice-broken nose. "You won't know me when the bandages are off," Shipwreck says. The famed pole-occupier opens with a new stunt at Steel Pier on May 28. . . . International Fireworks Co., this city, has been contracted to supply displays at Seaside Heights Pool and Casino this year. Manager C. M. Hefelinger reports. . . . Looks like Lucky

Teter and his Hell Drivers will offer an indoor show at Atlantic City's Auditorium in a few weeks.

In the mail this morning an eight-page throwaway piece from Monogram Pictures announcing release of *Two-Gun Justice*, starring Col. Tim McCoy, with Betty Compson. . . . J. D. Newman, general agent for Cole Bros.' Circus, shuffled off to Buffalo this week. . . . James Beach, formerly of Downie, joined Eddy Bros.' Circus this week as contracting agent. And Charles T. Hunt, head of the Eddie show, dropped into New York for private biz. . . . That was Lew Duffour and Frank Wirth sauntering down Broadway last Tuesday. And it must have been Frank Duffield who joined them in front of the Astor.

Unsung Heroes of the Circus

(EDITOR'S NOTE: By special permission of the author we reprint hereafter Chapter III of the book "Tara the Back Door of the Circus" with George Brinson, Inc., Copyright, McLaughlin Bros., Inc., publication date, April 1.)

THE unsung heroes of the circus are the members of the labor battalions. To them goes none of the fame and glory that is the lot of performers. Their names are for the most part unknown; the things they do lost in the general oblivion of all teamwork. And yet, tirelessly, with never failing loyalty to the thing they love, the circus, that is at once their home, their job and their mighty burden, they do their work day in and day out, in all kinds of weather.

The pay is low, the hours are long. The work is terrifically hard and yet, in my thousands of miles of travel with the circus, I have never heard any more complaining than is usual to any group of men, whether they be newspaper men, kicking against fate as they gather in the city room awaiting assignments, or a group of soldiers, cowering in the darkness behind a friendly shelter, waiting for the zero hour. Or, to tug in one more parallel, than you hear from the members of a professional baseball team in their off-the-record conversations. They love the circus. And it is by their brawn and unified intelligence that they make the circus possible.

It is one of the unsolved mysteries of the world as to why a circus man is one. He never seems to be able to explain it himself. But he is mighty proud of being one, just remember that.

The aim of almost every circus workman or performer, whether he admits it or not, is to some day join out with the Big One, as the Ringling Bros. and Barnum & Bailey Circus is familiarly known.

The reason for this ambition is that the Big One is the big league of the circus world. From there you can go no higher. In its labor departments, equally as with its performers, this is true. There you will find the best, not that there are not many clever and gifted, even great circus folk on the smaller shows. But in a majority of cases they are there because they have never been lucky enough, as they put it, to make the Big One, or they have once been a part of it, and slowed up by increasing years or accident have left its ranks to continue their work elsewhere.

The circus laborer is a type. In appearance he is far from prepossessing. He looks dirty to the unskilled eye. But he isn't. In fact, the people of the circus go to much further effort to keep clean than do those outside the show, for their facilities are limited, and their time restricted.

He has a certain hard, weathered look, like a deep-sea sailor, a plainsman or, to put it in terms of something less far removed from domestic routine, not unlike a farmer. His face is lined and seamed by wind and weather. His gait is firm and unburied. He moves not unlike the elephants with whom so much of his time is spent. He is graceful and rhythmic in everything he does. His clothes are old and worn and usually dusty. On his head he wears with the careless dignity of a well-worn crown a soft felt hat of nondescript appearance. It is battered and beaten into shapelessness by the same long hours of exposure to wind and weather which have set their enduring seal on his features. His hands are rough and calloused, but possessed of unusual strength.

With speech he is chary. The circus

BIRTHS

(Continued from page 31)

Mother is the daughter of Carl and Lilly Muller, formerly the Juggling Mullers, vaude team.

Divorces

Oilda Gray, former movie star, from Hector De Bricono, Venezuela Government official, in Los Angeles May 13.

Sugar Geise, actress, from George Wright, oil man in Los Angeles, May 12.

Betty Woods, actress, from George Barnes, cameraman, in Los Angeles May 12.

Rose C. Shaw from Otis D. Shaw, Chicago acrobat, in Boston May 7.

is not a world of words. It is a world of constant doing. When he speaks it is in a low, soft tone that to the untrained ear is scarcely audible. Oh, he can shout, and sometimes curse, if need arise, but on the whole he is a silent man.

While he is possessed of an amazing deftness in his work, whether it is that of the razorback, who loads and unloads the circus trains night and morning, a long-string driver of one of the big, rumbling red wagons, in the baggage stock department, a canvas man, enlisted in a daily battle against that greatest of all forces, Mother Nature, a property man or a member of any of the thousand and one far flung varieties of circus working forces, he seldom seems to hurry. He works steadily. He works with deceiving ease of movement. He works fast, but seldom, except in moments of unusual need, does he hurry. Nor is his voice often raised above that low-pitched monotone with which he usually speaks.

There are reasons as old as the circus for these seeming peculiarities. Perhaps older. Men who live out of doors are not, as a rule, noisy men. People of the shut-in varieties of city life do not have the ennobling force of nature always by their side to give them strength and courage. There is little inspiration for a man to be gained from trudging the hard pavements. It is the feel of good, solid dirt under one's feet that gives new life force. It is the heavy hung curtains of nature surrounding you that give freedom from fear, and a fountain of hope.

Again, people who work around animals are not noisy people. Animals, closer to nature than mankind ever can be, except in the rare instance of a great poet, or painter, do not like noise. Neither do they like hurry and bustle about them. So circus people neither shout or rush madly about, getting nowhere with a great show of progress, as do people in many other walks of life.

There is a brotherhood among the good folk of the circus that is not found on such a large scale elsewhere. At least, I have not found it. You are accepted there for what you can do. And you are expected to do it no less than well. You will make mistakes and have the usual number of accidents. It is true, but if you are to be a citizen of the circus world you do not keep on making mistakes. And you do not keep on having accidents.

To the circus laborer, the circus is his world. To it he looks not only for support, but for inner sustenance. Its life is his life. To it he gives all he has to give, unquestioningly and unsparringly. He loves it, even if he would scorn such an expression of sentiment. And he would die for it. In fact, in the course of a season on the road many of his kind do just that. For his work is dangerous, death walks close at his right hand always. But he is not afraid.

Deep down inside of him is the one quality that makes for the greatness of mankind, the one spark that, forever unquenchable, lights the fires of hope for mankind. He has faith in himself, and he is proud of his work. He is the pride of accomplishment that only the real workers of the world ever know.

I have seen his, bent with toil and weariness of hours of struggle against rain and mud and wind, straighten up for a moment, his grimy feet sinking into the quagmire about him as he stands, and look back at the circus lot. His gaze wanders slowly thru the back yard, spotted with property wagons and the private tops of the star turns, it meets the bulging, swaying giant of canvas and poles that is the big top. His lips tighten, the light of pride is in his tired eyes.

He has helped to build a city, working against fearful odds, that stands against the lowering skies a valiant, beautiful living thing. He has the pride of creation swelling within him. His work, and good work. There is no greater compensation anywhere for any man than that to look upon his work and find it good.

Underneath that weather-beaten, tattered exterior there is the heart of a poet. It is what turns him from more fruitful ways of making a living and makes him a citizen of the circus. It offers him, even if he knows it but dimly, or not at all, a life rich in accomplishment, ripe with opportunity to do the very best work he is capable of. And, in his curious, silent way, he knows that his choice has been well taken. That life is good.

He "has sawdust in his nose," is the way the circus language explains it. And so long as there is a world of the circus to go into, he will want to be there. In the spring when, according to the poets, young man's fancy turns to thoughts of love, so, too, do his turn to the thoughts of his own greatest of all loves, the circus.

He works hard, does the circus laborer. His lot is difficult and he is among the most misunderstood peoples of the earth. He explains, if ever, explains, or attempts to explain, his life. He resents the idle curiosity of gillies, as anyone outside the circus world is called. And he more often than not earns the reputation for being sullen and rude, when he is only exercising ordinary care against a possible enemy.

Gillies, sorry as I am to tell you, are undependable and not to be trusted. They talk with fluency and conviction. They are friendly and seemingly helpful. But more times than not, they do not mean what they say, and they do not do what they say they will do. This is not so in the world of the circus man, where a false statement or an incomplete promise might and probably would result in sudden disaster or death to a fellow worker. And so he does not wax friendly when a stranger, perhaps with the best of intentions, attempts to make his acquaintance. He goes dumb. It is for protection. And, again I am sorry to admit it, being a part-time gillie myself, he needs it.

And there is another side to his unwillingness to make easy friendships along the way, not that he is unfriendly, or friendless, far from it, the people of the circus have thousands of good friends everywhere. You meet him in the privacy of his own home, the circus lot. It may seem public to you, but it is the only home and privacy he has.

Now unless you are more sociable and glib than most people are, you do not make friends or get immediately on intimate relations with any passing individual who happens to invade your home. Nor does he.

His work is hard and he knows little else. Good work is enough for happiness if more people only knew it. He is exposed to every kind of hardship that nature can invent and a few man-made ones into the bargain. He is frequently soaking wet for days on end. He lives in a constantly changing, never silent maelstrom of milling thousands. And in such surroundings only his ability to concentrate and do his work well keeps that crowd safe from the disaster that their own thoughtless indiscretions constantly invite.

Two things he knows, and knows well. The comfort of a clean bunk, shared with a fellow circus worker, at night, three good meals served with unsparring generosity if the day is normal enough to permit three meals. He is part of a great world that rarely, if ever, fails him. And he is doing some special sort of work which he likes to do better than anything else in the world. It is small wonder that, dirty and weather-stained as he may look to you, as you gaze pityingly down at his slumbering carcass stretched beneath the friendly shade of one of the big red wagons on the lot, that were he to awaken, he would look upon you with even more pity, as a visitor from a busy-burly world of ceaseless struggle and endless discontent.

Tolling from daybreak into the wee small hours of another day, the circus laborer is happy in the world that he has found to be his very own. Frequently he sings as he works, curious chant-like odes that come from the inner rhythm of his being. He is building. And he is glad. Tomorrow today's town will be but a dim memory. But his work will be with him. And that is good.

Duquesne Garden Rodeo Is Success

PITTSBURGH, May 14.—More than 25,000 fans paid \$21,000 to see the 13-performance third annual 10-day Duquesne Garden rodeo, which closed last week. Event saw a new world's record for bulldozing when Charles Barnes was clocked at 4 2/5 seconds, and three casualties. Although there was 12 per cent under last year's box-office flush, take was considered good by promoting Harris Amusement Co. and Arena Director Col. Jim Eskew, who also supplied the stock, in face of 25 per cent general trade slump in district. Prizes totaling \$1,000 set up by Garden and \$2,000 more in merchandise and individual purses were awarded. Weather was clear and moderate all but two days. Howard Melberger managed show. Peghorn Clancy and Tom McKee handled publicity under supervision of George Tyson, Harris general publicity director.

Officials included Monte Reger, owner; Bob Matthews, arena secretary; Harry Williams, Shorty McCrory and George Ward, judges; Curly McCall and Monte Bear, timers. Contracted performers included Or Compton, Tom Hunt, Billy Keen, McLaughlin Boys, Roscoe Armstrong, Chip Morris, Ted Allen, Monte Reger, Junior Eskew, Buddy Medford, Don Wilcox, Mary Keen, Thelma Thinnis, Paul Wood and Tom Mix Eskew. Constants numbered 92.

Casualties were sustained by Dave Sanford, who lost a finger in the steering event; Kenneth Spicknel, broken shoulder, and Dale Stone, broken arm. Pancho Villa, bull-tensler, was tossed 20 feet one night and rendered unconscious.

Final results: All-round cowboy, Hub Whitman. Bulldozing, Hub Whitman. Calf roping, Jim Snively. Bronk riding, Ned Ferraro. Steer riding, Ken Roberts. Women's fancy riding, Mary Keen.

N. Y. World's Fair Contract Leads to \$1,000,000 in Suits

NEW YORK, May 14.—Framham Distributors, Inc., claiming that it had been awarded the frankfurter and hamburger contract by the New York World's Fair and lost it to Swift & Company, this week brought suits for \$1,000,000 against the fair corporation and Swift.

Contract, Framham officials contend, was rightfully theirs on basis of competitive bidding, and that the concession called for 70 stands at the 1939 exposition. In answer to the action the fair corporation acknowledged Framham as high bidder but claimed that since bids were speedily financial standing of the company had changed considerably and because of that final award had been given to Swift.

The public will be admitted to the World's Fair grounds this summer on Saturdays, Sundays and holidays for admission price of 25 cents. Grounds will be closed to visitors during the week. Fair officials hoped to have grounds free to public during 1938, but tacked on nominal admitt to take care of wear and tear created by visiting throngs.

Rain and Cool Weather For Opening of N. Y. Parks

NEW YORK, May 14.—The New York amusement park season opened here today to rain and unseasonably cool weather. Among spots receiving most notice were Palisades Park in New Jersey and Playland, Rye, N. Y. Inclement weather today and predictions of rain on Sunday will probably curtail crowds for season's initial week-end.

New York Licenses Retail Ice Cream Manufacturers

ALBANY, N. Y., May 14.—Extension of the frozen desserts law to require retail manufacturers of ice cream, except religious organizations and boarding houses, to be licensed by the Department of Agriculture and Markets applies to temporary manufacturers as well as year-round operators, according to Commissioner Holton V. Noyes. Those operating freezers at fairs, parks, resorts, circuses and similar amusement places

in the State must be licensed and observe the law as to sanitary conditions, food-content and adulterants.

Annual license fee for retail manufacturers is \$3, payable to the department. Applicant forms are available on request. Wholesale manufacturers have been paying \$50 annually since 1932.

McCOY WILD WEST

(Continued from page 3)

may participate in any distribution to be made, except on order for cause shown."

In simple language the terms of this order place wages claims on a par with the claims of other creditors, thus if assets of the show will realize a payment of 30 cents on the dollar all employees will receive 30 cents for each dollar due them. No priority is granted under the terms of this order; all creditors whether they be for loans, supplies or wages are placed on an equal footing.

The group behind Bartlett contend that their method is the better because approval of their petition by the court would bring about a payment in full for wages claimed and the only deduction from this sum would be the costs of the litigation. The receivers insist that their method is more equitable because no deduction would be made for the employees' share of the distribution.

Bartlett charges that other stockholders of the show had advanced sums of money to the corporation, taking bill-of-sale mortgages to secure their loans in order to gain priority over claims of performers and laborers. The action was fully discussed by the stockholders, Bartlett said, and they determined to withhold action until the show reached Washington where no provision in the law gives priority of wage earners' claims, except in the bankruptcy courts. Bartlett stressed the point that the present receivership was undertaken in a court of equity instead of the normal procedure in a court of bankruptcy. Bartlett asks the court to apply provisions of the bankruptcy act in the present case in order to give priority rights to the wage claims.

The blue and white canvas of the McCoy show, which has been reported as more or less under mortgage to its maker, Baker-Lockwood Co., of Kansas City, for the past week has been under lock and key along with the rest of the show's assets. This week the Baker-Lockwood representative, J. F. Rodabaugh, arranged thru attorneys Loving and Hamner to get his canvas back from the receivers upon a Baker-Lockwood payment of \$1,250 to the receivers. Washington lawyers expressed surprise over this development because it is normally believed that a mortgage holder can re-take his property when time for payment has lapsed. However, they believe anything is possible under the terms granted to the receivers by Justice Peyton Gordon. Highlight of the receivership order is one paragraph which states:

"FURTHER ORDERED, ADJUDGED AND DECREED, that all persons, parties, firms or corporations, including stockholders of the defendant (the show), sheriffs and marshals, and their officers, agents, attorneys, proctors, representatives, servants and employees, whether creditors or claiming to be creditors or having or claiming to have any right, title or interest of, in and to any property or properties of the defendant (the show), be and they hereby are enjoined and restrained from instituting or prosecuting or continuing the prosecution of any action at law or action in any court of law or equity or admiralty against the defendant."

This provision, say lawyers, is the most unusual ever to be granted by a court of law which in effect prevents anyone else from seeking legal redress for claims of credit or wages. The Bartlett petition thru Attorney Harman seeks to set aside this order so that the whole matter can be threshed out in court.

Bartlett Files Motion

WASHINGTON, May 16.—D. T. Bartlett, thru his attorney, Richard A. Harman, has served copies of a motion, to be filed in court today, to attorneys for creditors and receivers of the McCoy show.

Contending that employees should be given first consideration, Bartlett asks the court to modify its order appointing Edmund M. Toland and William H. Collins as receivers for the show, and also to vacate the court's order of May 12 directing the filing of claims, etc., on the ground that the court is without jurisdiction.

In a verified petition accompanying

the motion, Bartlett said that since the filing of his original intervening petition efforts to discredit him have been made thru publication of false and malicious statements, one of which was that the receivers would have granted preference to wage claims "if they had not been assigned to petitioner (Bartlett) and that petitioner expected to profit to the extent of 50 per cent of such wage and salary claim."

Bartlett's motion asks that the court set aside the previous orders in this case on the ground that they were "improvidently made and entered" and that the court is without jurisdiction to make such order. Bartlett's attorney cited numerous cases to support his contention, including a Supreme Court decision. He asks the court to modify the original order to enable him to file a bankruptcy petition.

Reliable sources say that a bankruptcy petition will be filed within a short time but both Bartlett and his attorney declined to comment on what action would be taken in the event the court denies their motion. Bartlett's petition also contends that a similar attempt to liquidate the 101 Ranch several years ago was denied by the same court and that the "precedent thereby established should not be reversed."

Horse Sale Brings \$24,000

WASHINGTON, May 14.—All of the horses, numbering more than 200, from the defunct McCoy show were sold Wednesday to buyers coming from Maryland and Virginia. Observers estimated that Auctioneer Weschler was able to dispose of the animals for about \$24,000. An unmanageable crowd of almost 3,000 turned out, including members of Virginia's Horse Society, army officers, spectators and a few occasional Sunday riders who thought that they might pick up a bargain horse for their bridlepath jaunt. Extra details of uniformed and plain-clothed officers were called out to restore order, to keep at least a small ring clear in which the horses could be shown and to direct traffic. Spectators and bidders kept climbing over the flimsy rope barrier which formed the arena in order to impress their bids upon the auctioneer.

In the forenoon the sale broke down completely because of disorder, which was created by the crowd's inability to hear the price bid. Police and a hurriedly called p.-a. system restored order in the afternoon. The cheapest horse went for \$80 and one pair of fine baggage animals went for \$500. Veteran horse dealers from Front Royal, Va., who had anticipated a "picnic of low prices" were astounded at the soaring sums offered for nearly anything that wore a horse-shoe. Army buyers from a nearby re-mount station managed to get out with 18 horses. Earlier reports of the Ringling buyers being interested in the baggage stock did not materialize, because no buyer was identified as being connected with the Big Show. Receivers said that if Ringling obtained any horses, it was thru local dealers.

McCoy Show Notes

WASHINGTON, May 14.—These will wind up my notes on the ill-fated McCoy show: Bill O'Connor, in charge of inventory, finished his job this morning after working all night. Mattresses, blankets and other sleeper equipment have been stored locally by the receivers. All wagons have been reloaded on the flats and the cars removed this morning from the Florida and Eckington yards of the B. & O. Railroad to a remote siding, where they will be left under guard until disposal. Yards had to be cleared for the Ringling-Barnum trains due in tomorrow.

Washington people "went wild" at the horse sale and paid nearly \$24,000 for some 250 horses of the show sold at auction at the Benning Stockyards. One pair of dappled gray draft horses brought \$200. One paint pony, for which the show paid less than \$100, brought \$250. Spotted ponies used by the Indians and which the show bought at an average of \$50 per head brought from \$150 to \$175 at the sale. The bronchos brought \$35 per head.

Mrs. Evelyn Walsh McLean, noted Washington sportswoman and owner of the famous Hope Diamond, made arrangements with a local restaurant to send three meals a day to all of us employed by the receivers after our food on the "pie" car of the show had run out. Food enough to feed 30-odd people was delivered by the restaurant in taxicabs for well over a week. Show people here are loud in their praise of this wonderful woman.

Another man who will long be remembered by all of us is John Dunn,

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FAIRYLAND SHOWS, Care of Billboard, Woods Building, Chicago, Ill.

BUFFALO SHOWS

WANT RIDES THAT DO NOT CONFLICT. Jobs at Norwich, N. Y., May 23-June 4. Two Saturdays and one holiday. Backed by Fire Department, Chamber of Commerce and city officials. Can claim Shows that do not conflict—Motor Drums, Arcade, Scales, Working World, Season until middle October. Address this week:

HOWARD POTTER, General Delivery, Syracuse, N. Y.

UNITED RAINBOW SHOWS

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LORAIN, OHIO, MAY 23

Wants Shows, especially 10-in-1 and Athletic. Old Shows—20% with own outfit. Shows set competing with Merry-Go-Round, Ferris Wheel, Chair-O-Plane.

Concessions all open, including Cook House, Polish Paper Job Box, Mini-Townsend, Glassy and Food Vendors, Hater Adams, Joe Harry, Eddie Adams stand on Detroit Harry write.

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BIGGEST LITTLE FAIR IN THE STATE

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AUGUST 25, 26, 27.

Want Free Act. Rides, good clean Entertainment and Concessions.

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FOR RENT

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Wants to look with manual with good roads. Excellent operators, safe airplane.

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CONCESSIONS of all kinds—Puppy Shows—Bingo Games—Everything goes. JUNE 6-11 AT MOUNT MORRIS, N. Y. (a good carnival town).

A. CASSETTA, Sec'y., Mount Morris, N. Y.

government "T" man, who has spent every hour of his spare time with us, placing his car at our disposal and otherwise making himself useful. J. W. McDonald, of Mt. Hanter, Md., took it upon himself to feed and otherwise care for about 100 workmen who were left stranded here, and at this writing I think he has either found work or has seen to it that every man has been returned to his home. Such circus fans as these deserve every consideration from all showfolks and shows that visit Washington in the future.

Of the folks left here now who have been working for the receivers, Jack Fenslow left to join the Big One at Brooklyn as backyard policeman. Booger McCarthy and wife (daughter of Charlie Hutchinson, late treasurer of the Big Show), Dave Nimmo and wife and the writer and wife are waiting the arrival of the Big One tomorrow, with possible connections in view. Don Fast joined the Big Show concession department in Brooklyn Thursday. Bill O'Connor will return to Hollywood next week to resume his movie contracts. Warren O'Hara and wife, after visiting the Big One, will return to New York.

Col. Tom McCoy was seen in the lobby of the Washington Hotel yesterday afternoon. He told friends he was "breathing easy" again with all the worry off his mind.

There are rumors that several big shots in the circus field are waiting for the cars and wagons to be placed on the block, with the view of purchasing them for next season. HARRY THOMAS.

Tom Mix Makes Quick Move North

CINCINNATI, May 14.—Making a hasty trek up the line from the Lone Star State, where business was not so hot, the Tom Mix Circus, which opened at Texarkana, Tex., April 2, played Lawrenceburg, Ind., yesterday and was caught by several members of *The Billboard* staff. Big act matinee very light and at night better than a half house. With business conditions off at present, the Mix show, the same as others, has felt the effect. Attendance showed a slight pick-up this week.

Equipment of the show is of the best. Organization is traveling on 40 trucks and a number of house and private cars are with it. Canvas makes a nice appearance with its red and white-striped sidewall. It is a clean-looking show with all attendants in uniform. Owner Tom Mix has a loyal bunch of folks working for him.

Excellent Performance

The performance is first-class in every respect and the various numbers are well applauded. It moves in a rapid manner under direction of John Agee and Carl Robinson's excellent band adds to its presentation. There are plenty of laughs thruout the big show and Wild West concert. Mr. Mix appears often in the programs, doing revolver shooting, riding, roping, etc., and received a big hand. Irma Ward does some exceptionally good work on the web and rings, concluding with one-arm swings. Ray Goody scores with a backward foot slide and some fine work on the wire, concluding with a back somersault, feet to feet. Frank Shepherd is doing a dandy single trap number, featuring finish with a half-twister somersault and heel catch—no net. The Clarkes appear several times, presenting exceptionally good numbers—juggling, riding and flying. Riding is done in Scotch costumes. Charles and Dannie Arley present a first-rate perch number and the former does a fine bit on swinging trapeze, head balancing, etc. Agee works a Liberty act, appears in message act in big show and also is in the concert. He certainly knows how to do it. Comedy boxing by Bumpy Anthony and Jimmy Davison is good for many laughs. Ruth Mix, Tom's daughter, also a picture star, is featured in big message number. All horses are beauties. Speaking of horses, Tom has a new white one that is a standout.

Among other acts in program are Joe Bowers with his high-wire monkey (Joe will again appear in the Clarke flying act, the Clarkonians, doing comedy); Joe Meyers; Jessie Shepherd, Iran Jaw; Homer D. Hobson Sr., ponies; Helen Ford, dogs; Ruth Mix, ponies; swinging ladder display; Gregy Trio, comedy acrobats; Herman Nolan and Hobson, Liberty number; Elizabeth Hannaford, Miss Ernestine Percy Clarke, principal riding; Mildred Asher, Dorothy Taylor, aerial revolving whirl; George Wallace, working one elephant (show has two elephants), all good.

Among those appearing in the fine Wild West concert are Hank and Ella Linton, Mildred Asher, Rex Rossi, Lottie Shaw, Herman Nolin, Benny Pete; Jack Knapp, who does comedy. Detailed review and rosters of staff, Side Show, clowns, etc., were carried in recent issues.

Dr. George W. T. Boyd is the announcer and handles things in fine style. Is also press agent back.

Recently, on her way to Chicago, Mrs. Mix lost her car by fire. It happened at Lebanon, Mo. She had left the car for several minutes and upon her return found it ablaze. Also lost some personal effects.

Visitors at Lawrenceburg included E. W. Evans, Dan Weber, E. A. Bruns (and family) and Charles Wirth of *The Billboard*, and Walter Harvey of the U. S. Printing and Lithograph Co.

HUGHEY BROS.' SHOWS WANT

Full Operator. Must be sober and reliable. Can show two years shows, including Atlanta Shows, Kokomo Sullivan shows. Address: Avon, Ill. this week.

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A Plea for Common Sense

OUTDOOR showmen are an optimistic lot. They always have been and always will be. If they see any chance at all of doing business they go after it hammer and tongs. They do not wait for it to come to them as many laymen are wont to do.

Everybody knows that when the circus and carnival owners and managers were preparing during the past winter and spring for their annual treks general business conditions were at a low ebb. Still these owners and managers, optimists and go-getters that they are, went ahead with their plans for the new season. Many of them with even more elaborate plans than heretofore. They made improvements here and there, added more modern equipment and spent money in other ways to give the public something worth while and at the same time help in the business recovery. They did this not because they could see a silver lining in the business clouds, but because they are leaders and not followers and wanted to do their bit in helping to pull this country out of the doldrums. Of course, they also expected a turn for the better in general business conditions as spring rolled around, but this failed to materialize, at least not to any extent worth speaking of.

Too much credit therefore cannot be bestowed upon these circus and carnival owners and managers for the gameness shown by them last winter and spring in making such elaborate preparations.

The new season is now but a few weeks old, yet old enough to convince these circus owners and managers that they are traveling over a rough path. Business for them as a whole has been far under 1937, but they are putting up a game fight.

Many have lost money hand over fist, but they are determined to carry on in the hope of soon getting a break. They want to see their people provided with employment and for that they are deserving of the gratefulness of all of us.

They want to carry on, as we just said, but obstacles thrown in their path are getting them pretty well discouraged and if they have to continue to face these obstacles sooner or later they will be forced to "throw up the sponge" and that means throwing thousands of people out of employment, the majority of whom probably would have to go on relief.

Something must be done—and AT ONCE. They must have full co-operation from their performers and employees. They must not have what we might call the last drops of blood taken from them by having them forced to do something which is utterly impossible. War is hell and that's what the majority if not all have been having since opening. They are a sick lot, yet optimists, and if given deserving consideration they'll "pull thru."

Let's give them the necessary stimulant. Let's help them to keep thousands—yes, tens of thousands—of people from being thrown out of employment. Let's lay off the antagonism and go along with them like REAL SPORTS.

As the old saying goes, you can't get blood out of a turnip, and who wants to see anybody choke a drowning man when everybody else tries to save him?

CO-OPERATION AND CONSIDERATION will pull the circus and carnival owner thru. Let all concerned give it to him!—EDITORIAL.

