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PLUSHING FAIR

Factions Split Opinions Over Ticket Code Law

NEW YORK, April 26.—Yesterday at City Hall, before the city council committee on general welfare, at the public hearing of the Spelman bill to turn the theater ticket into city law and make violations thereof misdemeanors, ticket brokers united in their opposition to it on ground that it interfered with their property rights, while producers, actors and the creative groups in left favored the measure for the good of the public and the elimination of the trade.

Speaking on behalf of the opposition, John McElroy, of the McElroy Ticket Agency, questioned the city council's right to its selling charges. Opinion expressed by the Atlas Theater Ticket Agency and the Associated Theater Ticket Agencies held that the bill deprived them of their property rights. Speakers for the measure held in the right of the producer and theater owner to safeguard investments by contracting and disposing of their tickets as set prices; stressed the need for ridding the

Status Quo in Guild-Quat War

NEW YORK, April 26.—Theater Guild would like the right to install its own box office staff at the Shubert Theater where its production, *The Philadelphia Story*, is playing. According to a decision handed down Wednesday by Alexander A. Mayer, arbitrator appointed by the American Arbitration Association, "Theatrical Managers, Agents and Treasurers' Union had questioned that right. Decision, however, leaves the situation status quo, pending a basic arbitration which is now being worked out by the FBI.

Guild benefits employees continue. (See STATUS QUO on page 3)

trade of gyp brokers and speculators; indicated the harm done to the theater by practices of the brokerage, and showed how the limited mark-up encouraged theater going. Indorsing the status quo besides Cincinnati Howard H. Spelman who introduced it, was the League of New York Theaters, Brook Theatrical Assembly and the Drama League of New York.

Ringling-Barnum Garden Biz 10 to 15 Per Cent Under 1938

NEW YORK, April 25.—Ringling-Barnum Circus closed its 23-day engagement at Madison Square Garden tonight, having played to business-breaking crowds and 15 per cent below that of last year, officials said. Drop was not unexpected, since the present selling pressure is due to milder casts, poor weather and fact that New York public is rehedacting its amusement spending with an eye on the

World's Fair. Circus moves to Boston tonight, opens at the Garden there Monday and comes back to New York City for its last circus date in Long Island City. Outdoor equipment train arrives at the Garden at 10:30 p. m. on Monday. May 3 under direction of Superintendent J. Kelly, with set-up procedure beginning immediately.

Program for the road remains uncertain in some respects, only sets definitely to be dropped following the Eastern dates being Alf Loyola's Dogs and Patten's Bears. Tom Quinn, who replaced Royce as headline high act when latter fell early in the Garden engagement, will do the trick on Monday. Dolly Jacobs joined the performance Thursday here.

Set to set to travel on to cars when it hits the road, although General Manager George Smith is making every attempt to cut it down at least 10 per cent. Account of ring stock and bulky air-conditioning equipment account for increase from 90 cars, which was originally planned when general pruning process was instituted last winter.

FT Pinkslippers Must Be Paid Up To Rate AE Aid

NEW YORK, April 26.—Anticipating a blitzard of pink slips on the Federal Theater Project before the summer rolls around, council of Actors Equity Association Tuesday passed a resolution requiring all FTY members in arrears for more than three months of the dues to pay up immediately or face the possibility the union has given on disaffiliation. Both Paul Pellmar, executive secretary, and Robert T. Haines, of the headquarters staff, revealed that much of the complaining about treatment on the government project came from FTY members who haven't paid dues in four, and five years.

Above too, is in keeping with general economic tightening up going on as they to offset the money union will no longer receive from Federal Actors' Guild after November. While Equity is in the black now, executives wish to provide for a rainy day. Furthermore, Equity sees no reason to wear itself out fighting for members who refuse to support it despite their regular income. Union has been successful in obtaining exemption from dismissal for Equity members from Federal Theater Project.

The resolution talks on added importance when associated with investigation and weekly pay cuts. Furthermore, it is stipulated by E. Ralph Burton, Washington lawyer, for the House committee looking into the whole of WPA.