More Telegrams From H-W Workers

CINCINNATI, May 16.—The following telegrams received today from Hagenbeck-Wallace Circus workmen speak for themselves:

"All my men on the train crew have read this telegram and are all signing it and all agree that they want no part in any outside organization because they are well paid, eat good and have in Bary a man who does not bother them but let's them load and unload this train faster than any other show in America this year or any past year. We do not like people sneaking around in the dark and asking us to sign papers and give up money in advance for which we know we will never receive any benefits.—Whittle Beason, trainmaster; Bill Britain, assistant; Kenneth M. Genious, Jim Costello, C. W. Safford, Fred Medley, Luman Miller, Bert Lynchard, D. C. Brink, Leo Lampbell, Harry Johnson, J. P. Lucas, Otto Billings, Ed Sullivan, Gus Tober, John Schuler, C. P. Gullie, Charles McCurdy, Peter Bennett.

"Hagenbeck-Wallace Circus is the easiest show on the road for drivers, as they have plenty of stock and power to move all loads. We are satisfied here and never thought about going on any strike and want no part in anything where people not with the show try to tell us our business, then let us go hungry in the winter as we have seen others do last winter.—Mike Whisinger, boss hostler; John E. Shaffer, Joseph Duchesne, John Wyand, Brice Rutherford, Charles Wilson, George Burnett, O. H. Barnhart, Jerry Warner, Frank Cigar, Elmer Hardison, Willie Allen, Thomas Donahue, Edward Cherwin, George O'Brien, Leslie Odgen, Ed Reeves, C. Manfeld, Ben Farnham, Walter South, Frank Williams, Edward Engle, William Bindell, Willie Davis, Carl Harrarwood, George Sloan, Clyde Swain, Noah Cox, Earl Bourhard."

25,000 See R-B Arrive in Wash.

WASHINGTON, May 16.—Twenty-five thousand people went down to the circus grounds at Fifth street and Florida avenue yesterday to witness the unloading of the Ringling-Barnum circus train. Displaying an extraordinary interest in the show, it is believed that the reams of publicity given to the McCoy fiasco may have created the curiosity. Show officials reported a very good advance sale.

According to police estimate, this was the biggest crowd ever on hand for the annual arrival of the Big Show. Laborers who were reported in Brooklyn as ready to go on strike have been placated, according to show officials. A heavy rain at the Brooklyn stand thoroughly soaked the canvas, and last night the big tent was thought to be too heavy to put up until this morning, giving it a chance to dry.

Circus Agents in Canada

MONTREAL, May 14.—Many agents are now in Canada preparing for the coming of the circuses which they represent. In commenting on the agent situation, Bob Morton, who is interested in the indoor circus to be held here soon, said: "I never saw as many agents in one city at one time in my life."



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for
Showmen and Allied Fields.

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Hamid Visits Lewis Show; Peps Up NSA Activities

HAWTHORNE, N. J., May 14.—Approximately 75 per cent of the personnel of the Art Lewis Show Thursday night pledged themselves to become members of the National Showmen's Association following a rousing meeting at which George A. Hamid, president of the new showmen's group, was the principal speaker. Hamid was a guest of honor along with Dorothy Packman, president of the association's Ladies' Auxiliary; John Liddy, secretary of the association, and Sam Rothstein, chairman of the house committee. Other guest speakers included Charles Bono, chief of the Hawthorne Fire Co. No. 3, under whose auspices the shows are exhibiting, and Jack Spellberg, prominent concessioner. Spellberg pledged 20 memberships from his concession employees.

Praising General Manager Art Lewis for his work on behalf of the National Showmen's Association and the outdoor show world in general, Hamid told members of the show that he was proud of the outdoor show business when he considered the loyalty that the Lewis personnel has shown to its young chief. He said that times were bad and that it had been hard "picking" but he was confident the worst was over and the remainder of the season would show continual improvement.

Hamid Praises Showmen's League

Hamid described in detail the aims of the National Showmen's Association and declared that every outdoor show man and woman in the East should support the organization with their memberships and co-operation.

He also praised unstintingly the work of the Showmen's League of America, laying particular stress on the recent spectacle in St. Louis at which \$12,000 was raised for the old showmen's home. He said that the New York organization was in no sense a rival of the Showmen's League but filled a place in the East so ably taken by the Chicago organization in the West.

Packman explained the purposes of the auxiliary and invited ladies of the Art Lewis Shows to become affiliated with the organization. She described recent activities and stressed that the clubrooms would be a haven for all outdoor showfolks visiting New York during the winter months. At the conclusion of her speech Mrs. F. Perry Morency was appointed chairman of a ladies' committee to solicit and accept memberships from the ladies of the show. The committee started work instantly and the announcement that practically every lady with the show had requested membership applications brought cheers.

Liddy told of the wonderful growth of the association since its inception last December and pledged himself to carry on with Hamid and the other officers and the club became one of the strongest in the country. Rothstein, describing the new clubrooms on Broadway, said that compared to the first clubroom "this stage becomes an auditorium." He was lavish in his praise of Lewis and his efforts on behalf of the organization and declared that if every outdoor show owner in the East would devote the same amount of energy to the club and its affairs the officers would have but little to do. He brought laughter when he told of past association with Lewis in the concession business.

Fire Chief Makes Donation

Bono, speaking for the firemen, said that if Lewis and his personnel wanted to stay in Hawthorne they would all be welcome. He made a donation to the show's relief fund.

Lewis added much to the spice of the meeting by his witty and timely remarks in introducing the various speakers. "We have had some hard times," Lewis said, "but we weathered the storms and I am convinced there is clear sailing ahead." He expressed gratitude to the personnel for its loyalty and co-operation. He brought cheers and laughter when he described the Art Lewis Shows March thru Georgia. "Grant took Richmond," Lewis said, "but Portershead took me." He was referring to the condition of the lot in that Virginia city when the show moved to the edge of the water-covered showgrounds and was moved right on into Elizabeth, N. J. The engagement here, considering the old weather, has been very satisfactory

and the organization has won many friends among the firemen and outdoor show patrons. Lewis was host Wednesday afternoon to 200 children from the Catholic and Protestant orphanages. Newspapers were lavish in their praise for the entertainment given the youngsters, made possible by the active cooperation of firemen and police of the borough.

Show Widely Traveled

Living up to its record of being one of the most traveled shows on tour, Art Lewis Shows have moved from Southern Florida and are now on their way to Northern Quebec, covering what is believed to be one of the longest routes ever played by a carnival of this type.

While the Southern dates, after leaving Florida, were disappointments from a financial standpoint, the show came into the money territory better organized than it has ever been before.

The organization still mourns the passing of Norman Selby Jr., and part of the program at tonight's meeting was devoted to a tribute to the former mail and The Billboard sales agent. Hamid joined Lewis in paying a gracious tribute to Selby.

Bryan and Billie Woods joined here with their Hollywood Monkeys and immediately enlarged the show with the addition of a middle piece and new platforms. They also have their Pony ride. Reported by Carleton Collins.

Workingmen's Strike on R-B Show Settled

BROOKLYN, May 16.—Workingmen with the Ringling Bros. and Barnum & Bailey Combined Shows went on strike here following the Saturday night show, about 11:15. Two hours later the strike was called off when John North, president of the Ringling corporation, promised to pay the wage scale calling for a minimum of \$60 a month and board, and also gave assurance that performers with the show who were not members would join and that the union performers who were in arrears would be paid up.

North, it is said, paid the dues for the performers who were in arrears. Following settlement of the strike, the workingmen immediately began to tear down the show and load it for its trip to Washington.

At a meeting of the workingmen held Friday night a wage decrease was voted but no decision reached as to the extent of the cut.

PRIVATE BROADCASTERS

(Continued from page 23)
idea to drop the whole thing this session. Celler apologized and hearing continued

with Ethridge reading a prepared statement to the committee. NAB argument stressed that government station is the same method used by totalitarian nations and is therefore not democratic. At conclusion of NAB's Ethridge's appearance Vinson adjourned hearing until Tuesday morning to hear representatives of Westinghouse and General Electric. Later government officials, including FCC Commissioner Payne, will testify on aspects of the bill. Congressman Maury Maverick, Texas liberal, is scheduled to address the committee on the subject, and representatives of the CIO stated that they are muttering men of their American Communications Association to appear before the committee. CIO is believed in favor of the bill, but its main interest is in the technical operation of the proposed station. CIO men will also go before the Senate Committee, which is holding hearings on the Chavez-McAdoo Bill, similar to Celler's but locating transmitter in California.

Indications at this time point to both Senate and House committees being opposed to both measures.

JULY 4, GREENUP, KY., MASONIC CELEBRATION

- JULY 11—VANCEBURG, KY., Fair
- JULY 18—GRAYSON, KY., Fair
- JULY 25—HARRODSBURG, KY., Fair
- AUG. 1—RUSSELL SPRINGS, KY., Fair
- AUG. 8—BRODHEAD, KY., Fair
- AUG. 15—LAWRENCEBURG, KY., Fair
- AUG. 22—LEBANON, KY., Fair
- AUG. 29—HODGENVILLE, KY., Fair
- SEPT. 5—RUSSELLVILLE, KY., Fair
- SEPT. 12—JASPER, TENN., Maiden Fair
- SEPT. 19—OPEN—FAIR WANTED
- SEPT. 26—DICKSON, TENN., Fair
- OCT. 3—OPEN—FAIR WANTED
- OCT. 10—FAIR CONTRACTED
- OCT. 17—FAIR CONTRACTED
- OCT. 24—OPEN

Why play "Still" when you can make more money at fairs? We can place Stock Concessions and Shows. Have almost new Silodrome for sale. Cash or terms. Address F. H. BEE SHOWS, INC., Winchester, Kentucky, This Week. Cut out and keep this list of fairs for future reference.

MODEL SHOWS, INC., WANT

Chairplane, buy or book. Want Side Show complete or will furnish outfit to reliable party. Want Grind Shows. Concessions open: Palmistry, Fishpond, Lead Gallery, Bowling Alley, Stock Wheels. Wire Knoxville, Tenn., this week; then Kentucky coal fields, Lynch and Harlan Ball Parks. W. R. HARRIS, Mgr.

NEW ENGLAND AMUSEMENT CO. WANTS

2 Grind Shows. Give X. Also Funhouse. Following Concessions: String Game, Cigarette Gallery, also Short-Range, Photos, Custard, American Palmist, Candy Floss, Scales, Arcade Diggers. John Paha wants man for Bottles, Blackie Gardner, swinger worker, let me hear from you. McFarland, contact or come on. This is no promotion. Three weeks New Hampshire, then Maine. B. E. SMITH, Gen. Mgr., Farmington, N. H.

Dixie Exposition Shows Want

Hawaiian Show; have new outfit up, seats, stage, panel front. Opening for Side Show, Pony Ride, Stock Concessions, Diggers and Custard. Open Pulaski, Tenn., this week; Fayetteville, next. Address C. D. SCOTT.

Celebration Shows

Wants for Nashville, Ind., Merchants' Exposition and Auto Show week May 23, a string of others to follow: Merry-Go-Round, Tilt-a-Whirl, Loop-o-Plane or any other good Flat Ride. Wanted Diggers, Crackjack and Candy. Stock Concessions come on. No grill. Want good Shows with own outfit. Girl Show with flashy outfit.

CELEBRATION SHOWS, Martinsville, Ind., this week.

WANTED

Athletic Show, Photo Gallery and other Concessions. Must be well framed. Missouri Valley Commercial Club Celebration, June 6 to 11. Booked well for season. Address WRIGHT AMUSEMENT CO., Missouri Valley, Ia.

HARVEY POTTS

Everything settled. Holding Show for you. Join here. Baltimore, Md., or New Brunswick, N. J., next week. Wire Western Union. ADOLPH KAUB EXPOSITION SHOWS.

H. C. Swisher's Shows

WANTS Shows and Concessions. Ride Help for Little Beauty and Ell Wheel, Agents for Rings, Ball Games, Penny Pitch. Have new, complete Cook House for night party. Address WINTER QUARTERS, 216 W. Elm, Joplin, Mo.

WANTED

Billposters and Lithographers for PARKER-WATTS CIRCUS. Address RAY SWAN, Agent, Aberdeen, S. D.

WAYNE KING

(Continued from page 25)
other satellites of music-chew the fat with press-men.

Approached in the usual manner of door-knocking, King replied, "See Rockefeller, he makes all my decisions." Mickey Rockefeller, King front and handy-manager, proved another precedent-breaker when he relieved film producers' worries by informing, "No, we're going to stay from movies, definitely." Asked why his outfit was tougher to see than preceding ork-men, Rockefeller capped modesty with his brief but sweeping conclusion that "We're busier than the other bands."

Decline of the Wild West

THE Wild West show has come upon hard times. The boys of today and tomorrow will miss something that their fathers found one of the greatest thrills of lively adolescence.

Down at the Union Stockyards, near Benning Bridge, in Washington, the horses and mules of Col. Tim McCoy's Wild West show will go on the auction block today. It is one more sign of the dissolution of a great institution.

What youngster ever privileged to see them will forget the wild rush of the Indians on their rangy cayuses, the spirited riding of the Western girls, the unbelievable shooting (from horseback) of the Annie Oakleys, the holdup of the stagecoach by bandits and the final heart-stirring attack on the pioneers' stockade by yelling redskins?

One of the great events of yesteryear was the parade thru the streets of the city, a magnificent spectacle headed by the yellow-manned Buffalo Bill sitting astride his horse with a magnificent dignity that stirred the soul of the small boy to its very depths. Another great figure of the day was Pawnee Bill, even the elders thought he sought too much to emulate his rival.

The glittering trappings of the Indians, the reckless nonchalance of the cowboys, the extraordinary beauty of the girls, the prancing and curvetting of the pintos and palominos—all combined to provide a day of wonder, a day to be crowned further with glory if Pa caved in and succumbed to his boys' pleas to take them to the show.

And now the glory that was sinks to the level of a tawdry stockyards, where 100 saddle horses, five jumpers, 27 unbroken buckers, 63 draft horses, steers and other live stock of one of the last of the Wild West shows will be knocked down to the highest bidder under a receiver's hammer.

It is an irreparable loss!—The Post Standard, Syracuse, N. Y., May 11.

VENTRILOQUIST DUMMIES EACH 18c

No. 32 - "GABBY PETE" 15 1/2 IN. HIGH

Dressed in Brilliant Two-Color Costume, with Glistening Tinsel Bow-Tie and Stud. Trimmed with Sparkling Metallic Thread. Black Molded High Hat. Packed 12 to Carton.

No. 7469 - "KADETTE" DOLL

Made of Fine Quality Silk Cloth, Two-Tone Colors. Composition Mead with Removable Major Type Hat. Height 17 Inches.

SAMPLE \$.70 Each (in dozen Lots) \$.65

WRITE FOR OUR LATEST CATALOG - READY SOON



WISCONSIN DELUXE CORPORATION 1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN



CANDY CRUSHED CHERRIES SUNSET CHOCOLATES

Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Attractive Colored Cellophane.

100 to carton—Per Carton \$5.00

20% Discount, Bal. C. O. D. Send for Free Illustrated Catalog. 50 EAST 11th ST. DELIGHT SWEETS, Inc. NEW YORK CITY

WANTED PEERLESS EXPOSITION SHOWS WANTED

SEASON'S WORK IN AND AROUND PITTSBURGH RIDES—October, Tin-A-Wheel, Loop-O-Plains, Mr. Danhill wks. SHOWS—With or without transportation, Sex Shows, Bill Calais wks. Will furnish trucks and logs to reliable showmen. FEW MORE CONCESSIONS WANTED—Eric Diggers, Concession Help of all kinds wanted. Shows and Rides with Joe Gramer. Concessions with Tommy Garcon. Answer all this week. BRIDGEVILLE, PA. Per. Address: HOTEL GARR, Pittsburgh, Pa.

POPCORN Cole Third Show in Cincy

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC. A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO. 16 S. FIRST STREET, ST. LOUIS, MO. "Over Sixty Years Distributing Popcorn."

Plays on downtown lot—good two-day engagement—Dorothy Herbert leaves

CINCINNATI, May 18.—The Queen City was visited by the third big top this season when Cole Bros.' Circus appeared on the Fourth and Smith streets lot, downtown, as it has for the past several years. The dates were May 14-15. The Col. Tim McCoy Wild West was on the Cumminsville lot April 27-30 and Hagenbeck-Wallace Circus on the same lot May 1-2.

Weather conditions were anything but ideal for the Cole show. On the first day it was cold and rainy and on second cool and showery. House the first matinee was two-thirds filled and at night there was about a half house. Second day nearly a filled house at matinee and at night a three-quarter house.

The Cole show like most all others has felt the period of recession and business hasn't been anything to write home about.

Dorothy Herbert, the superb daredevil rider, left the show Saturday night for her home in Indiana and, according to reports, will later appear at Hamid's Million-Dollar Pier, Atlantic City, under management of S. W. Gumparts.

Owned by Jess Adkins and Zack Terrell, the latter manager of the organization, the Cole show is offering high-class, speedy entertainment. Show is beautifully dressed throughout and is presented in three rings under a 160 top with three 60s. All attendants are uniformly dressed. Direction of program is very capably handled by Ray Dean Jr. (who also is announcer) and an excellent band is directed by Vic Robbins.

Mazy Big Features

The program has many big features. Always outstanding is Clyde Beatty, with his large group of lions and tigers, and showmanship is displayed throughout the offering. Highlights of act are two rearing lions (new this season) and the roll-over and spinning tiger. His wife, Harriett, handles a riding lion and tiger act in a nice manner. One of the greatest and most beautiful of Liberty horse acts is Jorgen Christensen's. His group consists of 24 Palominos and goes thru a fine routine. Riding act of the Zoeppe family of eight is one of the best, superb

horsemanship being displayed. Their numbers in mass formation stand out. This family also presents an unsupported ladder turn which registers. Feature is a three-high on ladder and trapeze-on-shoulder trick. Hal Silver, somersaulting acrobatic comedian of the wire (does a back somersault, feet to feet), has a wonderful act. His drunk routine is a darb. The Grettones, four men, two girls, have a classy high-wire offering. Their finish, doing a three high (with a girl as topmounter) is a dandy. The Harolds and the Illingtons have flying return acts that bring much applause. They perform some daring tricks. Three big laugh hits are Ernie Wiswell's funny Ford; Senor Jose Gonzales' comedy bullfight, a burlesque using dogs dressed as bulls, and the 14 thrills who pile out of a coupe. A thrilling closing feature is the Florenzo somersaulting auto into a net. The Great Florenzo was injured at the Chicago engagement, and his sister is substituting. Among other acts in program are Harddig Trio, clown jugglers; seals, worked by Roland Hebel and Captain Barnard; three rings of elephants, worked by Jean Allen, Wanda Wentz and Betty Stevens and trained by Eddie Allen; swinging ladder display; menage number; the Misses Zoeppe, equestriennes; Paul Nelson and James Foster, working Liberty horses; Kinko, contortionist; 16-horse hitch and ride by Al Mann. Clowning with Otto Griebling as producer is exceptionally good. (Detailed program, together with executive staff, Side Show, band, etc., appeared in recent issues.

The Wild West concert is in keeping with the big show, and Ken Maynard and associates present big horse catch, rifle shooting, rope spinning, trick and fancy riding, whip cracking, etc. Lou Delmore, who is again in charge of the kid show, has a good array of attractions.

The show had up plenty of paper, and Ora O. Parks, general press representative, planted considerable art and many stories in the dailies.

John Robinson IV, local showman, called at City Hall on Saturday to ask officials to change the city's long "arbitrary rule" prohibiting downtown circus parades and requested permission for a Cole Bros.' parade. Altho refusing permission for it, the safety director assured Mr. Robinson that he and the chief of police would take up with the city manager the advisability of granting permission for future street spectacles.

Visitors noticed on the lot were S. L. Cronin, Harry Atwell, Frank H. Harless, L. B. Greenhaw, Al Humke, Bill Rice Jr., Nat S. Green, of the Chicago office of The Billboard; Ralph Williams, Floyd Newell, John Robinson IV and mother and Mr. and Mrs. Hugh Barnhart.

Boswell and Steblar Combine Their Shows

BECKLEY, W. Va., May 14.—Fred C. Boswell Shows, owned by Fred C. Boswell, and World of Fun Shows, owned by J. J. Steblar, have combined and will continue under title of Fred C. Boswell Shows.

Fred C. Boswell is well known in show business, having been a general agent for several years ahead of other shows. J. J. Steblar is also well known in show business, having toured with several shows with his riding devices and formerly having his own shows. Reported by Whitey Davis.

Cronin Goes Home

CINCINNATI, May 14.—S. L. Cronin, who was manager of Col. Tim McCoy's Wild West, was in Cincinnati today, calling at The Billboard and visiting Cole Bros.' Circus. He will go to Hartford City, Ind., to visit his dad, who is 84, and brother for a few days. Cronin wound up his duties with the McCoy show in Washington Thursday night.

Robbins Car Leaves Rails

CINCINNATI, May 16.—One of the cars of Robbins Bros.' Circus left the rails at Somerset, Pa., last week when show was going from McKeesport to Johnstown. Car contained elephants and it is reported that some of them were badly bruised.

ROUTES

(Continued from page 33)

Marine Hippodrome; Milton, Pa., 17-18. Rilton's Show; Toombsboro, Ga., 19-21; Ocean 23-25; Deepstep 26-28.

REPERTOIRE

Bilbro's Comedians; Billy Wehler's Fairmont W. Va., 18; Graton; 19; Elkins 20; Buckhamon 21; Spencer 23; Charleston 24. Olinvan, Frank, Dramatic Co.; Hillsdale, Mich., 16-17; Clinton 20-22. Kinsey, Kathryn, Co.; Delaware, O., 18-21; Kenton 22-24. Leonard Players; Floyd, Va., 16-21. Olinvan, Norma, Dramatic Co.; Waseon, O., 19-21.

CARNIVAL

(Routes are for current week when no date are given. In some instances possibly mailing points are listed.)

- Ala.-Ga. Am. Co.; Phenix City, Ala. 23-25.
- American Expe.; Parkersburg, W. Va.; Clarinburg 23-25.
- American United; Lewiston, Ida. Arena; Bradock, Pa. R. & V.; Fairview, N. J. Beach, O. J.; Coboes, N. Y. Hamly's All-American; Arnold, Pa. Hamly's Cosmopolitan; Clinchco, Va.; Pikeville, Ky., 16-17.
- Harzer; Fairbury, Ill. Harzoot Bros.; Tecumseh, Mich. Haysinger; Farmington, Ill. Hazine & Sons; Minneapolis, Minn.; Cloquet 23-25.
- Hockmann & Greely; Hannibal, Mo. Hoe, F. H.; Winchester, Ky. Betty Lee; Astoria, Ill. Blotner Model; Old Town, Me. Hase Ribbons; Seymour, Ind.; La Fayette 23-24. Davis Am. Co.; Greenville, Mo. Boswell, Frank, Co.; Beckley, W. Va. Bremer; Arcadia, Wis.; Wisconsin Rapids 23-25.
- Brown Novelty; Talbotton, Ga. Buck, G. C.; Rome, N. Y. Buckeye State; Natchez, Miss. Bullock Am. Expe.; Bloom, N. C. Burdick's All-Texas; Ogdensburg, Tex. Byers & Beach; Dixon, Ill. Calumet; Valparaiso, Ind.; Gary 23-25. Campbell United; Travelers Rest, S. C. Cavalcade of Fun; Belle Vernon, Pa. Central States; Safford, Kan. Dettin & Wilcox; Carnegie, Pa. Chisler United; Ravenna, O. Chisler & Clark United; W. Brownville, Pa. Clyde's United; Curwensville, Pa. Coleman Bros.; Norwalk, Conn. Colley, J. J.; Norman, Okla. Conklin; Brantford, Ont., Can. Cots; Owasso, Mich. Cozart Fair; Columbia, Ky. Crantz; (Chance Field) Fresno, Calif., 17-22. Cavalcade of Fun; Fresno 23-25. Crescent Am. Co.; Kamaopolu, N. C.; Wallace 23-25.
- Crowley United; Columbia, Mo. Crystal Expo.; Newport, Tenn. Cumberland Valley; Harrison, Tenn. Cumberland Expo.; New Lexington, O. Carl, W. S.; Marysville, O. De Luxe Shows of Amer.; Elizabeth, N. J.; West Orange 23-25.
- Dick's Paramount; Southbridge, Mass. Dixie Belle Attr.; Mt. Vernon, Ind. Dixie Expo.; Palski, Texas. Duane's World's Fair; E. St. Louis, Ill. Duane, John H.; Niles, Mich. Dyer; Waterloo, Ill. Edwards, J. E.; Wooster, O., 21-24. Elsie Expo.; McPherson, Kan. Schwanz; Kenosha, Wis. Eddy Bros.; Burlington, N. J.; Kenilworth, N. J., 23-25.
- Evangelina; Hugo, Okla. F. & M.; Portage, Pa. Fair at Home; Somerville, N. J. Fairly & Little; Jacksonville, Ill.; Prospect 23-25.
- Fisher's United; Moweaqua, Ill. First Greater; Winona, Minn. General Am.; Sulphur Springs, Tex. Gies, W. A.; Arkansas City, Kan. Gold Medal; Niles, Mich. Golden State; Monterey, Calif. Golden West; Atkin, Minn.; Breckenridge 23-25.
- Golden West; Newman, Calif., 17-22. Gooding; P. E. Am. Co.; Grandfield, O., 23-24. Gooding Greater; Muske, Ind.; Maricou 23-24. Goodman Wonder; (Rodeo Grounds) Salska, Kan.; (Fairgrounds) Hastings, Neb., 23-24. Great Southern; Monticello, Ky. Greater Fairway; Sprague, Wash., 16-18. Taked 19-23.
- Greater U. S.; Cushing, Okla. Greater United; Ponca City, Okla.; Wichita, Kan., 23-25.
- Grill, Al C.; Fairfield, Conn. Groves Greater; Brazil, Ind.; Crawfordville 23-25.
- Happy Attr.; Evesville, O. Happingland; (Warren & Liverolis) Detroit, Mich. Harris; Fortera, O.; Huntington, Ind., 23-24. Harsh; (Bron.) Astoria, Ill. Harsh's Acorn; Eastwood, N. J. Henke Bros.; (W. 16th & Oklahoma ave.) Milwaukee, Wis., 16-22.
- Hennies Bros.; Rockford, Ill. Hehl, J. J.; Piqua, O. Hillbrand's United; Eugene, Ore.; Portland 23-25.
- Hippodrome; Hillsboro, Ill. Hodge, Al C.; Harvey, Ill.; Kankakee 23-24. Howard Bros.; Chillicothe, O. Hsieh Bros.; Anns, Ill. Hurst; Bob; Joiceville, Tex. Hurst, Eric B.; Gordonville, Va. Ideal Expo.; Lewistown, Pa. Imperial; Alma, Mich. Jackson; Strathroy, Ont., Can. Jones, Johnny J.; Expo.; Johnstown, Pa. Jordan; (Laf.) Clif., 16-24. Jordard; Fort Huron, Mich. Kaus Expo.; Baltimore, Md. Kaus, W. C.; Painted Post, N. Y. Keystone; Picalm, Pa.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS. Showman's Insurance Men. CHARLES A. LENZ. Now Address Maryland Hotel, St. Louis, Mo. Permanent Address, 440 Insurance Exchange Bldg., Chicago, Ill.

JOLLY TIME PARK TROY, ALA.

WANT LEGITIMATE CONCESSIONS

Want neat Grab or Sandwich Shop—one that can make good sandwiches (with come-back sauce) and coffee. An opportunity for right party. Want Bingo Operator. THOS. P. LITTLEJOHN, Mgr.

WANT

Tem-In-Dex, Geek or any Great Show, Oockhouse, Contact, Top Corn, Dancers, Photo Gallery, Musical Instruments, etc. Pauline King wife, Harry Hatter came on. HARRIS CARNIVAL, Fortera, O., this week; Huntington, Ind., next week; Hartford City following.

WANTED

To join an wire, three days and week stands. Feature Top Concession with strong specialties, young Gen. Bus. Yearly doubling instruments or feature specialties. Make salary low. Name it. Pay your wires. Others commensurate. BOE NERO, Erin, Tenn.

Anderson-Strader Shows, Inc.

GREAT BEND, KAN., MAY 16TH. RUSSELL, WEEK 25RD. Want Manager for The Show that can furnish Attractions. Have complete outfit. Want other Shows with or without their own outfit.

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

Winn's Greater: Cary, Ind.
Leisure Am. Co.: Haverhill, Mass.
London, J. L.: Kansas City, Mo., 15-22.
Lane, Dee: Famous: Marshalltown, Ia.; Austin, Minn., 23-28.
Leary: Olive Branch, Miss.
Lamp Home State: Charleston, W. Va., 16-18.
Lawrence, Sam: Middletown, Pa.
Leach, Art: Hazlet, N. Y.; Corning 23-25.
Liberty National: Hardinsburg, Ky.
McGregor, Donald: Emmetsburg, Ia.
McIntosh, Perry: Okla.
McIntosh: Falls City, Neb.
Maple Empire: Bartlesville, Okla.
Marshall Expo: Rockwood, Tenn.
Marshall: Canton City, Ohio.
May Amusements: Church Point, La.
McIntosh Bros.: Fairbury, Neb.
May Model: Quakertown, Pa.; Stratford 23-25.
May Model, Ride Unit: (183rd st.) Philadelphia, Pa.
May Model, Inc.: Knoxville, Tenn.
Modern Midway: Fredericktown, Mo.
Modern Expo: Austell, Ga.
Modern Amusements: Lowell, Mass.
Modern City: (Hamilton & Holden) Detroit, Mich.; (Franklin & Wyoming) Detroit 23-25.
May C. W.: Plain Dealing, La.; Camden, Ark., 23-25.

Northwestern: Jost, Campan & Deering avenues, Detroit, Mich., 16-22; (Vandysse & Holt) Detroit 23-25.
Orange State: Anasaw, W. Va.
Pack, J. J.: Harlan, Ky.
Pac-American: Charleston, Ill.
Peterson: Ramsey, Ill.
Peterson: Paris, Ill.
Perkins Expo: Bridgeville, Pa.
Penn State: Irwaco, Pa.
Pine Tree State: Bangor, Me.
Reading: Portland, Tenn.
Real United: Fisher, Okla.
Reynolds & Wells: Quincy, Ill.; Anamosa, Ia., 23-25.
Richard: Hazel, Va.
Reps & Powell: Sumner, Miss.
Royal American: Evansville, Ind.
Royal Expo: Swainsville, Pa.; Natrons Heights 23-25.
Royal Midway: Havana, Ill.
Royal Midway: Havana, Ill.
Royal & Cherry Expo: Desator, Ill.
Royal Fe Expo: St. John, Kan.
Shedley Midway: Richmond, Ind.
Shugart Bros.: Westville, Okla.
Silver State: Alamosa, Colo.
State Greater: Windsor, Ont., Can.; Chatham, Ont., 23-25.
St. J. HARRY, Attra.: Russellville, Ky.; Auburn 23-25.
Stapp Greater: Brookfield, Mo.
St. Liberty: Ottawa, Ill.; South Beloit 23-25.
Sparks, J. F.: Mayville, Ky.
Spencer, P. J.: Belvidere, Ill.
Spencer: Connersville, Pa.
Stumbo, Fred R.: Grove, Okla.
Stunt Am. Co.: Trenton, Mo.; Oskaloosa, Ia., 23-25.
Stunt Longhorn: Paris, Tex.
Tabell, T. J.: Roswell, N. M.; Clovis 23-25.
Taylor: Paris, Ill.
Taylor, C. H.: Attra.; Lockport, N. Y., 23-25.
Talley: Lampasas, Tex., 16-25.
Wade, W. G.: Jackson, Mich.; Hiter Rouge 23-25.
Wallace Bros.: Washington, Ia.; Charlton 23-25.
Wallace Bros. of Can.: Barnia, Ont.
Ward, John R.: Osceola, Ark.; Poplar Bluff, Mo., 23-25.
Whaley Attra.: (Howard & Hauer st.) Indianapolis, Ind.
West Bros.: Boone, Ia.; Sioux Falls, S. D., 23-25.
West Coast: Ellensburg, Wash.
West, W. E.: Motorized: Topeka, Kan.
Western States: Dorger, Tex.
Wet's World Wonder: Stroudsburg, Pa.; Wilkesboro 23-25.
Wight Productions: Glymer, Pa.; Fayette City 23-25.
White City: Salt Lake City, Utah, 17-22.
Williams, S. B.: Medford, Okla.
Wilson's Am.: Heyworth, Ill.
Winters: Ambridge, Pa.; Rochester 23-25.
Wolfe: Meritt: (Frankford Branch) Philadelphia, Pa.
Wolfe, C. P.: United: Colorado Springs, Colo.

Zandara Greater: New Albany, Ind.; Columbus 23-25.
CIRCUS AND WILD WEST
Barnes-Sells-Floto: Bend, Ore., 17; The Dalles 18; Portland 19-21; Vancouver, Wash., 22; Longview 23; Hoquiam-Aberdeen 24; Tacoma 25; Everett 26; Seattle 27-29.
Cole Bros.: Springfield, O., 17; Columbus 18; Canton 19; Butler, Pa., 20; Erie 21; Buffalo, N. Y., 23.
Hagenbeck-Wallace: Mullens, W. Va., 17; Charleston 18; Clarksburg 19; Fairmont 20; Morgantown 21; Uniontown, Pa., 23; Cumberland, Md., 24; Hagerstown 25.
Kelley, Al G. & Miller Bros.: Little River, Kan., 17; Geneseo 18; Kanopolis 19; Wilson 20; Holington 21.
Mr. Tom Connocton: O., 17; Massillon 18; Greenville, Pa., 19; Meadville 20; Oil City 21; Olean, N. Y., 23.
Newton Bros.: Middletown, N. Y., 18; Kingston 19.
Parker & Watts: Fremont, Neb., 17; Columbus 18; Grand Island 19; Ord 20; Broken Bow 21; Broken 22; Alliance 23; Chadron 24; Hot Springs, S. D., 25; Rapid City 26; Deadwood 27; Belle Fourche 28.
Polack Bros.: Leitherside, Alta., Can., 20-26; Calgary 28-June 4.
Ringling Bros. and Barnum & Bailey: Washington, D. C., 18-19; Baltimore, Md., 19-21; Philadelphia, Pa., 23-25.
Robbins Bros.: Lebanon, Pa., 17; Pottstown 18; Bethlehem 19; Pottsville 20; Bloomsburg 21; Sunbury, N. Y., 22; Ithaca 24; Elmira 25; Hazlet 26; Olean 27; Warren, Pa., 28.
Spartan Bros.: Grantsville, Md., 21; Berlin, Pa., 23; Central City 24; Scalp Level 25; Nanty Glo 26; Hastings 27; Glymer 28.
WPA: Hollis, L. I., N. Y., 17-31.

Additional Routes
 (Received too late for classification)
Greely Show: Resaca, Ga., 16-31.
LeVant Show: Delta, Mo., 16-31.
McNally Variety Show: Groton, Va., 16-21.
Miller, A. H. Show: Graniteville, Ga., 16-21.
Princess Edna Show: Junction, Tex., 16-21.
Wakozas Comedians: Olin, Ia., 16-21.
Walker Family Show: Rasser, Ga., 16-31.
Watts Hall: Casper, Wyo., 18; Durant 19; Grenada 20; Coffeyville 21; Bruce 21.
Craig Bros. Tent Show: Wellsburg, N. Y., 16-21.
Daniel, B. A., Magician: Grand Junction, Mich., 16-21.
Key's Tent Show: Henricton, N. Y., 11-21; De Kalb Junction 13; Russel 14; Madrid 16.

Tom Mix Circus Side Show WANTS
 Magician who can lecture, Front Man, Feature Freak. I furnish free meals daily. Sleeping Quarters. Transportation after joining. State salary expected and all particulars in first letter. Address TID METZ, care Tom Mix Circus, As Per Route.

Sunset Amusement Co.
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 Best Ride Foreman, Job at once. State all Best Ride. Want Chairperson, Kiddle Rider, Legitimate Horse, Great Competition, Hill Games, Ice Cream, etc. Also, get with trucks that can be used. Russellville, Ky., this week.

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Millionaire Circus Fans in the Old Mud Show Days
 —By HARRY MANN—

WHEN an old-time one-ring wagon show pitches its tents on the landscaped lawn of a millionaire's home and plays to an audience of elite society that's something. And when a distinguished statesman and whilom candidate for the Presidency appears in the ring that's something, too. These things really happened back in 1892.

The details of how this was brought to pass are irrelevant, but elation over the deal inspired a pretty glowing account to go to Charlie Lee. His response was a hot wire ordering me to be present in person when the thing came off. If any of the arrangements should go hay wire I must be the Fall Guy.

And I was there early. The spacious grounds were surrounded by an elaborate stone wall. I waited by the carriage entrance, an archway with ornate gates. When the caravan arrived the gate-keeper came out of his stone pagoda, opened the gates and the show pulled onto the lovely lawn. Everyone looked a little scared at the unusual environment, even Mr. Lee said it would be very fine if we didn't get pinched. But the men went stolidly about the work of unloading. I noticed that Mr. Lee had them all spruced up in new denim suits, and there were new flags for the poles. I also learned that he had brought some high-class specialties from the idle acts on Broadway.

laughed heartily when Charlie called some men and, pointing toward the statue, said: "Bring that girl over here and don't get fresh with her."

Seeing men putting down the canvas ring skirting, Mr. Elliston asked if we did not make a ring.

"Yes, in common fields," said Charlie, "but we will omit it here."

"Can't you give a better performance with a ring?"

"Of course, it is better for the riding acts."

"Then go ahead and make a ring, my gardener can restore the surface." And out came the horses, plough and men with spades. In short order there was a conventional 40-foot ring.

Crowds began to assemble—happy, dressy crowds. They were out for a good time. They raided the candy stands, bought peanuts and pop corn, drank circus lemonade which for once was really good. Mr. Lee had raised the price of admission to 50 cents, 75 for the grand stand. When the ticket wagon opened they all asked for 75-cent tickets, and most of them refused to accept any others, altho a majority had to sit on the bleus, which they did with perfect good humor.

Shortly before noon a natty young man rode up and asked for Mr. Lee. Charlie arose and asked what he could do for aro.

"Mr. Samuel J. Tilden requests permission to exhibit his four imported Clydesdale stallions in your ring today." Mr. Elliston jumped to his feet and looked at Charlie intently. And Charlie was there with the baloney.

"Give my compliments to Mr. Tilden and say that I will feel highly honored to have him show his horses in our ring."

As the young man rode away, Mr. Elliston exclaimed: "This is a real event! Mr. Tilden is our most distinguished citizen!"

And still the people came. Mr. Elliston had engaged a caterer who arrived with a van load of tables, chairs and food of all kinds. The tables were set under the trees and were patronized liberally.

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A. H. MURPHY, Mgr.

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tent and all of the seats were soon filled. A half hour later Mr. Tilden appeared at the gate. Mr. Lee sent the band out there and it escorted the distinguished visitor in with a Sousa march. Mr. Lee beckoned them toward the marquee and led Mr. Tilden's horse into the ring amid great applause. Another burst of applause came when Mr. Tilden leaned over on his horse and shook hands with Mr. Lee. It was a nice picture, too, the fine-looking statesman shaking hands with the fine-looking showman.

The four grooms then led in the magnificent horses and Mr. Tilden pointed out their many fine points. "My sole aim," he said, "is the improvement of American stock. You can see what they have done in England. We can do as well here. Altho it has cost me \$30,000 to bring these stallions to America, they will be free for the use of any breeders who can furnish pedigreed dams."

Mr. Tilden remained until the show was over and then wanted to pay Mr. Lee something, but the latter refused to accept.

"I have always thought that the old-time one-ring circuses were better than the overgrown modern ones," he said to Charlie. "Now I know that they are. You have a splendid little show and I have enjoyed your performance immensely. I wish you success."

The night house was a turnaway. It was the biggest day's business of the season, altho we had done a wonderful business "way down east," especially in Maine, where straw houses were almost a daily occurrence.

At 1 o'clock the band struck up in the

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FARMERS

In the routine handling of news as it passes over an editor's desk at regular intervals there will be a report that "good crops" in a certain section promise to boost the patronage of coin-operated machines in the towns and cities of that region.

It may be a bumper crop of strawberries in Louisiana, good prices for cotton generally in the South, a bumper wheat crop in the grain belt and so on. Merchants and location owners are usually the first to feel the good effects of more money in the farmer's pockets and probably operators of coin machines catch their enthusiasm from the locations.



WALTER W. HURD

On a warm day in spring it is much easier to philosophize about the farmer than to discuss the problems of the operator. I graduated at the age of 22 from the toughest agricultural school in the world, that of following a "bull tongue" plow around the sides of the Kentucky mountains, which is my chief qualification for writing about the farmer.

Evidently a lot of operators and distributors in the smaller cities and towns are still close enough to the good earth to realize how much it means for coin machines when the farmers have money in their pockets. Operators in such cities as Chicago and New York are too far removed from the small towns and farms to even dream that farmers may have something to do with the general success of the coin machine business.

Manufacturers of coin machines, of course, are kept too busy with their own individual problems to consider how the condition of the farmers all over the country might have an indirect effect on the success of operators in the towns and cities. However, with the serious reaction that economic conditions have had on the coin machine business, a lot of people in the trade are beginning to see that "as goes the nation so goes the coin machine business." Six years ago that would have been true.

Politicians have long known that "as goes the farmer so goes the nation." Business men have known it also but have shown little inclination to do anything about it or to show the co-operation with farmers that such basic facts would suggest.

Whatever mysteries there are about the circulation of money, it has always been clear that when the farmer had money to spend some of it in some way managed to find its way into almost all lines of business and give trade a boost. In view of such practical experience it might be best to forget the economists, the experts and the business giants and devise ways that would return more money to the farmer. If the farmer has meant so much in the circulation of money it might follow also that when the wage earner has money to spend it all goes into the channels of business and helps business—even the coin machine business.

The secret seems to be (if there is any secret) that the farmer and the wage earner are at the bottom of the ladder and when they don't have anything to spend the rest of us

at our various positions up the ladder of business don't seem to get the trade needed to keep everybody happy.

It is natural to expect that our leaders in the business world would recognize a few simple facts from experience and begin to conduct their business accordingly and also compel the great army of small business men to follow in step. As long as the leaders of big business act from greed it is too much to expect proprietors of small business to become generous or to act for the general welfare.

My first experience on the staff of a small city newspaper taught me how much the farmer is victimized by a "legitimate" racket. The city built a local and creditable stockyards, where on market days the farmers for miles around could bring their live stock. On these market days the buyers representing the packers or their agents came from the cities. The "racket" would get into operation in this fashion: The big buyers would set prices at a high mark for the first few days, but were very careful not to do any buying. The news of high prices was systematically circulated about the country and, compelled by circumstances too well known to the farmer, into town would come the farmers with their live stock. When the proper day came suddenly prices would begin to drop—and as if by magic the buyers would begin to buy. Those who know anything about the farm will readily understand how and why the farmer has to sell for what he can get—and like it.

These "legitimate" rackets go on apparently the country over and apparently no law could be passed which would eliminate such practices. It is apparent that business leadership only could reduce rackets of the type to a minimum. It would appear also that business leaders would be ready to stop such rackets as far as possible. Some would say business leaders do not know about them. But it is hard to believe that the big packing interests do not know about such rackets or could easily find out about them.

The same thing can be said of business leaders in many other lines of industry, who either sit by or indirectly profit from the many "legitimate" rackets that squeeze the farmer going and coming.

There are some indications that America may develop a new type of business leadership, men with open minds and progressive enough to see that one of the best ways to boost business is to keep money circulating plentifully among those at the bottom of the business ladder. Heads of small business enterprises in the cities should be quick to see it. Operators and distributors of coin machines, altho their business is far removed from the farms, should be quick to see it. It is highly probable that operators, jobbers and other business men in the smaller cities see it much more so than we who are shut up in the big cities. Altho it is reported by those who ought to know that the most stubborn cases of narrow-minded greediness are found in the smaller cities and towns.

Whatever may be the factors that make or ruin the business of the country, farmers have millions of votes and many of them like to play coin machines when they come into town. Fair consideration of the interests of farmers and other groups of society may help the coin machine industry at a time when it is being kicked around somewhat.

Liberals Present Arguments at N. Y. Hearing on Lotteries, Etc.

(Reprinted from The New York Times, May 11, 1938.)

(Editor's Note: The liberalizing tendencies under discussion at the Constitutional Convention for modernizing the New York State Constitution is of national and historic importance. The following story of the hearing on gambling and lotteries, May 10, is of interest to the amusement games industry.)

ALBANY, N. Y., May 10.—The question of gambling in general and State-operated lotteries for relief and housing purposes in particular was debated at the first public hearing of the Constitutional Convention, held by the Bill of Rights Committee.

For more than four hours proponents and opponents of the six proposals before the committee offered arguments in the presence of a large audience in the Assembly chamber.

Five of the proposals call for State-operated and regulated lotteries, while the sixth, presented by Henry Hirschberg, Republican district attorney of Orange County, would strike out the anti-gambling clause in the Constitution and empower the Legislature to vote measures concerning gambling as it saw fit.

The proponents, led by Irwin Steingut, one of the Democratic floor leaders at the convention, included Mrs. Oliver Harriman, who for years has advocated State lotteries; Joseph Sharkey, New York City councilman, and James J. Lyons, Bronx borough president.

In the main they contended that gambling was rampant throughout the State despite the prohibitive clause in the Constitution, and that it was better to do away with the clause and allow the Legislature to regulate gambling and derive revenues from it to be used for either housing or relief.

Referendum Requirement
They argued that the final decision on any proposals adopted by the convention would rest with the voters when the new Constitution was submitted to them in the fall elections. All expressed the belief that approval would be overwhelming.

Representatives of various social and civic organizations and members of the clergy of the Methodist and Presbyterian churches protested that gambling in any form was an evil which should not be encouraged by any "lowering of the bars." Many of the clergy insisted that the proposals, if offered to the voters, would be defeated.

The entire debate, as one member of the committee later put it, was similar to that between wets and dries in pre-repeal days.

In opening for the proponents Mr. Steingut set forth the argument that gambling was widespread in the State and amid millions of dollars were spent annually by Americans for foreign lottery tickets.

"In this day when we are confronted with the problem of increasing costs of government, when millions of dollars are needed by the State for relief, it occurs to me that we in this State could easily use the money that is being spent on foreign lotteries," he added.

"If those who are opposed to gambling feel that it is an evil, and they represent the majority of citizens of this State, then the law should be changed to the extent that gambling is wiped out entirely."

Eyes Held Closed
"But when people close their eyes to the anti-gambling clause in the Constitution and engage in gambling openly, then it is time to allow the Legislature to strictly regulate that gambling and derive revenues, needed revenue, for relief and other social welfare purposes."

"I am convinced that it is the will of the majority of the people to wipe out this gambling clause and to put the entire matter in the hands of the Legislature."

Mr. Sharkey said that the council of New York City had recently passed a resolution urging the convention to permit lotteries for relief purposes. Criticizing the stand of churchmen against the proposals, he declared that many churches and charitable organizations in New York City were engaging in a form of gambling by sponsoring bingo games and similar games of chance, the proceeds of which were used for church and institution expenses.

Mr. Lyons was unable to attend, but a statement by him was read by William J. Cahill, of his office. The statement attacked "this Puritanical provision" of the Constitution.

"This archaic blue law should be removed from our fundamental law, so as to permit sensible practical regulation and control by the State of this problem," it held. "It is hypocritical for the State to ignore public sentiment on a subject of this kind and under any democratic government the people themselves should be afforded the opportunity to register their views."

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5 Artlog... \$ 22.50	4 Royal Races... \$ 15.00
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Jersey Club... \$ 40.00	Rotary Track... \$ 75.00	CLEVELAND, O.	
Chuckalotte... \$ 40.00	Rotary Claws... \$ 75.00		
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Broadway Angels... \$ 12.50	Will Buy Any Track Time or Late Model Console.		
BEST NOVELTY CO., 1047 St. Clair Ave.,			

Reports on Gaming Arrests
James J. Wilson, a former assistant district attorney of New York County, speaking in favor of the Hirschberg proposal alone, termed it "good common sense." He declared that last year 54,103 persons were arrested in New York City on gambling charges, that the great majority of cases were dismissed and that such arrests cost the city an equivalent of 100,000 police days and \$4,000,000 a year.

Mrs. Harriman asserted that it seemed terribly wrong that all this money was allowed to go overseas in lotteries when we need it right here.

Earl K. Ellis, general counsel of the National Conference on Legalizing Lotteries, headed by Mrs. Harriman, said: "Put an end to the hypocrisy of our (See LIBERALS PRESENT on page 79)

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9—Ak Races, Cash and Ticket... \$ 30.00 Ea.	
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Record Buying Guide

Going Strong—Keep 'Em Around

Cry, Baby, Cry
Love Walked In
Ti-Pi-Tin
Please Be Kind
Goodnight, Angel
Don't Be That Way

On Way Up—Better Stock Them

Lowlight in the Starlight
So Little Time
It's the Dreamer in Me
You Leave Me Breathless
Says My Heart
Why'dya Make Me Fall in Love?

On Way Down—Not Worth Pushing

Heigh Ho
Whistle While You Work
Moon of Manakora
Two Bouquets
How'dja Like To Love Me?
I Fall in Love With You Every Day



"Love Walked In" Succeeds "Ti-Pi-Tin" in No. 1 Spot

By DANIEL RICHMAN

Hooper Scoops Ky. Derby for Rock-Ola

CHICAGO, May 14.—It was the day of the 64th Kentucky Derby. Spirited horses were straining at their posts. The thousands of spectators ceased suddenly their restless milling about and tensed as one, eyes on their favorites. Then from somewhere up in the sky came the drone of an airplane motor. Like a shining silver bird the plane passed over their upraised heads. Behind it gracefully floated a banner telling the world about Rock-Ola's phonographs. It is reported.

The originator of this publicity stunt was Carl A. Hooper, of Louisville, Rock-Ola's Kentucky factory representative. In commenting on his showmanship, Hooper said: "After all, the Kentucky Derby features the finest blue-bloods in horses so I decided it was time to tell the public as a whole about the finest 'blue-bloods' among phonographs—Rock-Olas."

I. F. Webb, Rock-Ola's vice-president and manager of phonograph sales division, telephoned his congratulations to Hooper for his clever coup. In discussing Hooper, Webb said: "Hooper always has something new and different up his sleeve. He's really a most unusual fellow. Why it was but a few years ago that he was working in a garage at \$12.50 a week. That lad had what it takes. He saved 50 cents every week until he had enough to make a payment on a coin-operated game. From then on he slowly pulled himself up. In a short time he was able to start a modest route of Rock-Ola phonographs. Gradually he increased his string. He attracted the attention of Rock-Ola officials because he was so wholeheartedly 'sold' on our equipment and because he showed extraordinary business acumen. When there came an opening for a factory representative in Kentucky we gave the appointment to Hooper—and we've never been disappointed in our choice."



SAMUEL KRESBERG, Seeburg distributor, snapped exchanging greetings with the chief of police of Mariano, Cuba, while on a recent visit there.

NEW YORK, May 14.—Ti-Pi-Tin finally has given up its top spot and the handwriting seems to be on the wall, indicating a slow but sure decline from this point on. Just when it should be taken out of the machines is a matter for each individual operator to decide. Reports from music distributors and dealers show that the number is still as strong in certain sections as it has been, while other parts of the country are not going for it at all any more. Therefore no blanket advice to take it out or continue playing it can be given.

Its successor in the No. 1 position is Love Walked In and this Goldwyn Folies tune will be around for some little time yet, while the film continues to be shown around the country. A couple of the Snow White melodies are still popular and this is also due to the general release of the film. Keep these around, at least for several weeks after the movies have played in your locality.

You can forget about How'dja Like To Love Me? and I Fall in Love With You Every Day from College Swing in favor of two new ones from another Paramount picture, Coconut Grove, soon to be exhibited. Titles are You Leave Me Breathless and Says My Heart, the first a peppy tune and the other a ballad. Both are climbing steadily if not spectacularly on the air waves, and you'd better prepare yourselves for the call you're bound to get for them.

There are five other songs that, from their actions this week, indicate a nice measure of popularity for them soon. Lovelight in the Starlight, another film ballad; It's the Dreamer in Me, Why'dya Make Me Fall in Love?, The Girl in the Bonnet of Blue and I Let a Song Go Out of My Heart all look very good, both because of their natural appeal and their publishers' abilities to plug them to the top. You won't lose out by picking

these up now and getting them started.

The Italian novelty number, Oh, Mama, the Butcher Boy, may soon merit a place for itself in the phonographs. Without any perceptible air plugging it found its way into a couple of dealers' best selling lists this week. You'll be needing this one.

Altho its title hasn't yet appeared on any lists, Cathedral in the Pines may very well be a song to be reckoned with shortly. Basis for this belief is this number was written and is being published by the authors and publisher of There's a Gold Mine in the Sky, and every effort will be exerted to duplicate that success. And the ditty itself, particularly its title, gives every evidence of being able to do just that. If you get this in any shipments don't pass it up because you never heard of it. Hold it against the time, possibly in a few weeks, when you'll need it badly.

The music business being what it is, the very promising So Little Time took a bad nose dive this week on the plug list, but this department still clings to the belief that it will be a big song. Its publishers have their hands full getting everything they can out of Cry, Baby, Cry, now an established front-runner, and when they ease off on that and tackle Time, the country will be plenty conscious of it.

ABT Marketing New Phono Wall Box

CHICAGO, May 14.—"When you come right down to it, most of us are a pretty lazy lot," maintain officials of the ABT Mfg. Co. "When conversation is going at a merry clip in our favorite tavern

Sheet-Music Leaders

(Week Ending May 14)

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

Position Last Wk. This Wk.

2	1. Love Walked In
1	2. Ti-Pi-Tin
7	3. Cry, Baby, Cry
4	4. Please Be Kind
3	5. Heigh Ho
5	6. Goodnight, Angel
8	7. I Love To Whistle
9	8. On the Sentimental Side
6	9. Whistle While You Work
11	10. You Couldn't Be Cuter
10	11. At a Perfume Counter
12	12. How'dja Like To Love Me!
..	13. Always and Always
..	14. My Heart Is Taking Lessons
13	15. Some Day My Prince Will Come.

it requires almost a superhuman effort on our part to tear ourselves away from our friends even for the brief moment required to walk to the phonograph and slip in a nickel to hear our favorite tune. To enable operators to capture the nickels that are never spent due to this laziness of ours is the very reason for the existence of our new improved ABT Wall Box.

"Now wall boxes aren't exactly new to the trade," they went on, "but in this one we are now marketing to the trade has been built improvements which make it the only one of its kind. It has been built not only to insure greater earnings but to give absolute protection to them. This protection is assured by the fact that each unit has a commercial coin detector. Besides that, each one has eight feet of special armored cable, making it impossible for players to short circuit wires by inserting pins, knife blades, etc., for free plays.

"An additional feature that strongly appeals to music ops is the large cash box capacity of each unit, which is over \$10 in nickels and further eliminates unnecessary service calls. Each unit is furnished with a blank program and on which musical selections may be placed. One to 20 coins may be deposited in the box successively, each coin registering for a separate play," they concluded.

Seeburgs Live Up To Predictions

CHICAGO, May 14.—About this time last year Hollywood was agog with rumors about the forthcoming full-length production of Walt Disney's which was to bring to life the adventures of Snow White and the Seven Dwarfs. Curiously rose to fever pitch as everyone from star to extra speculated on just what % of production it would be.

"Similar speculation was rife in the months immediately preceding the coin machine show among members of the music division of the coin machine industry," report officials of the J. P. Seeburg Corp. "Somehow or other rumors had leaked out that we were designing three new phonographs that would be the last word in excellence. Interest mounted daily until the Coin Machine Show opened and the new Symphonoid, the Concert Grand, the Regal and the Gem, went on display with the predictions that they would earn the greatest music profits to be had and that they would enable ops to obtain the finest of locations.

"Like 'Snow White' it is not the predictions that have made the Concert Grand, Regal and Gem so successful. It is the actual machines themselves," these men maintain. "It is a combination of such outstanding features as triple tone flow, compensated bias amplification and complete colored cabinet illumination, etc. These phonos appeal to all, young and old, male and female, etc. That's why they're successful."

Editorial Courage

Notes: The following statements are taken from a letter too personal to reveal the identity of the writer. The ideas, however, are worthy of consideration by ourselves and the trade.

"To the Editor: We have not sent you any news items for the last three months because I have been so disgusted with the type of hooey that has been run in your columns as submitted by manufacturers that we haven't cared to be associated with it nor have we thought to stoop to match it.

"What publicity we have released to you has been deliberately in such form and made as news worthy as is possible, so as to refrain from having it look like you should run 'Advertising' slugs over the top in order to get by the postal regulations.

"You can bet your bottom dollar that as long as any publications such as your good selves continue to do a good job in publishing the news regarding the trade and keep it free from bias that it will make no difference in our considerations one way or another if that publication is an advertising medium.

"I regret that so much of your time has to be given to measuring columns of type. It must seriously contract the amount of time you can devote to the proper editing of an important department of a first-class publication.

"I have my own personal ideas of what I would do in your situation. However, I don't think they are worth covering because they take the kind of courage that would be willing to lose a few thousand dollars' worth of business for a while in order to establish a principle that in the long run would get those few thousand dollars back and a lot more with it.

"If this letter sounds a little bit sharp it is not intended to be. It sounds that way because I am tired and discouraged over every attempt to get any of our ideas incorporated into your editorial picture."—(XYZ, May 7, 1938.)