TA Benefit Fund Nets Unions \$1,670, Guilds, Charities 5C

NEW YORK, April 26.—Division of Theater Authority benefit fund was completed Thursday, with performer unions averaging \$1,670 each and the guilds and charities averaging \$1,000 each. At the same meeting board of directors appointed an executive committee of three to assist the theater secretary supervising benefit applications.

A week ago board had revised method of allocating the receipts in consideration of the new union members, placing 75 per cent among the performer unions and 25 per cent among the guilds and charities. Sharing in the larger bracket are the American Federation of Radio Artists, the American Guild of Musical

New York Opens Biggest Expo; City Expects 50,000,000

Far from ready for debut—exhibits 25 per cent behind—amusements much more—workers, weather and Whulun deter development

NEW YORK, April 26.—With less than 24 hours remaining before the gates officially open at 11 a. m. tomorrow, more than 25,000 workers rushed in a frantic, somewhat futile attempt to have the New York World's Fair ready to play host to hundreds of thousands of visitors on the first day of its 184-day engagement on Flushing Meadows. All hope of having the fair completely by tomorrow was abandoned weeks ago when it became apparent that the foreign exhibit area, some of the most spectacular, propositions and the amusement division could not possibly be 100 per cent prepared by that time. A final survey yesterday indicated that exhibit area will be approximately 75 per cent complete tomorrow morning and that between 40 and 50 per cent of the amusement sector will be in operation when the gates swing open.

Despite its incompleteness, fair officials are anticipating a tremendous inaugural-day patronage, estimates, varying from 300,000 to 1,000,000 visitors set to pass thru the gates before they close for the night. An elaborate program of special events, headed by the presence of President Roosevelt, has been lined up to greet debut-day crowds. The city of New York and surrounding towns are decked in World's Fair colors and bunting decorating buildings from Fifth avenue, Manhattan, to the small town of Roseton, Indiana. After nearly five years of planning and preparation, the time has finally arrived to inaugurate the grandest exposition dedicated to "The World of Tomorrow."

Opening Day Ceremonies

The fairgrounds will be a veritable babel of official activity tomorrow, with such numerous dedications, parades, recollections of achievements, etc. Various theme elements of the fair itself will be dedicated by prominent personalities over radio hook-ups.

An elaborate show show will feature the amusement area's contribution to the opening-day special event line-up. Under direction of John McKinley, director of the fair's special entertainment department, front of Flit Z's Grandstand Amusement show will be converted into a temporary outdoor stage and "name" layout will be presented at midnight. The show, which will feature a variety of acts will entertain visitors at spots throughout the entire grounds.

Early in a midnight show bill includes orchestras of Guy Lombardo and Ben

(See PLUSHING FAIR on page 3B)

Equity Vote Off As Local 1 Nixes Sunday Show Plan

NEW YORK, April 26.—Possibility of widespread policy of Sunday night fight shows here during the New York World's Fair, failed completely Sunday when Local 1 of the stagehand union turned down the proposal to shift their work week to a Tuesday thru Sunday schedule at the present weekly rate of \$82.50. Current contract week is from Monday thru Saturday, with extra \$19.50 charged for two Sunday shows. Rejection from stagehands relieves Actors' Equity of following them on a national referendum.

Equity officials aren't exactly gloating over the stagehand vote, but feel, nevertheless, pleased with their own forecast. A membership meeting a few weeks ago, at request of League of New York Theaters, actors voted to submit lists of reducing Sunday night rate to a general ballot, but only if other crafts yielded similarly. Musicians' union concurred to plan, but the Theatrical Managers, Agents and Treasurers' union and the stagehands refused. Equity estimates the referendum would have cost \$1,000 had they proceeded alone.

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THEATRE NEWS

Broadway Beat

THE press agent of a 3rd street night spot is on the warpath because someone sent an embarrassing item about his boss to a columnist—singing the p. a. n.—and the columnist used it. . . He has an idea who's been doing the job: . . . Note on the Operation of a Government Agency in the Land of Liberty; reporters can't get stories over the place from the New York project of the FTP—because the workers are afraid that their phone wires belong to Pauline Kelly, vocalist with Al Donahue's Ork, was dropped off at Cincinnati by mistake—Joe Paula, who had just bought a set of Florida creations, had to do some last-minute shopping in Chicago in order to keep her date with the band at the Aragon ballroom. . . Incidentally, Donahue (who returns to the Rainbow Room next week) is strictly an extremist; for his roof-top rhythms he goes low-down