LIBERALS PRESENT
 (Continued from page 81)
 lottery laws and thus cut off the chief source of gangland's income."
 He criticized churches and fraternal organizations for holding bingo and other games and raffles and asserted that if the lottery laws were rigidly enforced some highly respected citizens and countless clergymen would be in jail.
 One of the many clergymen who assented to the proposals was the Rev. George D. Egbert, president of the Society for the Prevention of Crime, who also represented the Greater New York Federation of Churches and the Queens Federation of Churches.
 He read letters from Dr. Harry Emerson Fosdick, Rabbi Stephen S. Wise, Dr. John Haynes Holmes and Thomas D. Thatcher opposing any attempt to remove the anti-gambling clause.
 He asserted that legalization of a State lottery would act as an encouragement to "more vicious" forms of gambling, with a decided bad effect on the general welfare of the people of the State.
Reply to Bingo Charges
 Dr. Benjamin F. Wyland, speaking for

the Brooklyn Federation of Churches, the Brooklyn Chamber of Commerce and the Welfare Council of New York City, declared that it was "an evasion of moral responsibility and citizenship if charitable institutions were forced to depend on lotteries for funds."
 Answering the charge that churches were sponsoring bingo games, he asserted:
 "I don't believe that any God-fearing minister in any reputable church would be in favor of any such game being played in his church."
 He explained, however, that in some instances where such games were held the laymen of the church, which was probably faced with financial difficulties, overruled the minister and insisted on resort to the games.
 Mrs. D. Leigh Colvin, president of the New York State Women's Christian Temperance Union, held that the anti-gambling clause was in the interest of general social welfare, and that any steps to remove it would constitute a blow at the morals of the residents of the State.

A Church Viewpoint

According to *The New York Times*, May 9, the Catholic Church is at present engaged in "re-surveying" its attitude on gambling in connection with the various proposals for changing the present anti-gambling restrictions in the New York State Constitution which have been presented to the Constitutional Convention.
 A spokesman for the church said that for that reason the church would not offer opposition to the various gambling proposals at the hearing to be held by the convention's committee on the Bill of Rights on Tuesday afternoon in the Assembly chamber.
 The church is still opposed to gambling as a matter of principle, it was said, but feels now the necessity of determining what should be its attitude because of the relief needs of the various committees and of the State itself, and also because of the recent spread of gambling beyond the point where attempts to wipe it out are in any way effective.
 The stand of the Catholic Church appeared to leave open the possibility that should the Bill of Rights Committee recommend the legalizing of gambling such as lotteries for relief purposes the church might be at least sympathetic to the proposal. The same attitude might prevail in regard to the legalizing of pari-mutuel betting on horse racing.
 The pari-mutuel question will not be up at the hearing, which will be the first by any committee of the convention.

Proposals for Relief Funds

John J. Dunnigan, majority leader of the State Senate, has held up introduction of the pari-mutuel proposal so that it will not be tied up with other recommendations, particularly the Hirschberg proposal for the striking out of the Constitution of all prohibitions against gambling and leaving the problem to the Legislature.
 Opponents of the Hirschberg proposal contend that it would pave the way for widespread and persistent attempts on the part of gamblers to influence the Legislature thru the use of money.

NEW PHONOGRAPH NEEDLES FOR ONLY \$1.00 A DOZEN
 Brings Big Savings for Music Operators

GREENVILLE, N. C., May 21.—Thousands of actually new phonograph needles are being shipped from this city every day to music operators all over the U. S. A. for only \$1.00 per dozen.
 This amazing discovery brings hundreds of letters daily from operators in every State in the Union who have already taken advantage of this tremendous saving.
 Dozens of old worn-out needles are belated in each letter. These are given new life and instantly returned for another 2,000 plays each at a saving of from 35c to 45c per needle.
 To convince the most skeptical music operators an invitation is extended to test wrap 12 old, used phonograph needles in a dollar bill, inclose your return address, and mail today to McCormick Machine Company, Greenville, N. C. —Advt.

EXPERIENCED MUSIC MEN
Insist ON
PERMO POINT
 More Than 2000 Perfect Plays!
 Only PERMO POINT is standard equipment on ALL new phones. 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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Other Fine Equipment at Salvage Prices
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IF YOU WANT INCREASED COLLECTIONS AND CHOICE LOCATIONS THE SEEBURG GEM, REGAL AND CONCERT GRAND IS THE ANSWER.
 If unable to visit our offices in your territory write, phone or wire, and our representative will call on you.
 Have just received as trade-ins, **MILLS DELUXE DANCE MASTER, \$59.50.**
WURLITZER 412's, \$99.50.
 In A-1 Condition — Thoroughly Reconditioned.

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 GUARANTEED PERFECT — ESPECIALLY PRICED. MAKE YOUR SELECTION AND PHONE, WIRE OR WRITE FOR PRICES AND COMPLETE INFORMATION.
WURLITZERS—Models 316, 416, 616, 716, 412.
MILLS —Studios, Do-Re-Mi's, Deluxe and Regular Dance Masters, and Model 801 Hi-Boy Selectors.
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 We also have hundreds of bargains in other equipment such as AUTOMATIC AND NOVELTY PIN GAMES, SLOT MACHINES, ETC. — WRITE FOR LIST.
MODEL 616

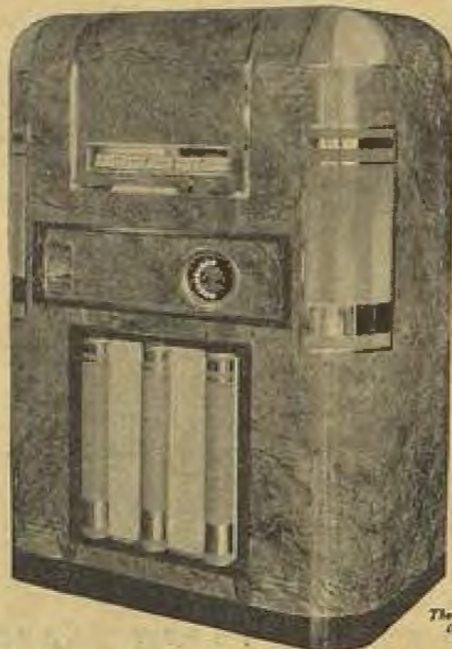
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1 TRIP METAL RECORD CARRY CASE
 Made from Heavy Gauge Sheet Steel, reinforced Leather Handle, full Piano Hinge, 2 strong nickel-plated Draw Bolt Clamps.
 In Lots of 3, Each . . . \$3.31 | SINGLE . . . \$3.69
TITLE STRIPS
 2,800 Blank Strips \$1.25 | 500 CARDS . \$4.75
 Largest Stock of Operators' Records in Northwest. Buy Brunswick, Columbia, Vocalion, Melstone, Decca, Victor and Bluebird discs, and Permo Point Records . . . all under ONE ROOF to save YOU time and money!
ORDER NOW!
 Send \$1.00 With Order, Bal. C. O. D., F. O. B., Minneapolis
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

STOP! LOOK! Listen!

Here's the New LUMI-CHROME Slip-On Cabinet



The cabinet pictured here is fitted on a 5-year old phonograph!

Put your OLD machine to work in this beautiful ILLUMINATED CABINET

Every Cabinet Guaranteed!

- Weighs only 80 pounds!
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- Will increase play of your old machines 50 to 300%!
- Amazingly low cost!

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At last, it's here! The Lumi-Chrome Slip-On Cabinet . . . designed by America's foremost cabinet designers. Made of a laminated fibrous molded material that resists cigarette burns, alcohol and mineral acids. Finished in a beautiful Italian olive wood grain. Illuminated in a variety of brilliant colors. Installed in 3 minutes! Simply remove castors from old machine, replace in Lumi-Chrome Cabinet, turn four thumb screws and plug in! Simple as ABC! Increases play of old machine 50 to 300% Low cost. Don't wait. Act at once. Wire, phone or write for complete details.

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WURLITZER'S \$79.50
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REVIEWS OF RECORDS—

(Continued from page 11)

less ripples than the bubbles in a goldfish bowl for the slow and draggy Neglected and On the Alamo (Dec). FATS WALLER gets the benefit of a full band, but it's a sad sort of affair since his five does not jell with such songs as I Simply Adore You and Let's Break It

Good News (Vic). And it's the straight up and down minus his heated hi-de-ho, but commercially acceptable, for GAB CALLOWAY with Skronch and We're Breaking Up a Lovely Affair (Voc).

A Dandy by Jimmy
Once this hysteria of swing subsides, and it is setting back, folks will once again remember that Mrs. Dorsey also has a boy who answers to the name of Jimmy. Whether for listening or dancing, you'll find more musical meat than one could ordinarily digest in 10 inches for his Stop! And Reconsider, The Week-End of a Private Secretary, Lost and Found, I Can't Face the Music (Dec); skipping, of course, some of that sad scuffling by septa June Richmond.

Since Sonny Dunham returned his tootling to the Casa Loma camp, the GLEN GRAY gang seems to have taken a re-

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

TOMMY DORSEY
Victor 25832

I'll Dream Tonight is sweet ballad from the forthcoming Cowboy From Brooklyn flicker that gets tender treatment from Dorsey's dandies.

Cowboy From Brooklyn (the picture's title song, a singy thingy with novelty lyrics that should make the nickels filter in even if you don't live in Brooklyn. Even Middletown has the drug-store cowboys and the song is dedicated to that kind).

RUSS MORGAN
Brunswick 8119

Will You Remember Tonight, Tomorrow? and Tea Little Miles From Town (two tunes strictly on the sweet side and musically in the familiar Morgan manner).

KAY KYSER
Brunswick 8120

Lost and Found and Two Shadows (since Kyser is giving the radio audience a collegiate treat with his musical collage there should be a deepening wave of enthusiasm for his danceable disks).

HORACE HEIDT
Brunswick 8121

Let Me Whisper and This Time It's Real (nice songs played right nicely in the familiar fashion that swells Heidt's following).

GLEN GRAY
Decca 1783

You Go to My Head and Daddy's Boy (the Casa Lomasites leave these lullabies with smooth, easy tempos that are easy to take).

SHEP FIELDS
Bluebird 7553

Cathedral in the Pines and Good Evenin', Good Lookin' (if the ripples ring in the nickel runners these sides will sell 'em again. The Cathedral chant is by the same writer as Gold Mine in the Sky).

SWING MUSIC

JIMMY DORSEY
Decca 1784

Who Do You Think I Saw Last Night? and At Your Beck and Call (Tommy's brother, Jimmy, takes two of the popular songs and gives 'em a torrid treatment that'll have their toes tingling).

**CHAUNCEY
MOREHOUSE**
Brunswick 8122

Plastered in Paris and Mazi-Pani (these are of the killer diller variety and, altho the band's name is among the unknowns, Chauncey is known among musicians as one of the better swing drummers and his beating of snares and tom toms speaks for itself).

COOTIE WILLIAMS
Vocalion 4061

Swingtime in Honolulu and Carnival in Caroline (Cootie is Duke Ellington's trumpet ace and this big little band is from Duke's band, including the Duke himself at the piano. Tunes are medium-tempered swingers from the Cotton Club show and the gal singing the songs, Jerry Kruger, is now consulting for Gene Krupa's Band. So make your billing count).

VOCAL

JERRY COLONNA
Vocalion 4056

Sonny Boy (we once tipped you about this singer who puts Joe Brown to shame when it comes to mouth expansion in song. His comic relief here is a jollolizer so stock up and you'll pay off the mortgage on your old homestead. And to help matters, Jerry is in Hollywood, his first screen screening to be found in Coconut Grove).

On the Road to Mendalay (his throating of this classic song is a classic, but it's the Sonny Boy nonsensicals that should put Bel Mir to shame as a buffalo chaser).

THE FOUR SQUIRES
Vocalion 4057

The Prisoner's Song (these four angels have their own kind of wings and their comic parody of the Alcatraz alumnae song carries the moral that it's a pity crime doesn't pay. And it'll be a crime to keep this side out of your phonos).

Arn't the Fannies Funny? (a lifting song, and a lift is cheap at a nickel, the four boys finding lots of fun in Little Orphan Annie, Dick Tracy and all the other sob scripts that the newspapers peddle as fannies).

DICK POWELL
Decca 1782

The Girl in the Bonnet of Blue and In My Little Red Book (Dick is the darling of song if your phono gets the shonkie spenders, especially since his songs are in the hit parade class).

MUSIC OPERATORS!

Save money! We repoint old phonograph needles for \$1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!

Operator's Service Supply Co.
2045 Carroll Ave. Chicago

bowed lease on things musical, proving once again they can still be crack mixers or hot rhythms as seen in their sides for My Bonnie Lies Over the Ocean and Sonny's stomperoo, Madly in F Minor (Dec). And LARRY CLINTON continues to dish out smooth and lively rhythms, tho not deepening any waves of enthusiasm, with Stolen Heaven, Who Do You Think I Saw Last Night, a finer fair found in Stop! And Reconsider and College Humor (Vic), the latter opus riding on a Christopher Columbus riff and a couple Joe Miller jokes.

BOBBY HACKETT cutting for the first time with his own band of barrelhouse

under the Irving Mills aegis falls short on creating enthusiasm for I Dreamed Come True and At the Jazz Band Ball (Voc), his trumpeting the only redeeming feature. For the Jazz Band Ball, the classic harking back to writers Nick La Rocca and Larry Shields, of the original Dixieland Band, cup the ear to BOB CROSBY, who makes the label a set-up for the swingophile by spitting it with Meade Lux Lewis' boogie woogie special, Yancy Special (Dec). And for that jazz that jells with buttered toast, BOB CROSBY's Bob Cats ride the riffs for Coquette and Ray Baudou's drum concerto, The Big Crash From China (Dec).

Baker Closes for West Coast Office

CHICAGO, May 14.—H. L. Baker, president of Baker Novelty & Mfg. Co., recently closed negotiations for the purchase of a San Francisco branch office, under the name of the Pace Mfg. Co., and owned by H. R. Maser, manager. This included the fixtures and stock and the complete line of parts for Paces Races and Pace slot machines. Baker announces that this will enable his company to supply users of Paces Races and Pace Comets with genuine factory-made parts while the stock lasts, and in the meantime he is manufacturing the complete line of replacement parts.

Baker said that his Races and slot rebuilding department has developed to the extent that he must make replacement parts, as he cannot afford to rely on outside sources. Baker's company not only rebuilds machines, but sells repair parts, and special attention is given so that orders are filled promptly. Baker was the designer of Paces Races and Pace Comets and many other machines, which puts him in a position to know what the machines and the trade require. The Baker Novelty Co. is headquarters for Races and slots, and it makes a specialty of buying, selling, rebuilding or trading Paces Races and Comet slot machines. They are also in production on new de luxe tops and jack-pot attachments for all Pace Comets, which modernizes the old models.

Rock-Ola's 3-Up Praised by Ops

CHICAGO, May 14.—For many years operators have complained that some pin games, both novelty and payout, have gone out of date before they have been able to get back the cost of the machines. To make it possible for operators to realize a profit on equipment long after it was paid for the Rock-Ola Mfg. Corp. reports it designed its new payout game, Three-Up and Across the Board, which is a combination of two games in one.

"In this payout game of ours," reports Jack Nelson, general sales manager of the firm, "the operator has the opportunity to convert one game into another by switching the extra glass backboard and glass award chart. When the Three-Up backboard panel and award chart are used the popular bell-fruit symbols are in play. When the game is operated in Across the Board it is equipped with race-horse symbols on the backboard panel and award chart. These panels and award charts can be changed right on location in about 15 minutes' time. This feature gives the operator two games for the price of one. In it operators have recognized the fact that here is a game which will not go out of date so quickly, but which can be played and operated until it wears out. This simple change-over of backboard panel and award chart is so different that it is impossible for a player to recognize that it is one and the same game."

On a recent trip to the Rock-Ola plant here Archie La Beau, head of the LaBeau

Novelty Co., of St. Paul, Minn., is reported to have told Nelson that Across the Board and Three-Up have met with instant acceptance with operators in the Northwest. "We expect to continue our orders on this game for some time to come because it is a money maker for operators. One operator in St. Paul told me," La Beau said, "that in one location he left the Across the Board symbols on the game for one month. Then he switched to the bell-fruit symbols of Three-Up and experienced an immediate boost in play of 25 per cent. Since some players still preferred the horse-race symbols, he switched back to Across the Board at the end of two more weeks and again play jumped. Minnesota and Wisconsin operators are looking forward to a big summer season at the resorts with this game."

The Fretti brothers, who own the Monroe Novelty Co., of Toledo, O., are also reported placing large-size orders for this game. "We like this game," they stated, "because there are fewer service calls on it than any other. Across the Board is a combination of all the important features that make for successful payout tables. The play-board is a combination of the three features that made this type game so popular. It has holes, bumpers and kickers all on one board. Besides that it is made to play lightning fast to get nickels faster. We are behind this game of Rock-Ola's 100 per cent," they concluded.

Groetchen Counter Games for Resorts

CHICAGO, May 14.—Groetchen Tool Co. reports a big increase in the demand for its line of counter games as operators rush the buying of machines to place in resort territory. Orders have already jumped considerably from a number of States, according to Richard Groetchen, president of the firm.

Mr. Groetchen is planning another trip into territory where the summer resort season brings big traffic. The line of counter machines which the firm offers is now considered to be one of the very complete lines of machines in this field. The Groetchen machines also have a reputation for quality that is a decided factor in making sales, it is stated.

The new-style Columbia counter machine is said to have some improved features that make it very acceptable to operators in many territories. The machine is also convertible with different sets of reels and also instantly changeable from nickels to dimes, quarters or pennies.

Resort Openings Up Royal Coin Biz

CHICAGO, May 14.—"You can tell summer is just around the corner by a visit to our showrooms," states Reynold Poland, head of the Royal Coin Machine Co. "Yes, sir, right now is one of the busiest times of the year for us. With resorts getting all set to open for the tourist season in Wisconsin, Michigan and the surrounding States, operators are right on the job lining up their spots for the summer, and a good many of them are coming to us for equipment."

"Many of these men tell us," he continued, "that there is one definite requisite for all resort equipment and that is that it must be bugproof. Resort spots are usually much farther apart than are locations in the city and as a result service costs are higher. So to make the most out of these summer spots the operator needs good sound equipment that will stand up under heavy play."

"Here at Royal we make every effort to supply these men with this type of equipment," Poland concluded. "Not only do we keep a large selection of games on hand but we inspect every game thoroughly before it leaves our premises."

They're Not Joy Boxes in Harlem

"To the Editor: In your May 7 issue I noticed that you credit Louis Sobol, the columnist, with the statement that in Harlem coin-operated music machines are called joy boxes.

"For the sake of keeping the record

MUSIC OPERATORS!

Greater PLAY
Greater PROFITS

BOTH YOURS WITH THE Improved A-B-T WALL BOX

People like to have things made easy—they don't go out of their way unless it is necessary. Music operators throughout the country have taken advantage of this fact and have increased play and profits on every location 20-50% by installing the Improved A. B. T. WALL BOX.

In addition to earning greater profits with the Improved A. B. T. WALL BOX, operators are assured absolute protection for their earnings. Each unit is equipped with a Commercial Coin Detector, plus 8 feet of special armored cable, making it impossible for players to short circuit wires by inserting pins, knife blades, etc., for free plays. And the large cash box capacity . . . over \$10.00 in nickels . . . further eliminates unnecessary service calls.

Each unit is furnished with blank program card on which musical selections may be typed or printed. 1-20 coins may be deposited in box successively, each coin registering for a separate play on machine. ASSURE YOURSELF OF EXTRA PROFITS WITH AN IMPROVED A. B. T. WALL BOX!



33 1/2" high • 6 1/2" wide
• 3" deep . . . shipping weight 11 lbs. . . net weight 7 1/2 lbs.

\$8.50 EACH

F. O. B. CHICAGO

A-B-T MANUFACTURING COMPANY

715-723 NORTH KEDZIE AVENUE
CHICAGO

straight I want you to know that during my eight years of operating music machines in Harlem I have never heard them called joy boxes, but they are generally and universally called piccolo. My telephone is constantly ringing with requests for a piccolo, and when I walk on the streets of Harlem I am pointed out as the piccolo man. In fact, one operator in Harlem is seriously considering adopting the name of Piccolo Pete as a trade style because of the universal use of that name in describing coin-operated phonographs.

"When colored friends are together and want to hear music it is rarely that you hear a request made to put a nickel in the slot. Instead you would hear the remark that it is 'your turn to make the piccolo jump.'"

"I sincerely hope that this information will help to solve most of the operators' problems and make the business more profitable, or should I leave out the word more and just say profitable?—Alfred Bloom, New York City."

Detroit

DETROIT, May 14.—Altho William H. Courtaine is listed as one of the city's newer ops, he's proving to be quite a go-getter. He was in the market once again this week for some Mills Novelty vendors.

George H. Lightner, manager of the Mills Automatic Merchandising Corp., has just announced the completion of a contract for installation of 1,000 Mills machines vending American Tricle gum in the S. S. Kresge Co. stores. One hundred of these machines have already been placed in Michigan.

The Citizens' Safety Council of Pontiac, Mich., last week submitted a petition to the city commission urging the immediate purchase of 500 parking meters. The petition stated that the meters would pay for themselves within 12 months. The purchase of parking meters has been under consideration by



BUILD YOUR BUSINESS ON A SOLID FOUNDATION

EVERYBODY SOCKS IT—

and Every Sock in a BOOST in YOUR PROFITS!

MUTOSCOPE'S PUNCH-A-BAG

Trade-Mark

Not just an amusement game machine—A PROVEN SUCCESS on many ordinary store locations. Every man likes to show his athletic power. To do so play. A great LEGAL money-maker.

Sent for Circulars other New Arcade Machines.

INTERNATIONAL MUTOSCOPE-REEL COMPANY,
618 W. 34th St., New York City

SELLING OUT ALL USED AUTOMATIC PAYOUT GAMES

Pearl Harbor \$ 7.75	Prospectors \$ 7.50
Pearless " " 7.75	All Stars " " 7.75
Deeds Up " " 7.75	Earle's Ball " " 7.75
Challengers " " 7.75	De Luxe " " 7.75
Jumping " " 6.45	Round Up " " 7.75
Champion " " 7.75	Plus and " " 7.75
Gold Rush " " 7.75	Misc " " 2.00
Giant " " 7.85	Gold Awards " " 2.00
Hollywood " " 7.75	Hells Bells " " 2.00
Pharos " " 14.75	Flying High " " 2.00
Scoutline Base ball " " 14.75	Classical " " 12.75

All Machines in Good Condition.

Terms 1/3 Deposit With Order, Balance C.O.D.

OHIO SPECIALTY CO.

719 E. Broadway, Louisville, Ky.



TED BUSH, Acme Novelty Co., Minneapolis, snapped during recent visit to Bally Mfg. Co. plant, where he placed orders for large shipments of Bally Reserve, it is reported.

the city commission for several weeks past and will again come up for discussion on Wednesday night, when the Citizens' Safety Council will also be discussed. The meters suggested would be installed in the downtown area in an endeavor to eliminate overtime parking and traffic congestion.

UNCONDITIONALLY GUARANTEED
 against any mechanical defects for five years.
 "Lifetime mechanism" vends any nuts, confections, charms, etc.



\$7.00
 Sample

QUANTITY PRICE ON REQUEST
CENTURY MFG. CO.
 4156 W. Chicago Ave.,
 Chicago, Ill.

UNIVERSAL VENDORS
 THE FINEST TOY AND SULK MERCHANDISER OF ITS KIND. INTRODUCED AT LOW PRICE:



Cash **\$6.95** With Order Vends Everything

MASTER
 Merchandises COLUMBUS SILVER KING and other

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.

LUCKY BOY
 Only **\$5.95**



World's Lowest Priced 5-Lb. 1c Vender. Vends Toys, Salted Nuts, Candies, Etc. Money Back Guarantee. 1/3 Deposit, Balance C. O. D.

We have a credit plan for those wishing to operate on a large scale. Write for particulars.

KY. GUM CO.
 3406 Garland Ave., Louisville, Ky.

NUT VENDOR
 Coins Money FOR YOU!



HUGE DEMAND BY MERCHANTS

MARKET DRUG STORES, TAVERNS, BARS, RESTAURANTS, CLUBS, CIGAR STORIES, WAYSIDE STANDS, Many Others.

Establish a permanent paying business in your community with "Nut Vendor". Millions of dollars spent monthly for 5c nuts and for 5c candy. Merchants eager to get Magic Salesman displays on their counters. They pay only for the cubebase legs of merchandise. You keep display filled—and collect your regular WEEKLY INCOME. Strict territory rights protect your ever growing business. Write.

GASTERLINE BROS.
 1016-1020 Sunnyside Ave., Dept. 80, Chicago, Ill.

CHARM PLACER

"SURE GRIP" Prepaid CHARMS, Assorted, 10 Gross..... 7.50
 Sample Gross..... .80
 200-Piece ATLAS ASSORTMENT, 5 Packs..... 5.50
 Sample Pack..... 1.25

F. O. B. Cleveland.
 & Supply House for Vending Machine Operators
THE ATLAS SALES CO.
 6121 Lorain Avenue, Cleveland, O.

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



Robbins Reports Vendapak Clicking

BROOKLYN, May 14.—Since announcing Vendapak, D. Robbins & Co., manufacturers of this new 5-cent nut and candy merchandiser, report they have been flooded with requests for exclusive territorial rights.

"The demand for this machine has greatly exceeded our expectations," stated Dave Robbins, head of the firm. "It seems that most operators of games are turning to merchandisers because they realize that such machines can be depended upon for a steady income. Vendapak is priced low, so that operators can afford to buy a large quantity of them. Our 'prize scheme' for stimulating the sale of 5-cent packages of nuts in the machine has proved to be highly successful. The operator's investment in Vendapak is always safe because this machine will vend more than 20 different nut and candy products so that if one product doesn't sell fast enough the operator can always place a different product in the machine and keep changing his wares until he finds the one that sells the fastest in each particular location."

Robbins also reported that the popularity of his repair department is increasing every week. "We have in our employ two of the best repair men in the business," he stated. "Irving Mitchell, who has charge of this department, has had over 10 years' experience with coin-operated devices. Barney Kahn, his assistant, has proved many times that he can repair anything with a coin chute on it. Both of these men have a knack of ferreting out the seat of the trouble and fixing it in a hurry. A great deal of the business we enjoy can be traced directly to the excellent service these men render ops in this region," Robbins concluded.

Florida Firm Is Popmatic Distrib

ST. LOUIS, May 14.—Announcement has been made by Rudolph R. Greenbaum, president of Popmatic Mfg. Co., Inc., that the Ace Specialty Co. of Miami, has been granted the distributorship of Popmatic pop-corn machines for the southern part of Florida.

The Ace Specialty firm is headed by

Guy McLeroy. McLeroy and his organization are all keyed up to do a real job. "The Popmatic merchandiser," he said, "is not only an efficient but also a beautiful feature that any location should be proud to have on its floor. Popmaticcorn is the name given to the delicious product manufactured and dispensed by this machine. It is part of our job to make Florida Popmaticcorn-conscious."

Popmatics Reported Operating in Egypt

ST. LOUIS, May 14.—Fame of the Popmatic automatic pop-corn merchandiser has not only spread the length and breadth of the land but has also extended into many foreign countries, it is reported. Proof of this statement is contained, state officials, in the fact that Pasha Lansing Williams, of Alexandria, Egypt, has recently sent in an order for a number of Popmatic machines.

"Incidentally," mentioned Rudolph Greenbaum, president of the firm, "Williams was granted the title of Pasha by none other than the King of Egypt himself. The Pasha does a large business in different parts of Europe, Africa and the Orient and is lending his every effort to making people in those lands Popmaticcorn-conscious."

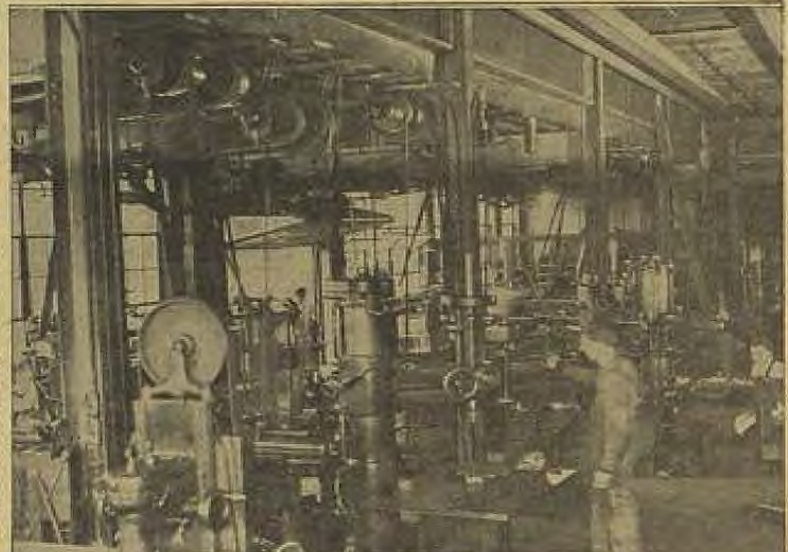
Three New Vending Firms Incorporate

ALBANY, N. Y., May 14.—Three newly organized vending machine corporations have been authorized to engage in business by the secretary of state. Three firms granted their papers are:

W. H. Steubinger Co., Inc., Bronx, Capital, \$5,000. Stockholders: William H. Steubinger, Edwin W. Kues and Carl Netter, New York City.

Acme Automatics, Inc., New York, Capital, 100 shares of stock. Shareholders: Benjamin H. Haskell, Paul L. Goldman and Estelle Forner, Brooklyn.

International Paymaster System, Inc., New York, Capital, 200 shares of stock. Promoters and shareholders: Leo S. Ramco, George C. Altman and Sadie Behrens, New York City.



HERE'S PART of a floor of the Popmatic Mfg. Co., where the machining of various units of Popmatic is done.

Detroit

DETROIT, May 14.—Thomas Williams reports that he has discontinued his manufacturing activities in the coin machine field and is now devoting his entire attention to other lines.

Warren N. Zerby, secretary of the Skill Game Operators' Association, has been suffering for several weeks from the results of having some teeth extracted.

James Ashley, who does business as the Lincoln Novelty Co. and the American Novelty Co., says business has been okay in certain lines. He recently added a battery of Bally Reserve machines to his line.

Another indication of improving conditions was the report of increased vending machine sales here during the past week. Coan-Stetteland Co. led in sales with two large orders, each in excess of \$2,000, according to reports. One went to Rohr Salts Co. and the other to Tasty Snacks Corp.

U. POP-IT



The only thoroughly perfected automatic corn popper and vender!

PRECISION BUILT and FULLY GUARANTEED

DAVAL MFG. CO.
 325 N. ROYNE AVE., CHICAGO

WRITE FOR LOW PRICES



On Peanut and Ball Gum Venders.

Also Table Size Venders.

Self-Serv Mfg. Co.
 5. Broad and Wickham Sts.,
 Palmyra, N. J.

World's Finest Vendor



4 - IN - 1
 Outstanding in 1937.

4 - IN - 1
 Supreme in 1938.

4 - IN - 1
 Rotary Model.

FOUR - IN - ONE MFG. CO.
 3338 Joy Road
 DETROIT, MICH.

RAINBOW NUTS
BOSTON BEANS
LICORICE LOZENGES

ONLY **11** C. PER LB.

F. O. B. New York

ALSO CANDIES for Premium Purposes and Complete Line of Venders and Supplies!
WRITE FOR LIST TODAY!

SUNFLOWER
 VENDING MACHINE CORP.
 658 W. 183rd ST., NEW YORK

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

HARD SHELL CANDIES FOR VENDING MACHINES

BOSTON BAKED BEANS
SMOOTH BURNT PEANUTS
BLACK and WHITE LICORICE DIBS
BUTTER SCOTCH PEANUTS

FRUIT DIBS
RAINBOW PEANUTS
ASSORTED LICORICE LOZENGES
RED OR GREEN IMPERIALS

Write for Price List

PAN CONFECTION FACTORY

NATIONAL CANDY CO., Inc.

345 W. ERIE ST. CHICAGO, ILL.
"Originators of Hard Shell Candies"

PROVEN Money Makers!



Experienced operators know the important thing is to get the Vender into the location! Tom Thumb's got everything best. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; rooms for thousands more. Die cast precision machine; no comebacks. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser. Vends candy, gum or peanuts, 1/4 and 3/8 c. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.

FIELDING MFG. CO., Dept. 21, Jackson, Mich.
The Following Distributors Carry a Full Line of Tom Thumb Vendors and Parts:

CAPE FEAR AMUSEMENT CO., 110 Winslow St., Fayetteville, N. C. (North and South Carolina Distributors.)

VIKING SPECIALTY CO., 530 Golden Gate Ave., San Francisco, Calif. (State of California Distributors.)

COLUMBIA VENDING CO., 2515 Dir. Ave., Parsons, Kan. (State of Kansas Distributors.)

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY

Only \$2.40 and up

Over 50,000 Sold

Write for Full Information Today

5/8 Ball Gum at New Low Price.

ROY TORR

2047-A So. 68th St., Philadelphia, Pa.

PERFECT-PAC ASSORTMENT

For Vending Machines contains 250 Exclusive Imported Charms unequalled elsewhere! Only

\$1.25

Colonial Sales & Novelty Co.

3901 Wayne, Kansas City, Mo.



CHARMS Not the Ordinary But an Extraordinary Assortment. Gross Absorbed \$1.00 At Low as 75c Gross. All Best Grade Charms - No Metal. IDEAL SALES, INC., 1516 Market St., St. Louis, Mo.

Cig Operations

EDITOR'S NOTE: The following is an address given before the Cigaret Merchandisers' Association of New Jersey by Herman Arletta, field supervisor for the Le Peko Co.

When Le Roy Stein, your manager, announced a few moments ago that he was to call upon a speaker who within a short period had established one of the most outstanding automatic cigaret vending routes I could not imagine for a single moment that he would call upon me. I want to thank him for the honor which he is bestowing upon me in selecting me as an example for other operators to follow, especially our members.

As you know, I am the authorized representative of the Le Peko Co. and attend your meetings in that capacity. I am only a newcomer in the business and feel rather embarrassed in presenting my views on operation before the largest meeting of this association. Because I do not want to disappoint your manager and you, Mr. President, I will give a resume on the successful operation of a cigaret machine route.

To the pioneers of the industry, many of whom are present here tonight, I can only say that I did not have any background to guide me in creating a route. I was engaged for the express purpose of opening up a new territory, was given no instructions other than to create a business honestly and to conduct it efficiently, and this I have endeavored to do to the best of my ability. Naturally, I have had to disregard the experiences of other operators. In fact, I was admonished not to use the same methods of those in the business, but rather to create new methods of securing and maintaining locations. And so I set about creating my route and now in maintaining several of them based upon the experience which I have had as a representative for one of the largest sales organizations in the world.

After months of study I came to the conclusion that I could build my route only by creating a desire on the part of the location owner to accept my equipment only because he would be sold on the idea that it would be not only a convenience to him to have my machine but that it would also save him time and money and in addition thereto to earn a substantial profit. In soliciting locations I have tried to create the impression that I was a business man, that I had a service to sell, and that I would conduct my business honestly and efficiently for the profit and pleasure of both the location and my company. While I know that there are operators here and elsewhere (for our company is a member not only of the New Jersey association but of the C. M. A. of New York as well) who will not agree with the methods which I pursue, I would nevertheless prove to them that our company has earned more money in the cigaret vending field than have even some of the pioneers because we secure locations at the least possible cost, pay the least possible commission, and give the utmost in equipment and service.

Unscrupulous Operators

We have been thru many economic wars with unscrupulous operators (who, by the way, are non-members—they not only are not members of an association

but will not become members because it is against their principles to deal honestly and to help stabilize the industry)—and yet despite this disastrous competition I can truthfully say as supervisor of the many routes which have now been established that we have lost fewer locations to these dishonest operators than any other member in this and the New York association.

I believe that when a location owner is sold on the necessity of having a machine which saves him time and money and in addition earns a profit for him at no investment on his part and receives an honest count, his full commission, the best of equipment in accordance with his sales and utmost in service, that no competition can destroy that loyalty which is developed between the location owner and the company. And yet the method of our getting our business is very simple. We sell an idea. We maintain that idea and we keep recelling that idea. We act as business men. We command the respect of the business men with whom we deal, and yet earn more money than many of those operators who feel that conducting a cigaret machine route is different from conducting any other type of business.

At the present time we are confronted with the problem of affixing 1-cent tax stamps to our cigarets and educating our customers to accept a reduction in their earnings because of this stamp tax. A check-up on our records shows that we have lost but one account out of our entire operation because of a lowering of commissions in proportion to our increased costs.

That our methods have proved successful is evidenced by these facts which I have just given you, because if we had not conducted our business honestly and efficiently I can assure you that we would not have enjoyed this successful experience with our accounts.

Permit me to thank your manager and you, Mr. President, for the opportunity of expressing my views on the successful management of a cigaret machine route. I assure you that it has always been a pleasure and I have learned much of profit by attending the meetings which you conduct so well.

Warmer Weather Ups Century Sales

CHICAGO, May 14.—"I am convinced that warmer weather thruout the country has been an important factor in helping to increase our sales during the past few weeks," states Bud Lieberman, head of Century Mfg. Co. "Operators everywhere report that due to warmer weather they have been able to place more of our new penny vending machines on outside locations."

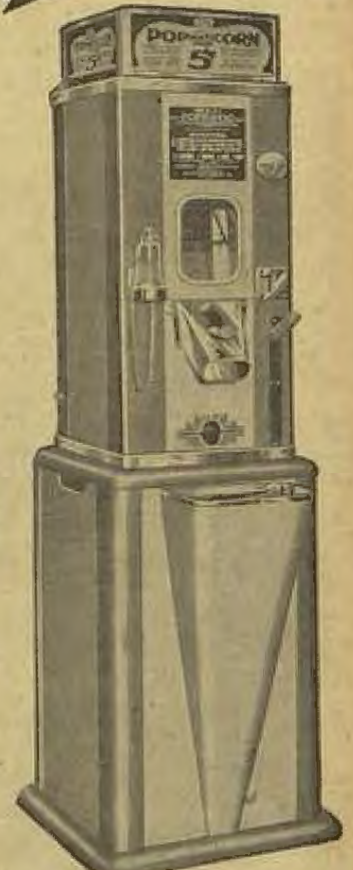
"The past few weeks has seen a marked increase in orders from operators for this penny vending machine of ours," he went on. "Along with these many orders have come enthusiastic reports acclaiming our new machine one of the finest they've ever operated."

Houston

HOUSTON, May 14.—Hans Von Reydt, local Electro-Ball Co. manager and Seeburg dealer, is planning a big party at his country home for Houston operators and their families. He hasn't announced the date as yet, for he states he is waiting for the weather to get set since it will be an outdoor affair. Von Reydt's country home is located in the center of several wooded acres about 12 miles from town. It is an ideal spot for an outing and many local ops have enjoyed some happy hours there in the past.

According to an announcement by George John, Assistant U. S. Attorney, the Willard Main peanut vending machine case will be tried in Houston during the fall term of the Federal Court. Main, a Cedar Rapids, Ia., novelty manufacturer, and 13 others are charged with selling peanut and confection machines to local operators under false pretenses.

Harold W. Dally, prominent local operator, was one of the outstanding stars in the annual bowling tournament conducted by The Houston Post. He tumbled 288 pins in one game. He opened with a spare and ran a string of 10 strikes and an eight count.



READY FOR Immediate Delivery

15 features definitely put the new POPMATIC ahead of any similar machine. You can't go wrong with the first and best. Hundreds already on location.

Don't Delay Another Day!

Act at once—Phone, Wire or Write for complete details and prices. By all means obtain a demonstration at your distributor's show rooms.

POPMATIC Manufacturing Co.

\$147•NATURAL BRIDGE AVENUE
ST. LOUIS •• MISSOURI

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

100% Legal PEANUTS AND HORSES!

A beautiful new 5c Package Nut Vending Machine with a prize "Horse Race Game" in each package. Place one in every cafe, tavern and bar-room. A proved success and priced at only \$17.50 it pays for itself in a very short time.

Operators and Jobbers, Write!

A. M. Walzer Co., 426 Stinson Blvd., Minneapolis, Minn.

STEADY MONEY MAKING VENDING MACHINES



IMMEDIATE DELIVERY!

VENDAPAK

5c NUT and CANDY VENDOR

Write for Prices of New and Used Machines.

D. ROBBINS & COMPANY - 11418 D₂ Kalb Ave., Brooklyn, N.Y.

DE LUXE CHARM PACKS

NO LEAD—NO JUNK—100% QUALITY

75¢ GROSS POSTPAID TO YOUR DOOR
FINEST ASSORTMENT IN AMERICA
BAR NONE! Rush Cash With Order!

EASTERN

350 MULBERRY ST.
NEWARK, N. J.

The NEW STREAMLINED

SEL-MOR

De Luxe

ABSOLUTELY GUARANTEED
AGAINST DEFECTIVE PARTS
FOR 5 YEARS

\$725
SAMPLE

Write for Quantity Price

The Best and Most Gorgeous

Vendor at DEEP CUT PRICES!

Rich Machine, brass enamel and

Chromium, 5 lb. capacity, with

CHARM CONFECTIONS

perfectly. Dazzled your old

frustrated vendors, go Modern

with SEL-MOR!

GREAT STATES MANUFACTURING CO.

1601-09 East 39th St., Kansas City, Mo.

Spring Cleaning

By W. R. GREINER

Northwestern Corp., Morris, Ill.

Into the soul of every housewife periodically creeps the urge to tear up the earth; to dig and scour with all her might; to do away with the winter's accumulation of dirt and grime. Nobody connected with the household can hope to escape the bombardment of mildew's energy. Her vigor knows no bounds. Mocha and knick-knacks, golf clubs and fishing tackle are at her mercy. The mattresses, cooking utensils and perhaps a few odd shoes find themselves rubbing elbows in distorted commotion. However, the general upheaval eventually subsides into its accustomed routine surrounded by shining windows, polished furniture and freshly starched curtains.

From Top to Bottom

Winter gloom has been dispelled by a joyous and carefree spring. New frocks, new bonnets, . . . trees in bud . . . birds returning . . . there's something in the air that sets your heart a-singing and makes you glad you're alive. Nature comes to life and suddenly redecorates her whole domain.

The example she sets and the spirit she conveys to our fair homemakers may be profitably followed by every operator.

The time has come to overhaul your route and take a sweeping census of your machines. It is as urgent for a man to "clean house" in his business as it is for his wife in the home. The various iniquities which corrupt your business are fundamentally the same in any line of work. Sloppy methods of servicing machines, careless assistants, poor methods of keeping books, dirty machines, carelessness about one's dress—these are a few of the vicious habits that confront the operator of vendors and which need to be cleaned out and effaced.

Every operator faces the problem of securing the most profitable locations and keeping them. In spite of his best intentions locations sometimes slip away from him and business falls off. He immediately blames the "times," the machines or most anything except that which in 9 chances out of 10 is responsible—himself. All of us are prone to become lax and indifferent about our work. It takes real concentrated driving to make a success of it. A spurt of ambition now and then cannot replace the steady concerted attack on each new day. The odds are weighted heavily against the fellow who takes his job lightly and puts off today's responsibilities.

With Critical Eye

So with spring making her debut now's the time to look over your route with critical eye. Is each machine performing with maximum efficiency? How about the service calls? Do your locations have to summon you rather frequently for repairs to machines? If this is the case then you'd do well to remove the offenders and look them over carefully. Perhaps they aren't the kind that can stand up under continual usage and need to be replaced with more up-to-date models. Doesn't the breath of spring suggest new apparel—new ideas—and new machines? Yes, it's definitely a time for rejuvenation.

Which, of course, implies change—progress, if you please, for where there is no change there is no progress. Supplant your out-moded machines with the streamlined models of 1936.

Attractiveness, ease of operation, dependability—these are the features you want and the ones your customers demand.

Your Own Habits

Even your habits and methods of

cigarette merchandisers' association

Address Communications to The Billboard, 1584 Broadway, N. Y. C.

THE NEW CO-OPERATION. . . . Because of the conservative and businesslike policies of the CMA of New York, local retailers are gradually being educated to look upon vending machine operators not so much as competitors but as actually helping to increase the total consumption of cigars. Recent surveys undertaken by both retailers and vending machine operators prove the vending machine business is at most not responsible for more than 10 per cent of the entire cigar consumption in New York City. Some surveys have shown as low a figure as 3 per cent and some as high a figure as 15 per cent. But without doubt the results of these surveys were influenced by prejudice.

Furthermore the Cigaret Merchandisers' Association, thru a careful check with its members, has found that most vending machine sales are made between midnight and 6 a.m. The reason for this obviously is that all large, over-the-counter cigar locations are closed, whereas the majority of vending machine locations remain open 24 hours.

Thus upon analyzing the business it can plainly be seen there is very little direct competition between over-the-counter sales and vending machine sales. These conservative estimates on the part vending machines play in the merchandising of cigars further substantiates the theory that all vending machines create extra points of sale which can be secured no other way by manufacturers of any type of merchandise—be it candy, cigars, chewing gum or peanuts, etc. Consequently retailers who understand this theory agree that vending machine operators justify their position in the cigar merchandising field by increasing total consumption considerably. Likewise vending machine operators, looking at it from the opposite point of view, do not look upon retailers so much as competitors as they look upon themselves as competing with one another for spots that can only be considered as "extra points of sale" or vending machine locations.

It would be very interesting to secure some actual facts on the effect the recent price juggling on the part of some cigar manufacturers in New York City has influenced the comparative consumption of the different brands. The prices are, of course, public property but only the vending machine operators know what brands are moving best. The Billboard invites all vending machine operators influenced by the New York tax to write in and tell us which brand leads, which comes second, which third, etc. Drop us a card; your name will not be divulged.

What's this about Pall Mall cigars? Are they really selling next to Chesterfields in some New York vending machines? If it's true, we want to know about it. What a story it will make!

The CMA of Philadelphia, headed by Edward J. Dingley, has invited LeRoy Stein, manager of CMA of New Jersey, to deliver a talk at its monthly meeting May 17.

Remember when the acceptance of a cigar vending machine by a location owner was a novelty as far as the owner was concerned? When machines dispensed cigars for anything that represented 15 cents in cash and consequently the amount of slugs almost equaled the amount of money received? Those were the disheartening days. And it therefore should never be forgotten the tremendous progress manufacturers have made in making their product slugproof. Modern mechanisms prohibit machines from accepting slugs and it can almost be said that all retailers are safer today by having a machine to sell their cigars rather than disposing of them over the counter.

THE ALBUM—Allen Jacobs comes from a family of tobacco jobbers and is very well known among the retailers and manufacturers of all tobacco products. Seeing the possibilities of cigar vending machines about eight years ago Allen broke away from the jobbing business and became an operator and after a few years of relentless work he was joined in the operating business by his father and his brother, Samuel. So for the past few years the Jacobs family has been operating a profitable and progressive cigar vending machine business.

Allen Jacobs has always been interested in association work and, in fact, can be considered as one of the founders of the Cigaret Merchandisers' Association of New York. Moreover he served a successful term as president of the organization.

Allen is married and has two children, a boy and a girl. His favorite sports are ping-pong, swimming and baseball. But as for hobbies—boy, you'd never guess it. Allen studied art in all its phases at the National Academy of Design and at the Art Students League. He also has a pretty good voice and has even sung on the radio.

P. Lorillard Co. has renewed its radio program for Old Gold cigars for another 26 weeks. Broadcasting over the Columbia network from Coast to Coast, Lorillard's "Hollywood Screen Scoops by George McCall" is the program, which may be listened to on Tuesdays and Thursdays from 7:15 to 7:30 p.m.

operating are not invulnerable to modernization. Are you careful when servicing to clean the machine thoroughly? Nothing attracts the customers as greatly as fresh merchandise in a clean, shining machine looking as if it had just come off the assembly line. This is satisfaction plus. Even the you must cover your route rather often your extra effort will give gratifying results.

Some operators make a practice of carrying several globes with them in order to replace the dirty or broken ones. Hot soap suds is the best glass cleanser available and grease from nuts or grimy fingerprints cannot be removed in any other manner. A bit of scouring compound works profound miracles on the metal parts and porcelain finish. The inner mechanism is an important as that which is visible in order to insure smooth mechanical performance. No housecleaner would be content with outside appearances alone.

After you have completely satisfied yourself as to the looks and work ability of your equipment consider your locations. With warmer weather approaching the public naturally turns to the

out of doors, to the beach, summer resorts, parks, zoos and playgrounds. Cover these locations because they provide revenue you cannot afford to lose.

And now a word about merchandise. Peanuts and mixed nuts are always good. Pistachio nuts find a big sale during the summer. Candies which become soft and sticky in warm weather lose their appeal, but your merchandise jobber will gladly supply you with summer confection suggestions.

So it's off with the old and on with the new. Paint up—fix up—clean up. Your business will take an added zest for you as spring offers you every opportunity to renovation of body and spirit.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

The Misunderstood Vending Machine

By GEORGE CROOK

Perhaps the most prevalent misunderstanding of the coin-operated vending machine is the mistaken idea that it is a mechanical robot which fills a job that rightfully belongs to a mortal man. This mistaken conception of the purpose of vending machines is the child of the propaganda which sprang into being years ago when coin chutes were being placed on refrigerators, electric fans and all sorts of products. Stories that mechanical men would some day do away with clerks made interesting reading. Newspapers and periodicals gave these tales space. Like most stories not founded on fact, however, they served to give many people a warped slant on the primary purpose of the vending machine which unfortunately still exists.

An objective examination of the vending machine to an unbiased mind, however, will reveal that its purpose is not that of supplanting jobs. Such a study will reveal that cigaret machines, bulk merchandisers and service machines are primarily conveniences which eliminate much of the unprofitable detail work of the busy retailer. By their very nature they increase employment, for men must be employed to service them. These machines are servants of man which give birth to profitable sales where a clerk or salesman would be unable to earn a livelihood.

A study of coin-operated devices today will reveal that what we need is more of them, not fewer. A comparison of the coin-operated turnstile system in New York's subway and elevated system with Chicago's pay-the-cashier-and-go-enter method is enlightening. In both cities there is a cashier at every station. In New York he simply makes change for patrons not having exact change. Only one person in five visits his booth. The other four customers pass immediately thru the coin gate and onto the station platform. There is no line-up waiting to pass an overworked cashier. If you have ever stood in line in Chicago waiting for an elevated cashier to make change for 10 people ahead of you while your train pulls out with you you have a picture of the inefficiency that may exist. Yet the turnstiles put no one out of work; note the necessity of a cashier in every station. But you as a passenger do have increased efficiency and better service. Then, too, the machine gives an automatic count of the customers that does not depend on a cashier to record them. Chicago's elevated system will remain archaic so long as it omits the coin turnstiles.

Recently in New York the Automat cafeteria displayed a reprinted cartoon over from *The New Yorker* magazine in their windows. This depicts three obviously wealthy children with their bearded chauffeur in attendance lunching at the Automat. This is apparently

the kids' idea of a lark and to them the Automat is the one place most fun of all to eat. Some of this spirit is met in adult customers also. But there is the further impression of added cleanliness and freshness of the food coming from the gleaming compartments upon receipt of a nickel in the slot.

Back of those walls solidly lined with compartments, however, there are attendants busy refilling and cleaning the emptied bins. Service goes on and employment is constant. Many and many a regular cafeteria operating in the city does business with just a few employees as an Automat. But the public has enjoyed instant service and a refreshing novelty to be encountered only at an Automat. The publicity value of the system is enormous.

With the telephone booth system of a nickel-in-the-slot having few sane critics we may omit mention of the service rendered by that method. So we pass from coin-operated service machines to a consideration of a few coin-operated venders.

Vending Machines

In New York there are few peanut vending machines. Unlike Chicago, the bars in New York furnish free lunches and free salted peanuts to their patrons. A coin-operated vender would obviously gather nothing but dust. The cigaret vender, however, enjoys a flourishing popularity. Almost every bar, restaurant and delicatessen in Manhattan uses one or more of the machines. How do they function? How many clerks do they throw out of work? None. Without exception the machines are used to lighten the labor of already harassed and overworked cashiers and bartenders. They replace no one's job, but give additional service to the customers while lessening the congestion at a cashier's counter or relieving the bartender from the necessity of handling details attendant to making over-the-counter sales. Cigarettes find additional outlets in the case of many stores which would not handle them if they entailed buying a license and suffering the shrinkage due to cash sales made without a sales check.

On the Credit Side

So there is your answer, all on the credit side. More cigarettes sold, employment provided to machine manufacturers, operating companies and service men. Companies whose business runs into millions of dollars annually, using raw products, paying rentals and taxes and salaries, all emanating from the cigaret venders.

It has been honestly said that a good workman does not quarrel with his tools. In the case of a Coca-Cola vender strategically placed in the corridor of a factory where the workers may refresh themselves in odd moments you have created sales hitherto non-existent. A clerk could not earn his salt standing around selling a few bottles, but thru the machine the manufacturer has sold more goods, the operators have shown a profit and given service men employment and instead of a debit we again find a credit balance. The coin-operated machine is one of the few recent forward steps made in the whole science of merchandising. And there is always the result of more, rather than less, employment. Who can quarrel with a tool like that?

What is the case of the coin-operated phonograph? New York bars and restaurants are all supplied with both a radio and a phonograph. When one operates the other is silent. But the phonograph is ahead of the radio in number of hours played. It would be ridiculous to assert that bands or orchestras are kept from jobs. Not in these little places. They would simply have no music. And yet it was the automatic phonograph that rescued a many million dollar record industry when it was tottering on its last legs from the blow given it by radio. And once more, with almost monotonous regularity, we find increased employment, increased consumption of raw materials, and profits all the way down the line.

Lack of Understanding

That any prejudice should exist against the use of coin-operated machines is not due to their constituting a menace, in any form, but to the lack of a simple understanding of their functions. There can be no profitable human substitute for the job done by the parking meters. None for the job of the weighing machine, the cigaret vender, the gum vender and a hundred other devices. But the machines in turn, as we have seen, give work and wages to thousands of men and women all over the country.

It Pays To Specialize

By R. R. GREENBAUM

President Popmatic Mfg. Co., Inc.

We are living in an age of specialists. The days when family physicians were called in to perform critical major operations now belong in the past. Today only a poor business man would consult a general legal counselor in specialized intricate problems of law. The successful business man calls on an attorney who is versed in the particular legal phrase that is up for question. Engineers specialize in various branches of their respective profession, and so it goes even down to the non-professional business men. Butchers, bakers, tailors and 5-and-10-cent stores all specialize in certain types of brands or commodities.

The successful coin machine operator should also be a specialist. He should specialize in one type of coin-controlled device. He should learn this type of machine so well that he actually will become a specialist in this particular phase of operating. It is sound business advice for each and every coin machine operator to analyze the various types of devices on the market and then choose the one that in his opinion offers the best possibilities for a sound, secure legal business. For many years gambling devices and games of chance were considered an outstanding opportunity for coin machine operators. Recently, however, this picture has changed. The various State legislatures and local governing bodies have enacted laws setting a severe penalty upon the operators of gambling devices. These same operators had to look for new types of coin-controlled machines to specialize in. They had to have a machine that was 100 per cent legal and still maintained a high earning capacity.

The Popmatic Mfg. Co., Inc., manufactures just this type of machine. It is 100 per cent legal and dispenses a delicious healthful food product. In addition to eliminating any legal troubles it offers a high percentage of profit on each sale made. It is a known fact that the pop-corn industry sold \$100,000,000 worth of pop corn during 1937. Operators are offered a chance to cash in on this tremendous industry by placing a route of our machines.

This article on specialization would not be complete without the mention of coin machine manufacturers. We are specialists in our line. We manufacture the Popmatic pop-corn merchandiser and do not manufacture any other machine or device of any nature whatsoever. We have found that it pays to specialize. The tremendous acceptance that our machine has met with has proved to us that our policy is correct. Operators also will find it pays to specialize in operating a machine that offers them the great possibilities that Popmatic embodies.

Sam London Is Improving Fast

BALTIMORE, May 14.—Welcome report to his friends is that Sam London, of American Amusement Games Co. here and also an executive of the Milwaukee Coin Machine Co., of Milwaukee, Wis., is speeding along the road to recovery after his serious operation at Johns Hopkins Hospital here. After two weeks in the hospital he was able to leave last Tuesday and is now convalescing at home.

London sends thanks to all his friends for their good wishes for his quick recovery and wants them to know he is now well on the mend, expecting to be up and around within a week or two. His many friends in the industry are certainly happy to hear that he's getting along so nicely.

2-in-1 Vender Sales Increase

BROOKLYN, May 14.—Dave Robbins, of D. Robbins & Co., Brooklyn, informs that the sale of 2-in-1 Venders is showing large increases steadily. In the past month the sale has reached the highest point ever, he claims.

The waterproof construction plus slug protection appeals to operators who have found such features necessary for profitable outdoor locations, Dave reports. The 2-in-1 Vender is modernistically designed and can be placed on counters, against the wall or on a floor stand.

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Here's how you can get Triplex Chief—the machine that makes two to three times the profit of any bell—absolutely free.

During the month of May we are giving one Triplex Chief absolutely free to every operator sending us an order for ten Silver Chiefs, Red Skins, or Dixie Bells. If you can use only five of the above machines you get Triplex for half price; or if three is your capacity, Triplex will be yours for only 75% of the regular price.