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among the barbershops for inspiration, and to get his band in the right swing groove has added to his arranging staff Jess Woods, who is a former member of the Army Air Service and is currently performing an evening for Gene Krupa and Benny Goodman. . . Theater Artists Guild has a new calendar for the anniversary of its political cabaret, *Corsets '74*, on May 6 with a birthday ball at the Waldorf-Astoria. . . A burly male picket marching up and down outside the Columbia shoe repair shop on Seventh Avenue is earnestly trying to dissuade people from patronizing the shop—and carrying a picket sign that reads: "I am the father of my country, my husband, who was arrested at the request of the management."

After refereeing the televised boxing bout at the dedication of the ICA World's Fair exhibit, Max Baer explained that television would revolutionize the broadcasting of boxing bouts. "Since I'll have to use make-up when fighting before the television cameras," said Baer. "I'll darken my eyes to save the other guys the trouble." . . Gene Seville, of the dance team of Roadster and Seville, was planned and is actually helping to build the new *Club* at the Elton Hotel, which will open in a couple of weeks. He used to be an architect. . . Dept. of Entertainment Administration. . . The reporter said that the very seriously ill Artie Shaw didn't show up his second night at the Los Angeles Palladium because of tonalitis! . . . Spencer Hare has joined Ed Duxon's press-agenting circle at the Elton Hotel. . . Lou Levy, personal manager of the Andrews Sisters and more recently a music publisher (Levy's own company) now has a new tag line for his outfit—"Love it or Leave it to Lou Levy."

It sounds like a sequel to *Hold Tight!*. . . After five years assaulting Harry Soper, Ted Hartman has become a partner; the new combo bands has 18 accounts. . . Roger Steele, who called the band at *Circle* and who disappeared every now and then during the show—and Osterman threatens to send him back to jail—got hit back at the shandy. . . Every time the English maestro, Ray Noble, makes a move Bill Hardy has to round up a new band for him: Bill arrived in New York from the Coast this week and, for the time being, is in too new years to organize a new band for Noble. . . Word arrived from Paris this week that the new wave, the *Franc* has gone way over and you can buy champagne cocktails for 10 cents. . . The *Franc* is just some more pro-French propaganda?

Grunt Men Semi-Monthly
MANHATTAN, Wis., Apr. 29.—R. & O. Outlets, who have never before featured dancing upon the stage as part of the regular entertainment program at his Royal Theater, are now offering a new semi-monthly mat show starting May 2. The stage will be set up over the orchestra and bleachers, and the new feature featured dancing upon the stage as part of the regular entertainment program at his Royal Theater. All seats will be reserved except the mezzanine and balcony. The new semi-monthly mat show will proceed on nights. The theater's stage dancing policy was dropped after about a six-week trial.

Dinner Club Statistics
NEW YORK, April 29.—Stageters Dinner Club, another charity kitchen improving patronage of indigent performers and actors and public donations, reports 16,277 meals served during five-month period from November 28, 1938, to April 29, 1939. Jonas Meyers, treasurer, reports a profit of \$12.63 since his inception has been \$2,571.47; disbursements \$2,558.74; meals on hand \$12.83; paid-for stock on hand, \$2,571.47; paid dinners, 687; ticket dinners, 2,745.

Quarterly Unemployment Tax
ALBANY, N. Y., April 29.—Heraldtribune employees subject to the New York State Unemployment Insurance Law will be permitted to make their returns quarterly instead of monthly. Industrial Commission President, Arthur B. Smith, said payment on the old monthly basis was that for March.

This Time It's Real Pubs Cry As They Gird for Court Fight

Miller, Famous, Santly, Davis and Southern bring squawks into the open—they cause change in whole frowned-upon availability system

NEW YORK, April 29.—Increasing resentment of the music publishing fraternity in general and several firms in particular against current methods of American Society of Composers, Authors and Publishers in classifying availability point ratings, which conditions their income from the Society, is fast coming to a head, with at least five member firms threatening to bring suit against the Society. Dissatisfaction over the old bugaboo of availability has long been prevalent, and various publishers have periodically threatened to sue for an adjustment of their ratings but the matter has always been settled before legal proceedings could get under way, with the allegedly injured firm receiving the additional points demanded.