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LADY LUCK	25.00
PARI MUTUEL (8 Slot Tel.)	15.00
PEARLESS	7.50
RACING FORM (Cash)	27.50
RACING FORM (TEL)	31.50
SPORTSMAN DE LUXE	19.50
TURF CHAMPS	29.50
WESTERN WINNER (Cash)	17.50
WESTERN WINNER (TEL)	21.50

CONSOLES

CLUB HOUSE	\$95.00
BALLY FAVORITE	40.50
DOMINOLE (TEL)	40.50
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SADDLE CLUB	37.50
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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 very less. COMPLETE Deal \$29.40 per dozen. Retail and cash \$24.00 per dozen. If 2,280 tickets are desired, add 25c on each deal.
Just off the press, 4 brand new 2,280 Ticket, 1c and 2c Cigarette and Cash Award Jar Deals, each \$2.00 complete, or \$8.00 for all 4. Send only \$7.00 with order. Pay balance on delivery. Full refund guarantee if not satisfied and deals returned unused within 7 days' time.

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

Fort Worth

FORT WORTH, Tex., May 14.—Fishing has been the talk of the day among operators recently. Twelve o'clock Saturday night, May 1, found anglers Johnny Wilson, Elbert Witt, Jack Walker and other Fort Worth operators out on Lake Jackboro ready to start casting. The boys report that they made some nice catches.

The type of equipment now running in this city is mostly of the legal variety and operators report fair earnings. Bowling games, novelty tables, counter units, bumper bowling, fortune-telling machines, phonographs and other types of machines are being operated without any molestation whatsoever. Phonographs, of course, lead the parade, with novelty tables coming up in second place. Among the merchandise vendors the cigaret machines lead, with salted peanut vendors holding second spot. Ball gum machines pull up for third place and are making the race almost neck and neck with toy vendors.

Fort Worth operators of toy vendors have received with much joy the news that Kay Kamen, Ltd., representative of Walt Disney Enterprises, has granted contracts to the Hamilton Enterprises, Inc., of Kansas City, the right to manufacture the Disney characters such as Mickey Mouse, Minnie Mouse, Donald Duck, Pluto and the Three Little Pigs as toys for their vendors. They say that these Disney character toys and charms will revise their toy vending business.

Most all the Fort Worth dance halls, taverns, cafes, etc., where dancing is staged, have paid their license and are running along nicely. The new dance hall license went into effect on May 1. Most places have to pay \$25 per year.

Helen Ewing, popular daughter of F. C. Ewing, who operates the F. C. Ewing Co., of Fort Worth, distributors of vending machines, was recently elected president of the Muards Club, of this city. Helen is an accomplished organist and is a member of the Organ Guild and recently represented this territory at the guild's national convention in Cleve-

land, O. In addition to all the popularity heaped upon her, Helen goes and makes herself more popular with location owners by operating a nice string of peanut and merchandise vendors. She has her own service car and checks all her machines and handles the business herself. She uses the best of equipment and products and has built up a nice operating business. Girls like Miss Ewing are to be highly congratulated and the operating industry in this section is proud to have her as one of its members. Her father, F. C. Ewing, conducts a modern distributing and nut roasting business and is known as the "operators' friend" all over the Southwest.

The new city dance hall license is causing phonograph operators a little concern. Girl waitresses are not allowed to dance with the patrons. This clause has certainly caused a receipt drop in the phono business. However, operators believe that they will soon be able to induce the city council to strike that clause from the law. Otherwise, the license has not hampered phono play. Many taverns have moved their places just outside the city limits in order to avoid the license and restrictions. It really looks like Fort Worth will move out of the city when it decides to play and dance.

The spring marketing of poultry and produce in and around Fort Worth has been very instrumental in increasing machine receipts during the past week. Cattle shipments from West Texas have also been heavy, which always increases the coins in the cash boxes of Fort Worth machines. With grain harvest just around the corner it looks like the Panther City ops are in for several more weeks of good business.

Invitations are being received by Fort Worth operators to attend a Wurlitzer party which will be held in Houston shortly. Homer Capehart, it is reported, will be present at the Houston affair.

Clearance System For Used Machines

By M. Y. BLUM, Valdosta, Ga.

In the spring a young man's fancy is supposed to turn to love, but spring to the average coin machine operator means the time for disposing of those used and obsolete games. More and more he is realizing that in order to hold those good locations he must keep them covered with new and up-to-date games.

By obsolete one does not necessarily mean that the games are worn out and will not make money in some other territory. Very often an operator in the next county or State can take the same game in his territory, where they have never been operated, and make money. "I made plenty of money with my machines when they were new," says the operator, "but now they are getting a little old on location and my competitor is beginning to move me out of some of my best spots with new equipment. I realize that I should have some new games and know that I could increase my collection at least 75 per cent with them, but still I don't feel like throwing my present equipment in the lake. Most of my games look like



FANNY R. WURLITZER, president of the 79-year-old Rudolph Wurlitzer Co., and son of its founder.

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10c BLUE FRONTS, D. J.	47.20
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1c BLUE FRONTS, S. J.	40.50
5c BLUE FRONTS, S. J.	42.20
10c BLUE FRONTS, S. J.	55.00
25c BLUE FRONTS, S. J.	57.50
5c CHERRY BELL	64.00
10c CHERRY BELL	70.00
10c JENKINS CHIEF	32.50
5c PAGE COMET	37.00
10c PAGE COMET	38.20
50c PAGE COMET	42.50
10c EXTRAORDINARY	32.50
5c GOLDEN BELL	31.50
50c GOLDEN BELL	43.50

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MILLS DO-RE-MI	\$85.00
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20 Dime Play	47.50
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20 Nickel Play	44.50
15 Dime Play	44.50
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PAGE COMETS, D. J. Serials 35,000 to 48,000	37.50
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Dime Play	41.50
Quarter Play	41.50
WATLING HOLATOPS, Late Serials, Nickel, \$37.50 — Dime, \$39.50	
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AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St., Evansville, Ind.

new and must be worth something to somebody. But I just haven't the time to go out and find a buyer for them."

After hearing this story time after time we struck upon the idea of letting operators use our office as a clearing house for their used equipment as well as a source of supply for new games. The operators send in their used machines to us along with the selling price they wish to get for them. These machines are gone over very carefully before being placed on our floor for resale and any replacement parts needed are installed at cost, same being added to the resale price of the game. This insures the buyer of getting the game in first-class condition.

This plan has been in effect some weeks and several hundred machines have been sold, with the result that we have sold several hundred new machines which otherwise would not have been sold. We believe if more distributors would use this clearance system that they would find the effort expended to be well repaid by appreciation in the purchase of new equipment.

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 Mr. Harry Rosenthal, Mgr. Mr. Jack Kay, Mgr.

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New Orleans

NEW ORLEANS, May 14.—The good old summer time is now back in full swing in the Deep South as the temperature rises to close to 90 in the shade. On May 1 several leading outdoor spots opened to record-breaking crowds and when night came thousands danced to the music of automatic phonographs. Operators reported the best day in many weeks and predicted a "summer" rush of business from here on. Thanks to the broadminded manner in which most of the larger operators bought new stock to meet the occasion, the lure of new equipment has been just as much the reason for heavier business as any other reason.

It's now Commodore A. M. Mendez. This handsome Spanish territory representative of the Wurliizer company has bought a beautiful new speedboat and shortly after taking his solo flight last week when he succeeded with a "three-point" landing, was seen hurrying out Gravier street by your writer with rolls of water charts under his arm. "If I am going to do things wrong while running my new boat," Mendez said when questioned among his many charts, "I don't want to hit any unknown reefs and have to stay out all night fighting mosquitoes. There isn't any water in these here parts that is not charted on these maps and I paid 75 cents apiece for them."

Jerry Germents, after operating hundreds of phonographs in this territory for several years, has withdrawn from the music field and has entered the vending business. His firm has been bought by Jules Peres, his manager for the past year, and the name changed to the J. H. Peres Amusement Co. with offices retained at 1010 Poydras street. Frank De Barro remains as office manager.

E. N. McCormick, Southern sales manager for Decca Distributing Corp., has left for an extensive tour to other offices under his supervision, including Dallas, Memphis and Atlanta. Mac reports steady increase in record sales.

Melvin Mallory, of the Louisiana Amusement Co., reports a big demand for late for the new Rock-Ola Monarch. Several out-of-town visitors took on size new machines this past week, Mallory said. Among them was George Paul, Hammond op. Frank Alcott, well-known New Orleans operator, also bought several new Rock-Olas.

The Great Southern Novelty and Amusement Co. is drawing big crowds all around the store on Rampart street with a big scoreboard and returns of baseball games played by the New Orleans Pelicans. Buster Clegg, head of the firm, returned recently from a week's vacation on the Mississippi Gulf coast.

The Direct Sales Co., Inc., and Crescent Novelty Co., distributors and operators of Snacks vendors, have been moved to a larger office on South Rampart street. Sidney Wasserman, office manager, reports a steady increase in business since the new office has been opened. Frank Gleason, for several years prominent in coin machine circles of the

South, is connected with the firm and Dan Cohen is owner.

Word from Abbeville, in Southwest Louisiana, tells of the opening of drilling operations on the Frank DeGrauw properties just north of the city limits. DeGrauw, prominent machine op of this State, has leased out over 1,000 acres of land in a section where four wells are already flowing over 1,000 barrels of heavy gravity fluid a day.

The new Stoner sensation, Skill Derby, has been installed in the Sport Center on St. Charles street, and Bob Rosworth, in charge, reports keen interest. The Center now has in operation a dozen non-payoffs and there is always a big crowd on hand to play the various games.

Winnie Mae Evans is the latest addition to the office force of the G. & N. Sales Co. She is to be Boss King's new secretary and makes a very attractive addition to the surroundings.

New Orleans' coin-machine row would like to see a fight to a finish in that Dress-Up Derby between Ed Rodriguez and Harry Batt. Every time you see these two boys they are wearing a new array of raiment that almost forces your eyes to bulge out of their sockets. The thing ought to be brought to a head so that so much time wouldn't be wasted over who is the better dresser.

May 1 witnessed the reopening for the 1938 season of New Orleans' finest summer resort, Poydras Beach, and Manager Harry Batt rubbed his hands in glee as he counted many thousands jamming the big boardwalk, patronizing rides and concessions and bathing at the fine sandy beach. About 50,000 came out to see the free acts and to help keep the man in charge of the coin machine playland busy changing nickels.

As usual the offices and display room of the Dixie Coin Machine Co. on Poydras street was the mecca during the



ROB GRENNER, sales director of the Mechanical Sales Corp., congratulates Arthur A. Seger (left) on his appointment as New Jersey distributor for the Perfume Bar, new merchandising machine.

past week for dozens of city and out-of-town visiting operators. Among those down in the city to look over the new Bally stock and in most instances adding to their supply were Leon Fontana, Bogalusa; August Planche, Covington; Whitney LeJeune, New Roads, and Peter Lena, Bunkie.

At last we have found out what makes those Poydras street distributors so popular with out-of-town guests. Just across the street from the row of coin machine offices is that famous seafood caterer, Maylie's, and once the visitor gets a taste of what that true Southern chef can turn out, sales follow in quick order. "Our machines are as good as Maylie's cooking," is the usual indorsement made at the end of the treat at the restaurant.

Charlie Phillips, pioneer machine operator of the city, reports a fine business being done with his hundred or so gum and candy vendors throut the city. Phillips likewise operates two of the city's largest concessions at the Orpheum and Liberty theaters. It would be a hard job to try to catch either stand without any certain brand of candy that might come to your mind.

The Stewart & McGuire merchandise vending line has been placed in this territory with the Jerry Germents Novelty Co., also Wurliizer distributor in this area. The account was placed recently when J. M. Kratze, of the New York office of Stewart & McGuire, spent a few days here to close the deal.

Dixie Coin Machine Co., Bally distributor, has received a sample number of the Magic Ball and once more visitors are engaging in some hot games of competition. The firm also has received Bally's new counter game Mill-wheel.

As usual coin machine row on Poydras street has had plenty of company, altho this time the distributors report increasing sales to interior operators. Among those calling at the G. & N. Sales Co. were Martin Tortorich, Guilpoet, Miss.; E. L. Breux, Raceland, and V. J. Billella, Thibodaux, La. All purchased new machines in preparation for a big summer season in their respective communities. Those seen at the Dixie Coin Machine Co. were Joe Lucica, of Baton Rouge; E. J. Tortorich; Anthony Planche, of Covington, and several others.

With warmer weather bringing out more people to the lakeshore for sea breezes, the East End Sportland is finding an increasing play for its score of pin games and slots. Vincent Casertano, manager, says business is much better than a month ago.

The baseball bug is again biting members of the local coin machine colony and several teams are in the making. First to get a practice under its wing is the nine of the New Orleans Novelty Co., which met Sunday on the City Park diamond for a regular and yanigan game.

Mr. Martenthal, of the Tru-Shot Corp., Detroit, Mich., was a visitor to New Orleans recently, calling on the Dixie Music Co. and placing the firm's account with San Gentilich, of that newly organized local distributing house. The firm recently took over the Electric Ball business. Gentilich already reports sale of several Bang-a-Deer shooting games.

E. W. King, of C. & N. Sales Co., announces his firm's appointment as distributor in three Southern States of the J. H. Keeney line of pin games, including Kentucky Club and March Time. States included in sales area are Louisiana, Mississippi and Southern Alabama.

"These New Orleans folks certainly enjoy their peanuts and beer," maintains Earl B. Robert, who is busy these days selling the Hot Em Hot peanut merchandisers in these parts. Machine is a product of Mabey Electric & Mfg. Co. and vends hot roasted nuts.

**Nigerian Order
 Panics Hercules**

NEWARK, N. J., May 14.—A hurry-up order from Nigeria in far-off Africa is reported to have galvanized Irving Orenstein and his crew at the Hercules Machine Exchange into fast and furious action last week. "According to the letter from this operator," he stated, "Nigeria has just opened up and this op wants us to send him as many machines of the same type now being used in England as we possibly can." Orenstein stated that he spent many



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
 Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
 CHICAGO, ILL.

Est. 1899—Tel.: COLUMBUS 2770.
 Cable address "WATLINGITE," Chicago.



LIVE PROFITS

THIS MACHINE IS 100% LEGAL

A Real Money Maker On Any Location.
 An Electric Shock Machine, controlled in volume by the player. Made of pressed steel, finished in red enamel, very attractive.

Price \$9.50 each

(Slight extra cost for 5c play)

WIRE YOUR ORDER TODAY

1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO.
 1731 BELMONT AVE., CHICAGO.

LOOK

IN THE WHOLESALE
 MERCHANDISE SECTION

for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

hours on the phone arranging for shipments of used games from his out-of-town friends for this important order. "The reason for the haste," he pointed out, "is that the money is right here in New York just waiting for the presentation of dock receipts to be collected. No one could pass by such ready cash for a bunch of old machines in which the ops aren't interested any more. What's more, who wants to have these machines cluttering up locations in this country when there's a man in Africa who is in a great hurry to get them?"

GEORGE PONSER PROUDLY PRESENTS



Jimmy Johnson's BASEBALL

"The Acme of Mechanical Perfection!!"

A LEGAL, CONSOLE BASEBALL GAME WITH TRUE-TO-LIFE BIG LEAGUE ACTION FEATURING 3 OUT PLAY!! THE FIRST CONSOLE BASEBALL GAME TO MAKE A WALLOPING HIT WITH EVERY OPERATOR! NOT A PIN GAME YET THE PRICE WILL SURPRISE YOU!

READY FOR DELIVERY! DON'T DELAY! WRITE, WIRE OR PHONE TODAY FOR COMPLETE DETAILS!

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

Tri-Putt Meets Legal Standards

CHICAGO, May 14.—A new entry in the type of games defined "as meeting all legal requirements" is a practice golf game called Tri-Putt, made by the Baker Novelty and Mfg. Co. here. It is described as "a legal amusement game with a purpose" because it offers the player actual putting practice on a surface which can hardly be told from the natural grass greens. "Operators are especially interested in the fact that prizes are not necessary, because players, by their own basis of competition, provide all necessary incentive for play," the makers say. Officials of the Baker company state they have shipped games to practically all sections of the country, and operators are making enthusiastic reports of the player appeal and earning power. "There has been a crying need for a real legal amusement device which could be operated in practically all types of locations, without any necessity for awards or prizes, and it is evident that Tri-Putt meets these requirements. In addition to the usual types of locations, such as golf and country clubs, private and athletic clubs, taverns, summer resorts, arcades and sportslands, there is also a great field in operating the new game in amusement parks and in concessions with fairs and carnivals."

J. O. Bates, sales manager of the Baker company, says that "the universal question at the recent Coin Machine Show was 'What's legal?' It is evident from the reception given Tri-Putt by operators and jobbers in all sections of this country and in several foreign countries that we have the answer in our new practice golf game. Production schedules have been increased from week to week, and we still are hard pressed to meet the demand. Operators, because of present conditions, want to invest their money in something that will be safe and earn them a good return on the investment. Because of the universal appeal the game of golf has in this country it is natural that any game or device which appeals to the golfer will immediately become a success. An important point which should not be overlooked is the fact that the game of golf has shown conclusively that it is here to stay and is not a passing fad. In fact, it has been called by some eminent sport authorities as our national game, because men and women, boys and girls, all play the game, and each and every one is anxious to improve his own game. It can readily be understood that any game or device which will accomplish this is a good investment. There has never been an actual indoor putting practice device until Tri-Putt was perfected and introduced."

Exhibit Playball Gets the Players

CHICAGO, May 14.—Stressing the features in the new table game, Playball, Leo J. Kelly, of Exhibit Supply Co., said that players like the game because "they have full control over every action of the game from start to finish." This



RITA JACKSON, standing, and Nellie Ross, sister of the Ross brothers, who operate the Oriole Coin Machine Co., Baltimore, pose with Wurlitzer's console model 60.

means that the game can be operated in strict territories as a straight amusement game, he said.

Describing how the action of Playball holds the player's interest, Kelly said that "with Exhibit's baseball game the player is always at his ease. Balls are pitched only when player pushes the button. The player is always ready with the bat; he's never under a nervous strain because he has 15 balls to pitch and bat. Automatic register on the backboard always shows just how many balls have been pitched—never any worry about how many 'outs' he's made. The player is always striving to see just how many runs he can make. With Playball, the player can enjoy every play—every action of the game. He can watch the action of the playing field as well as the action on the backboard—no need to be constantly watching the pitcher as in other games. That's why Playball gets big play and stays alive on every location. The player gets thrilling, exciting amusement for his nickel, and the biggest nickel's worth of entertainment ever offered.

"Fifteen balls for 5 cents makes your customer know that he is getting a run for his money, more than any game ever gave him, and you'll know from the heavy collections that the 15 balls is just as fast as 5 balls on an ordinary game and many, many times more profitable," Kelly declared.

Dallas

DALLAS, May 14.—A. C. Hughes, manager of the phonograph department for Electro-Ball Co., Southwestern distributor for Seeburg products, says that music operators of the Southwest are settling down to a safe and sane business plan. Hughes believes that the next two years is to produce a better and more satisfactory business for the music operator. The recent elimination of some undesirable operators who were working on the get-rich-quick plan has been an aid to better music operation in this territory. Hughes says that the operator who keeps his business clean and who adds some new equipment from time to time to keep his operation up-to-date is due to experience a continuation of good business. Hughes left Dallas Sunday for a business trip of several days' duration in Denver, Colo.

Kidd Sales Co., manufacturer of salesboard and jar deals, has added two new salesmen to its regular sales force. G. L. Brooks, of Sioux City, Ia., is a full-time salesman for Iowa, South Dakota, Nebraska and Minnesota. Bernie Reichl, El Paso, Tex., is the company's new salesman for West Texas, Arizona and New Mexico. G. C. Kidd, manager of the Kidd Sales Co., returned last week from an extended trip thru the West Texas territory. He found operators doing well with jar deals thruout the entire western section, he reported.

The opening of the baseball season and the continued good attendance at auto racing has helped several of the suburban locations. Downtown locations are also reporting a pick-up due to the recent large attendance at a number of district and national conventions and trade conferences held in the city.

A goodly number of out-of-town operators continue to visit local distributors each week day. The sale of music machines, jar deals and small vending machines continues to top the list in sales. Recent visitors to the local market include C. E. Willis, of Santa Anna; D. L. Marylin, of Palestine, and C. E. Patton, of Mineral Wells.

The Southwestern Music Corp., for several years Southwestern distributor for RCA recordings, has relinquished the RCA record line in five Southwestern States. It has also given up distribution of the Bluebird records in this territory. The new RCA distributor set-up for Texas also includes the Automatic Sales Corp., of Houston, as new South Texas distributor for RCA records.

NOVELTIES.	Price	Consols.	Price
Hole-Em	5.00	World Series	135.00
Hare & Hound	35.00	CONSOLES.	
Bumpers	7.50	Essex Bang	
Reocers	7.50	Talk	\$95.00
Scoreboard	9.00	Gaiter	
Homestretch	12.50	Dominos	85.00
Owner's Races	18.50	Gottlieb Derby	
Mercury	18.50	Day Gonicle	75.00
Wischel	9.50	Reemant	35.00
Slipper	10.00	Bally Belts	35.00
Billy Zeahy	40.00	Dominole	55.00
As-Bar-Ben		Saddle Club	
Free Game	70.00	Five Charlie	75.00

It has been RCA radio distributor. In the San Antonio district the Southern Equipment Co. will continue as distributor of both RCA recordings and radios.

Fort Worth

FT. WORTH, Tex., May 14.—With the warm weather in evidence, drinkers linger longer over their mugs of beer, which means more coins in the phonographs and cigaret vendors. Ft. Worth operators report a noticeable increase in receipts during the past week and expect this increase to last all thru the summer and even get better. With phonograph and cigaret vendors receiving the heavy play, counter games and floor-model amusement units are also enjoying an increase in receipts.

Panther Novelty Co., with Jack Maloney at its helm, is going forward month after month. This Irish lad Maloney is wide awake and full of new ideas. The Panther firm employs many unique ideas for bringing more business its way. Their business cards are printed for each department, such as amusement, cigaret vendors, music and others. A slogan which graces the firm's music card goes like this: "When you get disgusted and your music business goes to old DAN, all you have to do is call the Panther Man." They have a fleet of black and gold trucks that speed over the city giving locations the best service possible.

Ft. Worth distributors report that they are now having a noticeable number of inquiries for novelty games. Almost every day some operator asks about new and used novelty games.

Arthur Plaks, Simplex Distributing Co.'s super-salesman, was in the Panther City recently getting ops' names on the dotted line for some new Wurlitzer phonos.

The recently passed dance-hall ordinance is causing a little confusion among taverns and small dance spots whose music is usually furnished exclusively by the automatic phonograph. A tax of \$25 annually is now being collected and much complaint is in evidence. Operators, however, have agreed not to assist in payment of the tax, leaving the whole burden up to the location owner, which he rightfully should shoulder. Everyone feels confident that the whole matter will iron itself out shortly. The new ordinance calls for a tax of \$1 for holding a dance in one's private home where guests are invited. A fine of no less than \$5 and not to exceed \$200 will be imposed upon any violator of the tax law.

The Frankrich Distributing Co. is buying a nice quota of new Seeburg phonographs. This progressive firm, headed by Leslie, Sam and Jack Frankrich, is a forward-moving concern and it reports that its business is experiencing a noticeable increase since the warm weather set in. They are distributors for Rowe cigaret machines as well as other makes of coin-operated devices.

AUTOMATIC CLOSE-OUT SALE.

50 MILLS 1-2-3
20 BALLY LIGHTWOODS
10 FAIR GROUNDS
5 QUINELLA (7 Col. 50)
5 COWLEY JUNIORS, 50
5 BALLY FUTURES, NEW
5 MILLS (50 & 10c)
20 MILLS (50 & 10c)
20 TURF CHAMPS (TEL. Late Model)
50 BALLY PRAEKNESS, Pilsch, 500.00
Write for price list. We buy, sell, exchange. 1/30 Dealers.
S.D. C. O. D.

95.00 EACH

39.50 EACH

MY CALL NOVELTY CO.

Ray's Track	75.00	At-Bar-Ben	\$80.00
Liz New	75.00	Exhibit Races	20.00
Dark Horses		Praskins	27.50
Derby Day	75.00	Derby Day	22.50
Foot Sports	10.00	Preview	12.50
Turf Specials		Carson	22.50
New	85.00	Turf Champs	12.50
Penny Packs		High Card	22.50
Liz New	9.50	Winner	10.00
Derby Day		Golden Wheel	25.00
Consols	75.00	Toppen	12.50
Track Times	153.00	Derby Snaps	12.50
FAVORITE		Royal Race	10.00
Fairgrounds	340.00		

3147 LOCUST ST.,

ST. LOUIS, MO.

\$400 Monthly Income from PENNIES!

Dropped Daily Into the HAMILTON Person Weighing SCALE

(New 2th Anniversary Model). You can't beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first "Hamilton" at our special introductory price. Pick the right spot for it and compute the "net" on the basis of your own test. Any town, large or small, will produce \$4 or better average monthly profits per scale. Experience unnecessary. We give you all the suggestions needed for successful operation. Working To Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.

WRITE FOR THE FACTS TO America's Largest Exclusive Makers of Person-Weighing Machines.

HAMILTON SCALE CO.
Dept. E, 1910 Vermont Ave., Toledo, O.

Introducing the Brown Front Bell

By CHARLES SCHLICHT

While this is our first general announcement of the Brown Front Bell, by Mills Novelty Co., it is by no means absolutely a new machine in our line. For the past several months we have been supplying this machine as a custom-built job to our customers who were looking for something in de luxe equipment for the better locations.

As you know, in recent years the famous Blue Front mystery bell has been regarded as the best machine for all-round operating purposes that money could buy at any price; but after keeping a machine in a location for several years, it is inevitable that a change must be made sooner or later. Still many of our customers are reluctant to get away from the basic Mystery Bell principle of operation.

In designing the Brown Front Bell, we have merely designed a brand-new cabinet of very pleasing appearance, with a very tasteful color design in brown wrinkle finish. It is also equipped with a special operating handle which makes the machine easy to play and is pleasing to the grip.

The Brown Front Bell comes in two models. For general operating purposes, we would recommend that the standard model be ordered, but for club locations we are prepared to supply it with special club reels. No lemons appear on the first or second reels of the club model.

No Price Increase On Bally Reserve

CHICAGO, May 14.—"Please make it clear to the trade," requests Jim Buckley, general sales manager of Bally Mfg. Co., "that there will be no price increase on Bally Reserve at this time. We recently announced a new improved model, and evidently some of the boys have got the idea that the improved model is higher priced. Such is not the case.

"Altho the improved model has more earning power than the original and altho the cost of additional improved features is considerably greater than the cost of parts we have eliminated, such as the coin-divider and side-door, Bally absorbs the difference as a means of expressing our appreciation of the enthusiastic reception accorded Bally Reserve in all parts of the country. The game is definitely the biggest hit since Bumper, and our volume on Bally Reserve will soon pass the Bumper high-water mark."

floor with an area of 2,000 square feet.

Besides the amusement machines on the first floor, over 300 new coin machines are to be placed on the second and third floors. Machines are entirely of the amusement type. Bell machines and cranes are reported never to have had a place in this purely amusement enterprise. Of the 600 machines to be located here when alterations are completed, 95 per cent will be of American make. This spot will furnish good clean amusement for thousands every day as soon as the open for business sign goes up.

CHAMPS

ORDER TODAY WITHOUT DELAY!

GUARANTEED for LIFE!

Metal Slotted Coin Counter Sample 75c

10 or more 65c

Get the Best for Least Buy the STAR Slotted Coin Counter. Polished Aluminum; Indestructible. A new one if one ever wears out! Rust easily detected through slot. Stamped gauge marks wide throat for tubing coins. (For Pennies Only.)

STAR MANUFACTURING COMPANY
3901 Wayne, Kansas City, Mo.

SKEE BALLS

394 WURLITZER SKEE BALLS in good condition. Cost \$250.00. Will sell for \$40.00 unless T. O. H. Buffalo. Send us your check in a few weeks. H. L. BARBER, 810 Liberty East Bldg., Buffalo, N. Y.

Paris Funland Enlarges Quarters

PARIS, May 14.—The Funland which has occupied the first floor of the Palais Berlitz on the Boulevard Italien for the past five years is expanding its present quarters to include both the second and third floors. Alterations are going ahead at a rapid pace and the additional space will be finished by July 1. Located in the Opera district this building is said to be one of the most modern in Paris.

The electric boats now on the first floor of the building are to give way to a large auto skooter. The midway and the 300 amusement machines are to stay. In addition a new laughing gallery is to be added. The second floor will be devoted to ping-pong tables and offices of the promoters. On the third floor will be a billiard parlor with 25 regulation tables and a like number of the smaller amusement type. Besides this there will be four skee balls and a dance

STONER Corp
AURORA, ILL.

Reconditioned and Guaranteed

ONE BALL TICKETS		NOVELTY	
Air Races, Ticket... \$ 15.00	Freshness, Ticket... \$ 30.00	Bumper..... \$ 7.50	
Bangtails, Ticket... \$ 10.00	Royal Races, Ticket... 12.00	Hold 'Em..... 7.50	
Broadway Angel Tkt. 15.00	Paquet Races, Ticket... 70.00	Ricohbet..... 7.50	
Carom, Ticket... 15.00	Phantom, Ticket... 15.00	Re-Play..... 7.50	
Classic, Ticket... 15.00	Ray's Trick, Ticket... 70.00	Sensation 1937..... 12.00	
Derby Day, Ticket... 30.00	Sportsman's Deluxe Ticket... 32.00		
Golden Wheel, Tkt.. 20.00	Speed King, Ticket... 23.00	COUNTER	
Heavy Weight, Tkt.. 15.00	Tout, Ticket... 15.00	Reel Dice..... \$4.00	
Lafonia, Ticket... 25.00	Turf Champ, Ticket... 22.00	Three Cadets..... 3.00	

1/3 CASH WITH ORDER.

H & D SALES CO., Inc., 410 N. Gay St., Knoxville, Tenn.

With the thermometer going up, sales come down

Boost your balling average with the brand new Waldemar Knife and Chain Deal. Coupons under each Knife and Chain ranging from \$1.00 to \$5.00. There are two \$5.00's on board.

BRAND NEW AND RED HOT — GET IT NOW!

2000 punches with one-third of the punches free. Takes in \$66.80 and pays out \$26.80, leaving \$40.00 profit. Operator's price \$7.50 for sample, \$7.00 in lots of 10 or more. The best money-maker of the year! Order now.

H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.



DISTRICT VISIT BALLY: Left to right, front row: S. L. Stanley, Automatic Amusement Co., Memphis; Ray Moloney, president Bally Mfg. Co.; Bill Marmer and Jack Simon, Slicking Mfg. Co., Cincinnati. Back row: John A. Fitzgibbon, of New York, and George Moloney, of Bally sales staff.

SALE-WURLITZER PHONOGRAPHS!

GUARANTEED REBUILT CONSOLES

Patco Races... \$ 60.00	Bally Turf Special... \$100.00
Ray's Tricks... 60.00	Evans Stunts... 70.00
Track Time... 110.00	Evans Galloping Derby... 60.00
Dark Horse... 60.00	
Mills Flasher... 50.00	
G. O. D. Balance	
G. O. D. F. O. B. New York. All machines GUARANTEED as to appearance and condition.	

EXPORT Cable Address "LATAKE"

LEON TAKSEN, 2134 Amsterdam Ave., New York

FREE Set of 10 Exclusive HERCULES PAYOUT PROTECTOR PADS with every order. Rush Your Order Now! They're going fast!

AURORAN..... \$16.50	ZEPHYR..... \$37.50
STONER'S RACES... 10.50	DUX..... 15.50
VOGUE..... 27.50	CHICO DERBY... 8.50
BALLY'S SPRING... 7.50	ELECTRO..... 38.50
GENCO FOOTBALL... 15.00	TUFF KINGS..... 22.50
ROSE BOWL..... 18.50	SKIPPER..... 10.50
POWER PLAY..... 18.50	

1/3 Deposit, Balance G. O. D. F. O. B. NEWARK.

HERCULES MACHINE EXCH. INC., 1175 BROAD STREET, NEWARK, N. J.
Cable Address: "HERMEX."

BALLY RESERVE

THOUSANDS ON LOCATION 4 TO 10 WEEKS EARNING MORE THAN EVER!



Yes, here's a 5-ball novelty game which actually earns more money each week—and first week collections often equal earnings of pay-out games! BALLY RESERVE is the only novelty game ever operated in batteries of 2 and 3 per location! Why? Write for CONFIDENTIAL details—and act quick to get in the big money.

Pat. Nos. 2063109 and 3082708.

\$99.50
FREE PLAY
MODEL 1203.51
F. O. B. Chicago

SPORT PAGE

MULTIPLE ONE-SHOT

Collections actually 10 to 20 per cent better than Fairgrounds. Also NEW MECHANICAL REFINEMENTS, NEW ADJUSTMENTS AND ANTI-CHEAT FEATURES add many dollars to your net earnings. For the biggest multiple profits you've ever known, order SPORT PAGE today.



\$194.50

Ticket Model
\$206.50
F. O. B. Chicago

MILLWHEEL

1-5-10-25-CENT COUNTER GAME

Fascinating new "Scrambled Marbles" action gets immediate attention. Repeat play guaranteed by: (1) FREQUENT WINNERS, (2) BIG WINNERS ALWAYS IN SIGHT, (3) ENTIRE ACTION VISIBLE, (4) EVERY GAME COMES CLOSE.

Write for AMAZINGLY LOW PRICE.

BALLY MFG. COMPANY
1640 Belmont Ave., Chicago, Ill.



Calcutt Foreign Biz Holds Steady

PAYETTEVILLE, N. C., May 14.—In spite of the political crises which have all Europe in a turmoil, Joe Calcutt, head of the Vending Machine Co. here, reports that his export business continues to show a steady increase. "We've been sending games to foreign ports for many years," Calcutt stated, "and have built up quite a following among foreign coinmen. A glance thru our records of foreign shipments would reveal customers in all parts of the globe."

"The growth of our foreign business during the past two years has been so steady that it now forms one of the most important branches of our sales division," he went on. "Several of our staff are experts on foreign affairs and keep in close touch with conditions. As a result we are in a position to offer timely suggestions to our customers across the seas as to what equipment will fill their needs. At the present time our interpreter service is being hard pressed to answer inquiries fast enough. If this department makes the same progress during the coming year as it has during the past ones we believe that this division of our business will be among the biggest we have," Calcutt concluded.

New-Type Opaque Film Announced

NEW YORK, May 14.—A new-type motion picture film that is opaque and made of an aluminum base may some day be of importance to the coin machine industry.

Because the film is made from an aluminum base and is opaque the picture must be thrown on the screen by reflected light instead of being transmitted directly. This admittedly is more costly, but some experts predict it will be made up by the fact that pictures can be printed on both sides of this film.

Opaque film is nothing new, it seems. It was first brought to light about 15 years ago. The revival, however, was brought about by Robert Carter, a New York metallurgist, who sees many advantages in his product. In the first place he claims it won't crack as will the cellulose variety; in addition it will not burn and will weigh about one-third less.

New Genco Game To Be Called Hit

CHICAGO, May 14.—"It won't be long before the coin machine industry begins to reap profits from an entirely different type of game," declares Meyer Gensburg, official of Genco, Inc. "So unusual is this game," he went on, "that the only fitting name we could think up for it is 'Hit.'"

Gensburg refused to reveal any of the details of the game. As he put it: "I'm not in a position right now to describe this new game beyond stating that in several ways it will be absolutely unique."

DISCRETION

Resourceful operators are changing to a new type of Columbia, which is the essence of DISCRETION. No money, no checks are paid out through this great pay-out cup. Instead these rewards are distributed toward a separate, locked vault in case, for which location has the key.

This "concealed payout" idea has few equals in opening territories.



Supplied with Cigarette Reel, but changeable to Fruit Reel and Fruit Pay-out. All Columbias are instantly convertible into Noddy to Dixie, Quarter, Penny.

NO BULK, NO NOISE, NO RESTRICTIONS

Just continuous, comfortable PROFIT.

GROETZCHEN TOOL COMPANY
130 N. Union Street Chicago, Ill.

Hit is new, everything about it. It can't be compared to anything on the market today because there is none like it. It would be unfair to describe the game, for everyone's conception of the game would naturally be along the lines of the games they now know. But this game of ours has no spring bumpers or any holes on the playing field. But that is not all. Besides the lack of bumpers or holes there are no rails or pegs on the playing field.

Beyond this brief description Gensburg refused to go. On the subject of Jungle, the Genco game that was announced two weeks ago, however, he was quite eloquent. "The novel light-up action and play principle of this game has won praise from dyed-in-the-wool coin machine fans from Coast to Coast," he stated. "Present indications point to the fact that Jungle may prove to be the champ money getter of the year in its class. Before releasing this game we subjected it to every possible location test, and the sterling manner in which it performed definitely proved to us that it would get the nickels out on location. The reports from ops out on the firing line prove that all our advance predictions on this game are coming true."

Joe Louis Meets Max Schmeling in June

PUNCH - PUNCH - PUNCH

Round for Round—Thrill for Thrill, all unfolded in this exciting Board. It'll be a rhapsody seat in itself, to get yours now and enjoy the fight!

FORM 2810-C—600 Holes,
Takes In \$20.00
Pays Out 19.50
Price 1.10
Plus 50¢ Federal Tax.

Write for our Catalog of Money-Making Boards, Cards and Die-Out Sheets.

CHAS. A. BREWER & SONS
6320-32 Harvard Ave. Chicago, U. S. A.
Largest Board and Card House in the World.



ADAM ENMAN, manager of the Columbus Coin Machine Co., his daughter and members of his staff all stand behind Keene's Derby Champ.

SEASON'S END SALE—MILLS 1-2-3 TABLES

Clear and in good working order, with new Pay-out Units, \$30.00, F. O. B. Miami. **PHOTOMATIC**—10¢ Play. Complete with all equipment, Special Interior Cabinet, Photofarmer, Chemicals, Retroscope. Cost over \$1,000. Used six weeks. Make offer, cash or trade. Write or wire, **BILL FREY, INC.,** Miami, Florida.

Have Many Others.



LIVE PROFITS

SAMPLE \$9.25

Quantity prices and circulars furnished upon request. An Electricity Slot Machine controlled in volume by the player. Brand new machines available for immediate delivery to jobbers at manufacturer's schedule of prices. Daily Reserve, Daily Millwheel, With Keweenaw King, Galloping Domino and many others.

Operators of Paces Races, we can fill your orders for parts for Paces Races, such as Paces Rolls, Mercury Switches, Brakes, Cylinders, Shafts and other parts at a saving to you.

PACES RACES
Brand New, Direct From the Factory.
50 Cash Model \$187.50
50 Check Separator Model 170.00
50 Tickets Model 175.00

PACES RACES
Guaranteed Mechanically Perfect and Like New.
3 Cash Payout 5c, Serial 1509-1532-1850 \$ 80.00
1 25c Play Cash Payout, Serial over 1700 175.50
4 Check Separator, 5c Play, Serial over 5250 160.00

PHONOGRAPHS
5 Brand New Rock-Ola Rhythmic Master, 16 Record \$175.00
3 Rock-Ola Model A, Serials 3290-1050-3205, 12 Record 50.00
1 Rock-Ola Series B Type 1, Serial 4875, 12 Record 50.00
1 Rock-Ola Series B Type 2, Serial 12311, 12 Record 50.00
1 Wurlitzer P-12, 12 Record, Serial 3012 65.00
1 Wurlitzer 412, 12 Record, Serial 63604 55.00

PIN GAMES
Slightly Used and in Perfect Mechanical Condition.
1 Rover C. P. \$25.00
1 Horseshoe 40.00
1 Bowling Dr. 15.00
1 Gas Sportsman 27.50
1 Mills McGees 20.00
1 Cosmos C.P. 14.50
1 Boner Air Races 15.00
1 Paces Rhythm 40.00
1 Skipper 32.50
1 Chico Derby 30.00
1 Bonanza 8.75
1 Gally Gally 35.00
1 Baby Derbys 12.50
1 Paces Race Top 10.00
1 Golden Wholes 25.00
1 Real Dice 4.50
1 Real Races 4.50
1 Real 21 5.00
1 Real Spots 10.00
1 Double Deck 3.00
1 Baby Skill-Id, C.P. 125.00
1 Jack, Spade Charge 120.00
1 Porless C.P. 5.00

Western Favorites Clicking, Is Report

CHICAGO, May 14.—"To millions of sport fans there is nothing to compare with a horse race for speed, thrills and excitement," states Jimmy Johnson, head of Western Equipment and Supply Co. "That's the very reason that our new horse-race game, Ascot Derby, is scoring so heavily with ops all over the country, because we've incorporated in it the same thrills and exciting action of a real derby. This game of ours is, in our opinion, a sure thing for first-place money, because it is free-game equipped with a positive award register so that players may play off their awards. Since it is a free-game machine, it is 100 per cent legal. Ascot Derby is built for one, two or five-ball play. These facts, together with the increase of interest in the sport of kings with tracks opening all over the land, will undoubtedly help Ascot Derby home as the king of the coin game turf for the year.

"Another game of ours which ops report is going to town," Johnson continued, "is our Baseball. These men say it's one of the most appealing coin games offered to the public. We know how it appeals to operators, for the unusually high profits it is earning make it a sure pennant winner in the coin game league."

Banner Exec Helps Op Expand Route

PHILADELPHIA, May 14.—Officials of the Banner Specialty Co. here were commenting this week on the way in which Jack Kay, of Ace Distributors, Newark branch of Banner, has helped Martin Shirey, of Lewistown, Pa., build up his business. "Shirey has been one of Kay's best customers for some time," reported I. H. Rothstein, president of Banner. "About twice a month he motors to Newark and goes into conference with Kay. The result is usually an order for machines which Kay thinks best for Shirey's territory.

"Shirey has built up some large prosperous routes of music machines, cigarette merchandisers and other vendors. He's also using novelty games in many spots, too," Rothstein cited Kay's help as an example of the manner in which the Banner offices strive at all times to cooperate with their customers.

Oriole Preparing New Plan for Ops

BALTIMORE, May 14.—"A recent survey of ours as to the reasons behind the successful merchandising of machines, parts and supplies," observed Ed V. Ross, head of Oriole Coin Machine Corp., "brought home to us the value of our customers. Some of the men have been with us ever since we opened our doors many years ago and others have joined up with us in more recent years, yet every one of them has played a stellar role in our success.

"We believe that these friends of ours deserve special consideration and that's why we have dotted out a plan similar

to one which has been successful in other industries whereby these steady customers will benefit from their past dealings with us as well as from their future purchases.

"At the present time," Ross said, "we are not disclosing any of the details of this plan for all arrangements have not yet been completed. We can state, however, that all of our customers, both old and new, will benefit and will have equal opportunity to take advantage of it."

Oklahoma City

OKLAHOMA CITY, May 14.—The hat of Harold W. Miller, manager of Miller Novelty Co., Oklahoma City, is in the ring for State Representative. Harold has already filed his intentions and is on the band wagon ready to swing into a hot campaign for the place he seeks. Miller has been active in Oklahoma coin machine circles for approximately 20 years, starting as an operator. From the platform he will declare himself as a friend to organized labor, his success as a business man and his record as a soldier during the World War. He has equipped two public speaker systems which will be used in his campaign.

The Sooner Novelty Co. is offering a very unique counter game which they are manufacturing in Oklahoma City. They also are pushing the Seeburg phonographs and recently opened offices in the Alvin Hotel at Tulsa. The new counter game is a revamped machine, making it into a cigaret game called "Match-Em."

Joe Todd is one of the wide-awake ops down in Ardmore. Joe is kept busy handling spots in and around the Southern Oklahoma city. He recently added a lot of new machines to his route.

One would have to get up early to go the speed of Carl Jackson, of Seminole. Carl has been operating around the oil town for some time and has himself well established. He is in reality a good operator and a nice fellow.

The flying operator or the "Medicina Man"—Doc Roberts—is getting together a penny arcade to work along with his free entertainments thruout Oklahoma.

C. E. Kettering, former Oklahoma op and now of Colorado Springs, was back home in Oklahoma City recently visiting among the boys on coin machine row. C. E. says the cool Colorado breeze and the snow-capped mountains have cooled him for life.

Ops who are active in this State are Kenneth Hill, of Kingfisher; Charley Todd, of Anadarko; Ben Hutchins and L. W. Ashbrook, of Lawton; Captain Nelson, of Guthrie; L. E. Gates, of Eufala; D. Anderson, of Blackwell; Don Olson, of Clinton, and T. Walker and Rodney Moore, of Guthrie. Lou Young is Oklahoma's leading lady operator.

Oil production in the State is up and prices for crude running fair, all of which means a nice run for automatic machines during the balance of spring and the coming summer months.



MILLS GOLF BALL VENDER

It has a capacity of 114 balls. It registers each quarter accepted and each golf ball vended. The vending compartment can be refilled without unlocking rest of mechanism. It is entirely automatic—quiet—fast; and the uninterrupted service it's rendering is sweet to contemplate!

Golf clubs everywhere—private, semi-private, and public tee—are clamoring for this brand-new machine. Other locations catering to lovers of golf are also rushing to install it. Immediate delivery.

Mills Novelty Company
4100 Fullerton Avenue
Chicago, Illinois

We will Trade you brand new Rock-Ola Monarchs, Windups and Rhythmic Masters for used Paces Races or Rays Tracks. Write us what you have, giving serial numbers, guaranteed condition, whether cash or check separator and lowest amount you will accept for same delivered to us in Richmond, charges prepaid.

MOSELEY VEND. MACH. EX., Inc.
50 Broad St., Richmond, Va.
Day Phone 3-4511, Night Phone 5-5323.

BARGAIN LIST MAILED WEEKLY

SLOT MACHINES, All Makes and Sizes, Automatic Payouts, Novelty Games, Phonographs.

S. & McC. Cig. Machines. We Buy, Sell and Exchange.

COIN-O-MATIC CO.
1022 Cathedral St., Baltimore, Md.

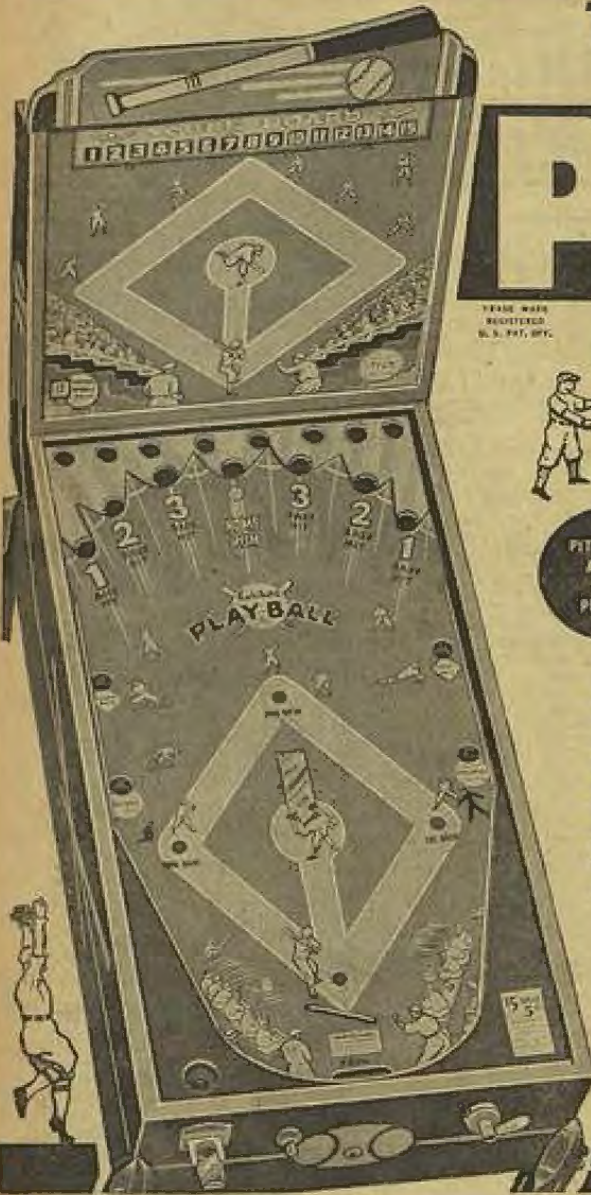
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



DELOS OSBORN (left) and Clayton Ballard are snapped in the doorway of Wurlitzer's Oakland, Calif., office. Osborn is assistant to W. E. (Bill) Simmons, California district manager for Wurlitzer, and Ballard is field man who works under Stanley Turner, field instructor for the California district.

The World's Greatest Baseball Game . . . Exhibit's

PLAYBALL



TRADE MARK REGISTERED U. S. PAT. OFF.

LIFE-LIKE ANIMATED BASE RUNNING ON BACK BOARD

YOU BAT BALLS WITH ACTUAL BAT

YOU PITCH BALLS AT WILL FROM PITCHER'S BOX

BASE RUNNING ON PLAYING FIELD

You play a real—hair raising—thrilling baseball game. You bat—you pitch—you slam out—Homers—Triples—Doubles—Singles—Foul balls and Steal Bases, on a large roomy 20' x 40' ball park. Every hit becomes an exciting scene of life-like animated action on the large 21 x 21 backboard. Players actually run around the bases on the backboard, as well as the playing field.

Not a "one, two, three, you're out" game, but a game that gives the player the biggest nickel's worth of entertainment ever offered. Player enjoys every action of the playing field as well as the backboard because he's not worried about "outs", because balls are pitched only as player desires. Player bats 15 balls to see just how many runs he can make—and the entire game is just as fast as ordinary 5 Ball Tables. Each ball pitched, each run scored is automatically recorded on the back panel. A perfect money maker in every detail.

NEVER BEFORE—HAS THERE BEEN A GAME WITH SUCH UNIVERSAL OPERATING POSSIBILITIES! Can be operated in closed territories as a straight Legal Amusement Machine. Can be operated in open territories—with top award as high as \$10.00 in addition to the usual 2—4—10—20 etc. Can be had with automatic payout register for cash box protection at slight additional cost.

Nothing else can possibly make you as much money as Exhibit's PLAYBALL. Be the first in your territory—see your distributor today, or wire direct today.

\$99.50
F.O.B. CHGO.

EXHIBIT SUPPLY CO., 4222 WEST LAKE STREET, CHICAGO

3 BIG HITS ONLY
(Complete—Card—Holder—Jar and 2280 Tickets.)
3 for 8.75 **\$2.95 EACH**



MAJOR LEAGUE BOARD OF TRADE FIMLICO
Deals Take In, 2280 @ 5c \$114.00
Average Payout 70.00

PROFIT (Average) \$44.00
TAKE OUR WORD FOR IT—THESE JAR DEALS ARE "HOT". ORDER YOUR BIG 3 TODAY.

2280 Tickets, Complete Deal, \$30.00 per Doz. Refill (Tickets and Cards), \$24.00 per Doz.
2520 Tickets, Complete Deal, \$33.00 per Doz. Refill (Tickets and Cards), \$27.00 per Doz.
2772 Tickets, Complete Deal, \$36.00 per Doz. Refill (Tickets and Cards), \$30.00 per Doz. 1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., CHICAGO, ILL.
Send for Circulars on Other Winners.

Big Season Ahead, Says Ray Moloney

CHICAGO, May 14.—Summer of 1938 will be one of the most prosperous on record for coin-machine operators, says Ray Moloney, president of Bally Mfg. Co. "The very fact that business as a whole is not humming," Moloney stated, "means that the public will turn to the low-price entertainment afforded by coin-machines. Furthermore, merchants and resort owners who have been indifferent to games while their regular earnings were high are now welcoming the extra income provided by a few good games. Wide-awake operators are getting prepared for a busy season ahead and Bally sales volume is climbing with the thermometer."

Optimism Keynote Of Monarch Coin

CHICAGO, May 14.—Optimism is the only note expressed these days around the Monarch Coin Machine Co. offices, according to Roy Bazelon, Monarch head. "We have every reason to be optimistic," states Bazelon. "Our sales have been climbing steadily since the first of the year. These increased orders are not confined to any particular type of equipment. As a matter of fact it looks more like a 50-50 proposition—50 for our coin-operated equipment and 50 for our famous jar deals being offered to operators.

continued Bazelon, "our jar deals are tops and gaining more friends every day. Our biggest profit-earning jar deals are Major League, Board of Trade and Fimlico. They're the deals, say operators, that location owners are clamoring for because they are so profitable, convenient in size and attractive to patrons. They certainly live up to the high standard set by Bags of Gold, our most famous jar deal of all time," he concluded.

Fiesta Tops, Claim Heads of Chicoin

CHICAGO, May 14.—Reports in coin machine circles these days indicate that Fiesta, the Chicago Coin Machine Mfg. Co.'s new high-score novelty game, is a winner no matter how you look at it, according to officials of the firm. "These comments," they state, "indicate that Fiesta offers a new kind of fast action in a high-score game. Players, they say, want speed, flash, action, sparkling brilliancy in a coin game. And in Fiesta they claim we have given players what they want.

"When Chicago Coin produces a game," they continued, "operators know that it incorporates not only all of the features it is possible to pack into the particular game but every improvement adaptable to the game. It is such conscientiousness as this that has built our reputation in the field of coin-operated equipment manufacturers.

"We've received many reports on this game," Sam Gensburg and Sam Wolberg continued. "George Ponsler reports that his firm is doing a fine job with the game in the East and predicts that the game is a serious threat to existing

CORRECTION NOTICE!

The price of SKILLTIME (1937 Red Head), in the Atlas Novelty Company's advertisement in the May 14th issue of The Billboard, was listed incorrectly.

THE CORRECT PRICE IS \$170.00
ATLAS NOVELTY CO.
2200 N. Western Ave., CHICAGO

BARGAINS

Best It \$ 3.00	Roll Dice \$ 4.00
Greyhound 2.00	Roll Races 4.00
Gripper, 3-Way 0.00	Rithmatic 3.00
I. O. U 0.20	Spec-Em 4.00
King Six 7.00	Tickets 3.00
Off, Sweepstakes 0.00	Tilt-Top 4.00
Pop-G-Red 0.00	Twenty-One, Goodwin 7.50
Red Dog 10.00	

NOVELTY TABLES

Summer \$ 0.00	Mad Cap \$ 5.00
Country Club 0.00	Running Wild 17.50
Bus 12.50	Sensation 17.50
Excel 0.00	Terpede 0.00

PHONOGRAPHS
Wurlitzer 610-A \$185.00
Wurlitzer 716 \$20.00
Wurlitzer 412 (Latest Series) \$20.00

MISCELLANEOUS
A. B. T. Pistol Target \$18.00
Mills Scale 20.00
Peppermaster (Automatic Pepperm) 32.50

Every Machine Fully Guaranteed.
1/3 Deposit, Balance C. O. D.
Immediate Shipments.
C. CHARLE & CO., Springfield, Mo.
records. He states that players are sure to go for the exciting action we've incorporated in this game."

**You Must Be Satisfied
Guaranteed Bargains**

40 Grippers, 3 Way... \$ 9.95

ONE BALLS

- Classics\$22.50
- Turf Champ 26.50
- Golden Wheel 26.50
- Racing Form 29.50
- Foto Finish 29.50
- Sportsman De Luxe... 39.50
- Preakness 39.50
- Arlington 39.50
- Clocker 49.50

SLOTS

- Waiting Rotatop ...\$29.50
- Extraordinary 29.50
- Lion Heads 26.50
- F.O.K. Silent, Escal. .. 19.50
- War Eagles, 5-10c .. 37.50
- Cherry Bells 57.50
- Chiefs 39.50
- Reliance Dice Game... 22.50
- Mills Dice Game 97.50

MISCELLANEOUS

- PACES RACES**
(20 to 1)\$119.50
- PACES RACES**
(30 to 1) 129.50
- Buckley De Luxe Diggers,
just like new119.50
- Stewart-McGuire
7-Col. Cig. Machines 59.50
- 17 A.B.T. Targets.... 17.50
- 25 De Luxe Dance Master,
natural finish wood. 69.50
- P-12 Wurlitzer,
perfect condition .. 69.50

GERBER & GLASS

914 Diversey Blvd.
CHICAGO

**Seger N. J. Distrib
For Perfume Bar**

ASBURY PARK, N. J., May 14.—Officials of the Mechanical Sales Co. have announced the appointment of Arthur A. Seger, of the Casino Amusement Co., as New Jersey distributor for their Perfume Bar, the perfume merchandiser which vends "Rle-Charde parfums." Seger is well known as a large operator of phonographs and cigaret vending machines in this territory and has many machines spotted on the famed board-walk here, it is reported.

In commenting on his appointment Seger stated, "I saw the Perfume Bar a few weeks ago and immediately became interested. In fact, I got hold of one of the machines and placed it in my Casino here just to see what it would do. Well, over 35 packs of the 10-cent boxes of perfume were gone the very first day, and since it has been on location we've received numerous requests for more information about the machine. Right now I'm receiving these machines in quantity lots and am hard pressed filling the demand for them. If I'm any judge of merchandisers I'm picking this one to be in the top flight for consistent money-making performance for years to come."

**Cante Announces
Bingo Baseball**

NEW YORK, May 14.—A new jar deal is the Bingo Baseball deal announced this week by James Cante, head of Bingo Ball Gum Mfg. Co. "This deal contains all wrapped ball gum and includes immediate payouts for home runs, triples, two-base hits, singles, etc. We have had many inquiries for newer ideas and were besieged with requests to manufacture these new baseball jar deals. At the present time we are bending every effort to devising plans which will enable operators to make more money from jar deals.