B. & K. Earnings Down 4 1/2 Per Cent

CHICAGO, April 29.—Isabahn & Katz Corp., operator of the combined Chicago and State-Lake houses in the Loop, reports that the gross revenue for the first 16 weeks of the year shows a 4 1/2 per cent decrease as compared with last year. Profit, based in a letter to stockholders, also indicates a 1 1/2 per cent decline in attendance.

Net profit for 1938 was \$1,270,401, equal to \$8.60 a share after preferred dividend payments. This compares with \$1,359,516, or \$9.94 a share, during 1937.

W. E. Hittender and Walter B. Cobell resigned as directors. No successors were named, leaving only five directors.

Austrian's Trek
GAMDEN, April 29.—Ralph B. Austrian, RCA vice-president in charge of recording licensing contracts, left yesterday for the coast to confer with film officials.

This time, however, at least two publishers intend going thru with their suits to the bitter end. R. S. Prer, of Southern Music, has already placed the matter in legal hands and claims that it will have to be decided that way, since "we've been threatening for three years and nothing has happened." Joe Davis, Inc., is also determined in its effort to straighten out legally the whole availability mess. Davis will have the aid of a group of Washington, D. C., attorneys, a group which he claims has long been waiting to jump on the bandwagon in the case against the Society as Davis is starting.

Other publishers who are either preparing suits or thinking seriously of it are Miller Music, Famous Music and Santly-Joy-Select. Miller and Santly will handle the case handled by Julian T. Abbe, if it goes that far. Abbe would neither affirm nor deny it when asked if the suits are actually going ahead, but it is known that both firms are.

(See MUTINY in on page 8)

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20,000.....8.40	60,000.....14.20	100,000.....20.00	800,000.....49.00
30,000.....9.95	70,000.....15.85	150,000.....27.38	500,000.....78.00
40,000.....11.50	80,000.....17.40	200,000.....44.50	1,000,000.....150.00

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FIVE ROLLS.....2.00	FIVE ROLLS.....2.00	FIVE ROLLS.....2.00	10,000.....\$ 6.95
TEN ROLLS.....1.50	TEN ROLLS.....1.50	TEN ROLLS.....1.50	50,000.....13.50
FIFTY ROLLS.....1.00	FIFTY ROLLS.....1.00	FIFTY ROLLS.....1.00	100,000.....15.50
100 ROLLS......75	100 ROLLS......75	100 ROLLS......75	1,000,000.....130.00
ROLLS 2,000 EACH.	ROLLS 2,000 EACH.	ROLLS 2,000 EACH.	Double Coupon, Double Price.
Double Coupon, Double Price.	Double Coupon, Double Price.	Double Coupon, Double Price.	
See C. O. D. Order	See C. O. D. Order	See C. O. D. Order	
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Tickets (THE TOLEDO TICKET CO.) Tickets

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Chain Acts To Service Talent Better, Avoid Squawks, % Splits

NEW YORK, April 29.—Irriting of Jack Bertell by Columbia Artists, CBS artist, subsidiary, is an expansion of that network's talent policies. It also means CBS goes into a highly competitive market now dominated by the William Morris Agency, Music Corp. of America and Rockwell O'Keefe.

CBS also believes, according to Herb Rosenthal, head of Columbia Artists, that night clubs will play an important part in the future of developing radio talent.

Rosenthal said this week that he sees radio and theater sharing equally a percentage of future names. He pointed to the Stroud Twins, Hildegarde, Ziggy Elman and others whose work in night clubs first put them in line for radio work.

In signing Bertell, who bridges Hildegarde, the Hartmans and other acts with Columbia Artists, Bertell is also signing a number of other acts with the network.

Stock Sale Cutting WB's Muzak Interest

NEW YORK, April 29.—Method whereby Warners will relinquish control of Muzak will probably be thru the sale of Warner shares to a group of investors of more stock, and sale of this will bring the Warner interest below the 51 per cent necessary for control. The action will place Warners in the capacity of a minority stockholder.

It is believed that, since Muzak needs financing for expansion, Warners will give control by allowing NA to do this financing, increasing NA's stock holdings. Thus, the Warner denial of loss of interest in Muzak remains technically true.