"Our regular Bingo ball-gum jar deal is still going strong. We are kept busy rushing out orders for this money-getter. Operators are well satisfied with the deals we put out, it seems," Cante concluded, "for they give merchandise besides containing winning tickets."

**Hart Adopts New
Insignia for Firm**

NEWARK, N. J., May 14.—Frank Hart, of Eastern Machine Exchange, reports he has just adopted a new insignia for the firm which enables ops to identify equipment which has come from his showrooms. "This insignia is an initialed abbreviation of the firm name, 'Emco,'" Hart stated. "We are attaching it to all the equipment and supplies which leave our headquarters so that ops can have more confidence in the equipment we recommend.

"Wherever this insignia appears," he concluded, "it means that we have personally inspected, tested and indorsed the article on which it appears and that our guarantee stands behind it completely."

GENCO, Inc.

2621 N. ASHLAND AVE.
CHICAGO, ILLINOIS

JUNGLE

The player may win an award for high score. This award is doubled if the JUNGLE picture is completed. Even if the score isn't high enough for an award the player receives a 2 Free Games award for completing the picture.

ORDER TODAY



\$74.50
F.O.B. Chicago

- CONSOLES**
- 1 Thornblad\$ 75.00
 - 2 Bally Favorite 59.50
 - 1 Riddle Club 85.00
 - 10 Rags Tracks 75.00
 - 1 Screw Balls (7 Col. Head) 60.00
 - 1 Evans Skillo (New Head) .. 150.00
 - 2 De Luxe Bells 27.50
 - 1 Evans Bonus 55.00
- USED PAYOUT GAMES**
- 2 Bally Entries\$ 75.00
 - 1 Golden Wheel 19.00
 - 2 Pinco Races 24.50
 - 2 Dorby Day (Single) 27.50
 - 2 Daily Races 15.50
 - 5 Classics 15.00
 - 2 Paddocks
 - 2 Comp-A-Lite
 - 2 Mazyweight
 - 10 Cheering
 - 2 Double Header
 - 1 Royal Races
 - 2 Springtime
 - 3 Mazuma
 - 1 Flying High
 - 1 Electric Eye
 - 1 Ballot
 - 2 Galloping Plugs
 - 1 Lite-A-Pair
 - 1 Pinco Truck
- \$12.50**
- \$10.00**
- NATIONAL SCALE CO.**
1415 Washington Ave., S.,
Minneapolis, Minn.

SALESBOARD OPERATORS
Read
"DEALS"
A column about new salesboard ideas, deals and personalities.
In the
Wholesale Merchandise Department
THIS WEEK and EVERY WEEK



HERE MILLS, executive of the Mills Novelty Co.



TWO HITS

- | BASEBALL | PLAY BALL |
|--------------------------------------|--------------------------------------|
| 1,000 Notes | 600 Notes |
| Takes In\$50.00 | Takes In \$30.00 |
| Pays Out 24.00 | Pays Out 18.25 |
| Featuring 4 \$10, 1 \$5.00 | Featuring 2 \$5.00 |
| Now Only \$1.72 Plus 10% Tax. | Now Only \$1.14 Plus 10% Tax. |

NEW LOW PRICES NOW IN EFFECT
GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.

WURLITZER \$159.50 ea.
— 616 — (Lots of 10)
SINGLE MACHINE—\$169.50, 616A—\$199.50, P12—\$24.50, T16—\$100.00
ROCK-OLA, Late 1936 Model, \$70.00.

USED CIGARETTE MACHINES.

ROWE ARISTOCRAT (6 Columns)	\$22.50	BOWLETTE \$49.50 (PRACTICALLY NEW!) 50% Deposit, Balance C. O. D.
STEWART & MCGUIRE (6 Columns)	\$27.50	
NATIONAL 1937-9-30	\$74.50	

BABE KAUFMAN MUSIC, (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

**CAVEAT EMPTOR?
NO SIREE!!!!**

All machines shipped with inspection allowed before acceptance. No pig in the bag. Slot machines polished, renickeled and thoroughly reconditioned. Like new. All machines guaranteed.

SLOT MACHINES—PAY TABLES—NOVELTY GAMES
Prices quoted on request. Write or wire us your needs.

PIONEER NOVELTY COMPANY
5127 GEORGIA AVE., N. W. WASHINGTON, D. C.

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



HERE'S CHICAGO COIN'S FIESTA

Automatic Action...
TWO STARTER SWITCHES!
TWO PLAYING FIELDS!
HIGH SCORE AWARDS!

\$74⁵⁰
 F.O.B. CHICAGO

CHICAGO COIN
 MACHINE MANUFACTURING CO.
 1725 DIVERSEY BLVD. CHICAGO ILL.

GEORGE PONZER & CO.
 31 W. 60th St.,
 New York, N. Y.
 Distributors for N. Y., N. J.,
 Conn.

ANOTHER "ROYAL" FAMILY OF BARGAINS!

SLOTS.	Hot Springs	\$15.50	Arlington	48.50
3c Chief	Genoa Football	22.50	Carom	23.50
5c Extraordinary	Scoreboard	14.50	Daily Races	15.50
5c Mills Blue Fronts	Shooby	14.50	Fairgrounds	27.50
D. J.	COUNTER GAMES.		Fleeteed	35.50
10c Mills Blue Fronts	Club Vendor	\$18.00	Feta Finish	39.50
D. J.	Line-A-Pax	27.50	Golden Wheel	28.50
25c Mills Blue Fronts	Real Spot	10.50	Loteria	27.50
D. J.	Wagon Wheels	9.50	Multiple	16.50
NOVELTY GAMES.	PAYTABLES.		Peewee	18.50
Number	All Stars	\$ 9.50	Stables	24.50
Fireball	Alamo	9.50	Western Races	15.50

ROYAL COIN MACHINE CO., 2212 N. WESTERN AVE., CHICAGO, ILLINOIS

WURLITZER MODEL 412 \$79⁵⁰

33 EXTRA FOR CRATING.
 Ski-Hi .. \$37.50 | Ricochet .. \$ 7.50 | Silver Flash .. \$27.50
 Hare & Hound 29.00 | Soccer Races 12.50 | Turf King 22.50
 1/3 With Order - Balance C. O. D.

ACME AUTOMATICS, INC., 593 - 10th Ave., New York

GET ON OUR LIST FOR SPECIAL PRICES ALL LATEST GAMES.

EXPORT BUYERS
 Cable Us Today!
 "ACMATICS," N. Y.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Deval Mfg. Co.
 H. C. Evans & Co. A. B. T. Co. Western Equip. Co.
 Grotchen Mfg. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

SPECIALS

3-WAY GRIPPERS (New, Original Packing) \$11.50
 Limited Quantity A. B. T. Moving Target Skill Model F (Latest With Register) Like New, SPECIAL \$19.50

MONARCH COIN MACHINE CO. 1731 Belmont Ave., Chicago, Ill.

Keeney Kubs Ready To Start Season

CHICAGO, May 14.—The fellows who have been turning out such games as Keeney's Track Time, Kentucky Club and Free Races are also turning out some champion-style softball under the team name of Keeney's Kubs. It is reported.

The team is captained by Jake Brandstetter, of the payout table department, and is coached by Johnny Gardner, the man who guided the General Transformers into the finals of last year's Chicago American tournament. Uniforms are gold and maroon, and the home grounds are at 38th and Prairie avenue, with

World Series Okehed In Birmingham, Ala.

BIRMINGHAM, Ala., May 14.—Taking advantage of the recent injunction granted in Chicago by Judge William B. Brothers to the Rock-Ola Mfg. Co. for the operation of its World Series coin-operated baseball game, operators here report they have been successful in procuring a similar writ to permit their operating World Series in this city. Reports state that ops have the machines spotted all over the city and coins are clicking merrily in the coin boxes.

The Hurvich brothers, owners of the Birmingham Vending Co., distributor for Rock-Ola in this part of the country, report they have been shooting one wire after another to Chicago for more shipments of the game. They say people are going wild about the World Series because it's just like playing a real baseball game.

Reports are also reaching here about the number of World Series on location in Chicago since the injunction went into effect. One local columnist on his return from a visit to the coin machine capital stated: "Chicago operators can again make money. For the past three years we've had a lot of fun kidding our Windy City friends about not being able to operate coin machines in the city where 95 per cent of all the games are made, but it looks like those days are over. Ever since Rock-Ola went into court to prove that World Series is a legal amusement device property has returned for the Chicago op. World Series are to be seen in all the choice spots of the city and are getting a big play."

games scheduled, as a rule, at 5:30 each Tuesday.

Keeney's Kubs are open for games with other teams in the coin game industry or any other team in the same class. Write or phone John Gardner, care J. H. Keeney & Co., 2001 Calumet avenue, Chicago, or telephone Calumet 2420.

Reconditioned - Guaranteed

Electric Score	\$11.50	Roll Fan	\$ 9.50
Board	10.00	Wizard	8.00
Rocket	10.00	Long Beach	23.00
Batter Up	18.50	Bumper	9.50
Running Wild	17.50	Royal Base	12.00
Skoper (Free Play)	14.50	Ball	12.00
Happy Days	9.50	Carnival	19.00
Track Meet	27.50	Stoner's Race	35.00
		Chico Derby	18.00
		Homestretch	14.50

ELECTRIC RIFLE MACHINES
 Jungle Dodger

CENTRAL NOVELTY COMPANY
 3426 CHEROKEE, ST. LOUIS, MO.

SACRIFICE PRICES

1/3 Deposit, Balance C. O. D.

Seaburg Rex	\$175.00	Mills Deaconmaster	\$22.50
Rockola Rhythms	64.50	Grand Prix	24.50
Kings	64.50	Clans	24.50
Rockola '38	64.50	Cue	19.50
Wurlitzer 412	82.50	Winner	14.50
Seaburg Model A	60.00	Panico Toss	14.50
		Game Board	14.50
		Bally Bonus	\$14.50

MILWAUKEE COIN MACHINE CO.
 2816 W. North Ave., Milwaukee, Wis.

Baby Production

ALBANY, N. Y., May 14.—Mr. and Mrs. Henry W. Selden are being showered with congratulations on the birth of their second son during the past week. The baby, an 8-pound 10-ounce boy, was born at 2 a.m. on Saturday, May 7. Name is Richard Steven Selden. Oh, yes, puppy passed out some good smokes. It is reported.

When looking for dependable and good earning used and new equipment, write to
SEIDEN DISTRIBUTING CO.
 1240 Broadway, Albany, N. Y.

EVANS' ROLLETTO Sr.

HIGH POWERED MONEY-MAKER AT A REMARKABLE PRICE! ABSOLUTELY FREE FROM BUGS!

Long trail-blazing experience, 3 years of research and 8 months of actual operation enable Evans to produce ROLLETTO SR.—a marvel of precision-engineering!

MYSTERY ODDS! MULTIPLE PLAY!

Twin EVANS' Anti-Slug Coin Chutes permit a total of 38 selections, simply by turning 2 control knobs. As selected, each number lights on the field. When starter button is pressed, mystery odds come up and roulette wheel and spinner light revolve in opposite directions with unusually attractive animated action. Then both come to rest on one winner. Odds from 20-1 to 40-1.

BEYOND COMPARISON!

Massive de luxe cabinet in beautiful black walnut, quilted maple trim, size 50" long, 22" wide, 38" high. Spinner-Light, Roulette Wheel and plate glass field brilliantly colored and lighted, a marvel of beauty! Perfect performance guaranteed!

WRITE FOR EVANS' FRANCHISE PLAN
—The Biggest Money-Maker in the Coin Machine Business! Get the Dope Quick for Your Territory!

OTHER EVANS' WINNERS!
SEND FOR CIRCULARS!
PROFIT-SHARING PHONOGRAPH • BY-A-BLADE • HIALEAH SPECIAL

Another Evans' Sensation

BUILT BY MEN WHO KNOW HOW TO BUILD ROULETTES!

Now for the first time, a practical reproduction of Monte Carlo's greatest game! Produced by Evans engineers, who built Galloping Dominos and originated console games!



At Your Jobber, or write, wire or phone Haymarket 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

- | | |
|---|---|
| 10 Ball Field, Ea. \$125.00 | 1 Goat Speed King, Ck. Myster. \$20.50 |
| 17 Balls, Ea. 95.00 | 1 Gest. Hi Card, Clock Mst. 29.50 |
| 1 Flash Turret Seal Attach. ment, Ea. 95.00 | 1 Racing Form, Ea. 25.00 |
| 2 Paces Races, 20 to 1 Odds, Non-Slug and 1000, Ball and Flipper, Can Be Converted to Register, Ea. 95.00 | 1 Mench. Table, Ea. 25.00 |
| 6 Bally Photo-Book, Ea. 79.50 | 2 Golden Wheel with Trs., 22.50 |
| 3 Bally Fair-Game, Ea. 75.00 | 1 Springtime, 20.00 |
| 2 West. Paddle, Ea. 75.00 | 0 Golden Wheel (No Trs.), 19.50 |
| 1 Mills Hit Game, Ea. 75.00 | 3 Gest. Derby Dep. No Clock, Mst. Ea. 19.50 |
| 2 Jump Derby Day Cons. Ball Attach. 69.50 | 4 Stroter Ace Races, Ea. 19.50 |
| 14 Ed. Rotary March, Open Low, Late, Mot. Ea. 65.00 | 1 West. Air Derby, Ea. 19.50 |
| 5 Arlington, Ea. 65.00 | 0 Foto Field, Ea. 19.50 |
| 1 Breakout, Ea. 65.00 | 1 Phantom, 19.50 |
| 1 Hi-De-Ho, Ea. 65.00 | 1 Royal Derby, Ea. 19.50 |
| 1/2 Deposit, Balance C. O. D. | 2 Mills Post Time, Ea. 19.50 |
| | 1 Ball, Ea. 19.50 |
| | 1 West. Free, Ea. 19.50 |
| | 3 Corona, Ea. 19.50 |
| | 2 Mills Dis., Ea. 7.50 |
| | 1 Hi-De-Ho, Ea. 7.50 |

Derby Crowds Play Keeney Machines

CHICAGO, May 14.—Those who drove to the Kentucky Derby were able to practice picking winners by playing the great number of Keeney Track Times and Kentucky Clubs on locations all along Derby routes, it is said. "We shipped more games than ever," according to J. H. Keeney, "to operators in towns situated on highways to Louisville. A lot of Track Times went into console game spots and a great many Derby Champs were bought for payout table locations. And Free Races were used for non-payout points.

"Now we're experiencing a similar rush of business," added the head of the Keeney Co., "from operators getting ready for the Memorial Day and resort crowds." April was the largest month in point of sales in the history of J. H. Keeney & Co., Keeney reported, and he predicts that the May sales volume will be far ahead of that of April.

McCormick Reports His Sales Are Up

GREENVILLE, N. C., May 14.—L. B. (Mac) McCormick reports he went into a regular huddle with his books last week and after checking and adding up columns of figures all day long he finally emerged from his office with a good quantity of ink stains on his fingers and an ear-to-ear grin all over his face. "And why shouldn't I grin?" he stated. "I found out that our sales for the first four months of this year have completely put in the shade the totals we hung up for last year. Personally, I think a good deal of this increased business is due to the way ops have responded to our needle-repointing service. Sales on our phono covers, chute guards and record cases have also been moving at a brisk clip, however. Ever since we first started in business it has been our aim to provide music ops with equipment which would save them money," he concluded. "Our present line, we believe, offers the music operator just about everything he needs to insure the success of his route."



ZEPHYR \$18.75 TAX PAID
Two Machines in One—Cigarette Vender or Ball Fruit Vender. Multiple Ball Game Vender, Cigarette or Fruit Symbols, 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.



BALL GUM
15c a Box (100 Pieces)
Case Lot (100 Boxes) \$12.00

MINTS
500 Rolls, 75c. Case (1000 Rolls) \$6.50

GINGER TOKEN PAYOUT \$27.50 TAX PAID
Largest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator inserts tokens in payout tube, thus controlling payout percentage accurately to fit all retail prices of Cigarettes.

SAVOY VENDING CO.
406-B W. FRANKLIN ST. BALTIMORE, MD.

\$5.00 YOUR CHOICE

5 Credits	2 Trocans
3 De Luxe	1 Railroad
3 Mammoth	1 Bonus
3 Battle Balls	2 Red Balls
3 Five Cups	6 Bally Derbys
4 Jumbos	4 Roundups
5 Sunshine Derbys	1 Cross Line
5 Palace Parlays	2 Stampedes
5 Repeaters	1 Wheel of Fortune
6 Bally Peaches	4 Hi De Ho
2 Ratsbaws	1 Ten Strik
4 Alamos	

GUARANTEED A-1 CONDITION.
1/2 Deposit With Order.

NATIONAL SCALE CO.
1415 Washington Ave., So. MINNEAPOLIS, MINN.

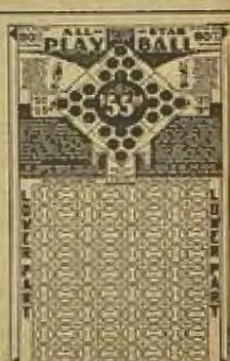
SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO



"Sock it out of the Park!" "All-Star"

The newest sensation in Barrel Board Golf! Made in either 2250-holes or 2530-holes size. Shows \$40.31 profit on 5c board; \$69.18 on 10c. Case hits tough proper bases. Made in thick and thin. Sold to operators only. Write for details.

SUPERIOR PRODUCTS, INC.
Dept. X
14 N. Peoria St., Chicago, Ill.



Advertise in The Billboard—You'll Be Satisfied With Results.

DE LUXE REGISTER

LOWEST PRICED BIG GAME!

A red-hot 5-Ball Novelty that scoops everything in playing interest and buying value! Coin inserted in slot lights up Mystery Star on colorful backboard. When player secures award scene, a colored Circle is illuminated on the backboard, Matching the color of the Star with the color of the Circle doubles the award. Play is visible at a distance. New invisible plug enables change of awards to suit location. New Spiral Bumpers—pure gum fire rubber Bumpers—airplane dial Recorder—chrome fittings—Award Cards furnished—dozens of other features!



\$49.50

22" x 44" Backboard
22" x 22" Cabinet
A. C. Current.

GLOBE TROTTER

5-BALL NOVELTY THRILLER
A LOW-PRICED SENSATION!

Get this money-making express and clean up! Max everything you'd ask for in a high-priced game, yet sells at a record-breaking low price! New Odometer Mileage Totalizer; new-type Bumper Springs; New Simplified Mechanism; Mystery Slot revolves Twin Spinner Discs. Top disc shows miles player must travel to win. Lower disc shows destination, which represents odds. Award cards furnished.



22" x 44" CABINET
BACKBOARD
22" SQUARE

\$69.50



The Greatest Little Machine to Make Friends With the Store-keeper.

THE ONLY TESTER WITH THESE QUALITY FEATURES!

New **BUTTON INDICATOR CONTROL** for competitive play! Indicator remains at highest number until player presses button! • **CHROME TRIM, CHROME HANDLES THROUGH-OUT!** • The only machine with **ANTI-TILT** to prevent cheating. • **SEPARATE CASH BOX!** • **TENSION ADJUSTMENT** to suit location! • **BELL ADJUSTMENT** to ring at any number! • **NON-CLOG SLOT**, button in rear instantly clears obstruction! • **RUBBER SUCTION CUPS** hold machine securely to counter! Top quality in every detail, built by a manufacturer who knows how! Metal Stand, \$2.50 Extra.

\$19.50

With operators who know their GRIP MACHINES it's **GOTTLIEB-50 TO 1**

DE LUXE GRIP SCALE

3-WAY STRENGTH-TESTER

100% LEGAL



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

BIG LEAGUE BASEBALL

4 SHOTS AT \$25.00
No. 2415 2400 Holes
Takes in \$120.00
Average Payout 58.99

Aver. Gross Profit \$ 61.01
Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.

Write Today for NC-15. Price Each
Get Our New Low Prices. Only \$4.94
Plus 10% Tax



HARLICH MFG. CO.
1413 W. Jackson Blvd., Chicago, Illinois.

Personal Service Wins, Says Atlas

CHICAGO, May 14.—Morrie Ginsburg, executive of Atlas Novelty Co., last week disclosed a few items that are of interest to the coin machine trade.

Stated Morrie: "Al Stern, one of the best known as well as one of the best liked connen in the Middle West, has left for an extended trip thru the Midwest. His trip will take him to various points in that section in addition to covering the State of Illinois as thoroughly as possible. As Al puts it: 'I'd really like to contact every coin machine operator in the Midwest, but, of course, that would consume far too much time. However, I am going to see as many of them as possible in the limited space of time I am allowing for this trip. Our business from these many operators in this section, as well as from operators in other parts of the country, has been climbing steadily. We at Atlas feel that this optimistic trend is due to our friendly and personal service.'

"While Al has already left on his trip," continued Morrie, "Phil Greenberg, manager of our Pittsburgh office; Art O'Mella, Julian Kaatze and myself are preparing to leave for Detroit, where we will further the purpose and good name of the Atlas Novelty Co. During our absence Irving Ovlitz will be in charge of our office here."

Pacific Auction To Take Place May 24

CHICAGO, May 14.—Zasove & Brown, commercial auctioneers here, announced this week that the effects of the Pacific Amusement Co. will go on the block Tuesday, May 24, at 4223-45 West Lake street, Chicago. Auction will be open to the public and all the equipment of the offices and plant, together with supplies, raw materials, patents, orders on hand, good will and right to use "successors to," will be sold for cash to the highest bidder.

Auction is scheduled to begin at 11 a.m. Auctioneers report that much of the machinery and equipment, such as punch presses, milling machines, lathes,

FOR SALE!

ORIOLE GUARANTEED PRE-CONDITIONED MACHINES!

At-Bar-Gen. \$87.50	Coronet ... \$10.00
Artington ... 35.00	Flasher .. 57.50
Bally Star ... 85.00	Fair ... 62.00
Bally Star ... 127.50	Grounds .. 57.50
Globe ... 10.00	Player's .. 57.50
	Paddles .. 110.00

CONSOLES

Ray's Tracks (Late Serials) ... \$175.00
Price Raiser ... 185.00
Ball Field ... 165.00
Derby Day ... 97.50
Ticker ... 95.00
50-50 Time ... 175.00

SPECIAL PRICES TO QUANTITY BUYERS!
1/3 with Order, Rat. C. O. D., F. O. B. Baltimore.
Write for Complete List and Learn Why You Should.

NEXT TIME TRY ...
ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.
—ALSO AT—
Pittsburgh • Washington • Buffalo

ARCADE and PIN GAMES

NEW AND USED ARCADE MACHINES AT LOWEST PRICES

Punching Bags ... \$80.00	BY OUR FACTORY REBUILT PROCESSED!
Drop Pictures ... 20.00	Airways ... \$27.50
Whirlitzer ... 30.00	Doc-Hoo ... 9.00
Wurlitzer Snake Ball ... 35.00	Stoner's Races ... 12.00
Gene Bank Roll ... 45.00	Long Branch ... 15.00
Also BALLY BASKETBALLS, ATLAS, WORLD SERIES and ALL-AMERICAN Baseball Machines—WRITE FOR PRICE!	Silver Flash ... 24.00
REGARDLESS OF PRICE ALL OUR ARCADE MACHINES ARE GUARANTEED "ARCADE HEADQUARTERS SINCE 1912"	Auto Derby ... 11.00
MIKE MUNVES CORP., 145 Park Row, New York	Shokey ... 11.00
EXPORT AND OUT-OF-TOWN DEPT. — 555 West 157th St., New York	Gene Football ... 15.50
	Power Play ... 19.00
	Balance C. O. D., Order Quick 1/3 Deposit With Order

We are "EXCLUSIVE" Distributors for all EXHIBIT SUPPLY CO. ARCADE Machines and Supplies.

THE ARCADE MACHINES WE HAVEN'T GOT YET BEEN BUILT!

Write for Complete New Price List Today!

NO MORE CHISELING

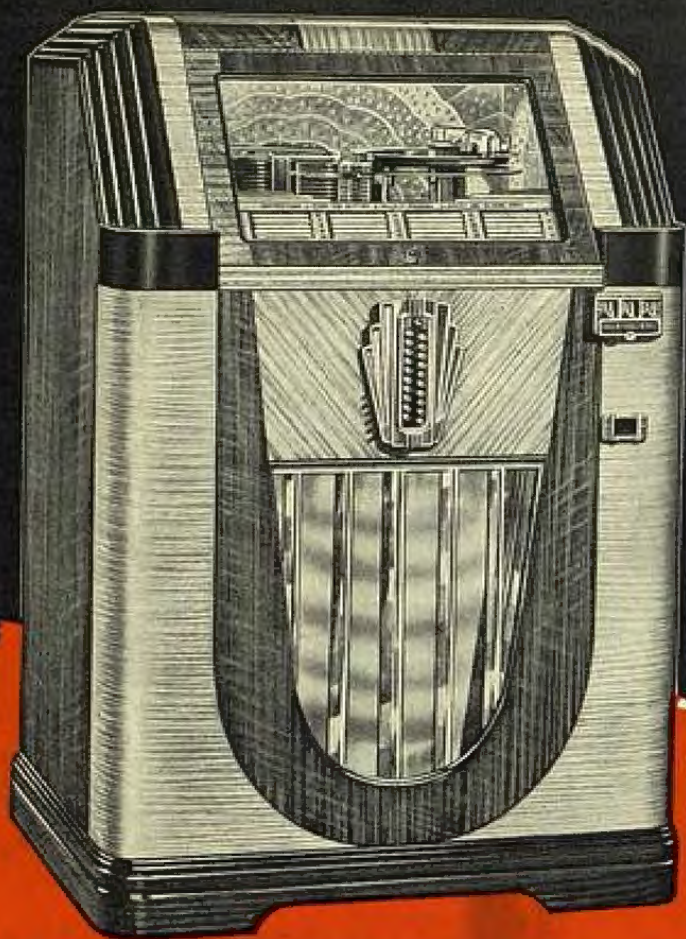
POLISHED ALUMINUM SLOT GUARD COMPLETE WITH SCREWS, \$1.00 EACH

CENTRAL DISTRIBUTING CO.
105 West Linwood, KANSAS CITY, MO.

MEN WANTED

Experienced in Operating
BUCKLEY DIGGERS
Write: Give Experience, Reference.
BOX D-131,
The Billboard, Cincinnati, O.

are and spot welders, etc., is of the latest type. Sale will also include games on hand, together with a large stock of parts, hardware and accessories of all kinds pertaining to amusement machines.



ROCK-OLA'S
"Monarch"
OF THE MUSIC WORLD

NATION-WIDE PREFERENCE

 **FINEST TONE QUALITY**

There's money-making magic in Rock-Ola music! The glorious blended tone, found only in Rock-Ola phonographs, reproduces the sweet strains of favorite bands as real as life. It draws and holds crowds. Rock-Ola music becomes a habit. As a consistent collector of coins, Rock-Ola has no equal.

 **APPROVED CABINET BEAUTY**

Endorsed by the nation—Rock-Ola's new streamline cabinet. Note the eye-appeal in contrasting dark and light woods, "Borealis" light-up grille, slant-top with full-vision record-changing mechanism, lighted selector buttons and "no-stoop" program arrangement. Tops all others in earnings.

 **GREATER ASSURED EARNINGS**

Place these super-salesmen of harmony—Rock-Olas—on location and watch your income skyrocket. Real money is yours because the new 1938 phonographs have the 99% slug-proof coin-chute as standard equipment. Simplified mechanism eliminates time and money loss. A great opportunity to build a steady, profitable business. See your distributor or write to Rock-Ola for details.

Rock-Ola MFG. CORPORATION

800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS, U. S. A.



It's the distinctive "Sweet Swing" of

HAL KEMP

AND HIS ORCHESTRA

that helps crowd thousands of

WURLITZER

locations every night



HAL KEMP and his ORCHESTRA are playing on the "Time to Sing" program over a CBS Network on Tuesday night.



24
RECORDS
Model 24-24-A

Everybody likes what Hal Kemp's got . . . rhythm that's sweet but not "schmaltzy" . . . more style than Park Avenue . . . a musical "lift" that's downright infectious.

And because his frequent broadcasts and personal appearances merely whet the appetite, millions go where they can hear Hal Kemp and other world-famous orchestras as long and as often as they want. Nightly they throng the thousands of restaurants and taverns that offer Wurlitzer automatic music.

Everybody likes what Wurlitzer's got . . . rich, life-like music reproduction . . . 24-record capacity to provide music for every taste . . .

brilliant color and light effects, which may be varied easily, quickly, without cost. For locations whose limitations require them to seek automatic music, no instrument approaches the perfection and popularity of the Wurlitzer Automatic Phonograph.

Every far-sighted music operator likes what Wurlitzer's got . . . the ability to produce permanent, substantial profits!

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.
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RCA-Victor Co., Ltd., Montreal, Quebec, Canada



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AUTOMATIC PHONOGRAPHS

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Bring the Music of Modern Masters to Millions