KOIL Shift Gives WOV 22 New Shows

CHICAGO, April 29.—WOV will air 22 new programs during the summer schedule, heaviest in history, according to manager John G. Kelly. Many are being produced by staff from NBC Blue network, when KOIL switched from the Blue to CBS. Seventeen of the programs will run five days.

The new additions include Dr. J. Q. Warner, an expansion; National Bachelor Sturtebaker (a local); Uncle Walter's Dog House, Raleigh cigars; The Inside Story, Boston Parrot; Madly and Madly; The Good Soldier; Hobby Lobby, Ben Naptha; Light Out; Smoke Dreams, Fredrich; Circus; The Williamsburg Bugle; Tobacco, Arty O'Leary; Camera; Dick Tracy, Quaker Oats; Alpha Seller; National Bachelor Sturtebaker; Ferretta Lotion; Three Little dramas; Good Will Hour, Louised Yeast; Woodbury Hygiene.

Whe Campbell at WGY

RUFFALO, April 29.—Vic Campbell, continuity director at WGR and WREB, has left for a similar position at WGY in Buffalo. Campbell will succeed Harold Cliffe Hall, also a former member of these local stations, who just finished his contract for WGY. Campbell's job here was vacant for the time being.

Continuity Director, press agent for WGR and WREB, also leaves some time in his summer.

him, CBS is also strengthening its position insofar as possible. This is done by appointing NBC agents in Columbia. He often had to split commissions with outside agents who secured the best network managed acts. By going after night club dates, CBS can avoid discontent on the part of its acts and also ward off depredations of other agents.

Columbia Artists now has Dell Peters going out to strike against WGR, and by Monday the national office in New York may give the go sign. Conflict hinges upon negotiation for a new contract, current one expiring Monday (1).

AFRA, Racine, Plans Strike Against WRJN

CRAKE, Wis., April 29.—Local unit of American Federation of Radio Artists has voted to strike against WRJN, and by Monday the national office in New York may give the go sign. Conflict hinges upon negotiation for a new contract, current one expiring Monday (1).

WRJN, owned by the Racine Radio Broadcasting Co., is trying to get a 7% per cent cut in scale. AFRA wants the new contract to have same terms as old contract. Personal interest involved amounts to about 20, including actors, singers, announcers, salesmen and other staff. A strike line-up, owing to overlapping of duties.

At press time information regarding strike is imminent, and an AFRA field representative from Cincinnati was sent here to study conditions and report on strength of the AFRA unit. It is understood the local labor front, including the musicians, are behind the radio trip.

Wis. PTA Re Kids Six Boom, Boom Staff

MADISON, Wis., April 29.—Improvement of juvenile conditions and protection of children's program content is being urged by the PTA. It is understood the local labor front, including the musicians, are behind the radio trip.

The question was introduced as a resolution by the group stating that as "this is a child welfare problem and that the organization should be instrumental in improving the situation. We commend efforts already under way to correct these conditions and urge that activity along this aim be increased in all groups."

See Separate RCA Tele Co., NBC Starts Building Division

NEW YORK, April 29.—Appointment of A. H. Morison, former vice-president of NBC, as president of the new tele. division, as vice-president in charge of television, indicates that the RCA-RCA division are being separated. It is expected that RCA will be divided into two divisions as soon as the infant industry has out of the experimental stage, but how the set-up will be, of course, is uncertain. There is a likelihood that RCA will create for television a separate unit, which will have its place in the wide family of RCA interests.

Continuity. RCA tele. is administered by the radio interests of NBC. This is considered most feasible, since television is most easily administered thru the radio departments.

Times at NBC figure there will be no conflict between radio and tele. same force—same base that products will move or automatically into into one of the two media. Pointed out for instance, that drug advertisements, who

Backfire

PHILADELPHIA, April 29.—One result of radio's Open House Week (called "Madhouse Week" by station personnel) has been the increase of applications from young hopefuls. Every visitor with radio ambitions could get a job. The station is looking for an audition or an announcer's job. It is estimated that the waiting list is now as long as the Erie railroad.

Peace Group Seeks Free Radio Time

NEW YORK, April 29.—American Union for Coordinated Peace Efforts, peace group working for revision of the Neutrality Law, which put on a half-hour broadcast by WABC in New York in Washington last Sunday via WOR, dramatizing the effects of selling arms to aggressive nations, is having the program waxed and sent free to 200 stations throughout the country.

Show was waxed and produced by Theater Arts Committee for the peace group. Cast included Hester Sondergaard, Todd Belmont, Frances Dworkin, Mitchell Grayson, Ann Boley, Adelaide Klein, Chester Stratton, Neil O'Kallie, Joseph Julian, Colby Henderson and Paul Stewart. Phil Cohen directed and Yoel Martin produced the program.

Crosley Shows Off Its Tale

CINCINNATI, April 29.—The first demonstration of modern television in Cincinnati was held on the top floor of the Carew Tower Wednesday when the Crosley Corp. gave a special showing of its experimental television broadcasting and receiving equipment to local news and radio men. The demonstration was held at the Crosley application down under consideration by the FCC for the company's distributors at a convention held at the Netherland-Plaza Hotel today.

Dog House to NBC, Chi

CHICAGO, April 29.—Uncle Walter's Dog House, Brown & Williamson show which has been in WLV for two years, and recently moved to NBC here, has a full net airing starting Tuesday night at 9:30 p.m. for that sponsor, Russell M. Seeds agency in handling.

Tele Road Show Reveals Woes

CHICAGO, April 29.—That commercial television is still a long way off was proved again here this week when Philco Radio Corp. sent a party of five to a transmitter to town, completing a demonstration tour thru several cities as a premiere to Philco's new receiving requirements, which will be available in the next few weeks.

Secondary to this demonstration, which proved interesting for the trade, was the admission by Philco execs that this tour was also intended to attract interest prospective capital in investing here for the setting up of transmitters in the cities toured. This point was brought out in the demonstration when it was admitted by the engineers that commercial television could not be a widespread success until hundreds of transmitters were set up, individual cost for these is set at a minimum of \$200,000.

Ironie twist to Philco's marketing of the receiver is that the receiver will be sold with every purchase. This includes, "don't have the receiver in the cities toured. This point was brought out in the demonstration when it was admitted by the engineers that commercial television could not be a widespread success until hundreds of transmitters were set up, individual cost for these is set at a minimum of \$200,000.

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English Program Uses Disguised Burp in Place of Bell or Gong

This column is devoted to brief reviews of programs which show before on the air. It is hoped that some of these, at least, will be as good as the one mentioned. It is to be noted that a one-time program review is inadequate for a production that recurs each time it is presented.

It's late-night entertainment Wednesday nights over WMCA. During the early part of the evening, both old and new are the current events. One of them is JOHANNES STEELE, on at 9:45 and accompanied by a quartet. He is from the insurance Co., talking about the inside on the European situation, and the other is HARRY WARD, who is a (Lucky Green) disc jockey on at 9:30 for round-the-clock discussions of national problems. They both way above average. "Inchey Bink" For the rest, the evening has little interest.

An evening quarter hour starts things off, sponsored by the Dime Savings Bank of Brooklyn. It presents ROYER WHITMAN, an authority on home problems, answering listeners' queries that are read to him informally and pleasantly by DAVID BARN DALL (DAVID FENWICK). Questions range from the best way of waterproofing a hillside, to the best way to clean a doorknob, and so, the it may sound dull. It's handed so well that even a Manhattan housewife would be listening for a couple of useful hints.

Next quarter hour is strictly for irregulars and stragglers. It's called "The Modern," which presents SAM TAYLOR of Stage Notes Magazine in a session of pop-filled, critic words and facts about Hollywood's strange people, punctuated by one or two recordings. It's followed at 10:00 by "The Mystery Music of" ARNOLD (sustaining it in a quarter hour of harmonizing concocted by pasteurized music studies) and "The Mystery" strictly a change-wait. It's followed by another change-wait (but a commercial) and then "The Mystery Music of" by LEROY, piano teacher who insists that he can teach you to play by ear (and by ear he does) and that he demonstrates it himself and is also—somewhat unfortunately—moved to sing a couple of numbers of his own.

At 8:30 the film fans lick their chops once more with a topical called Hollywood—pictures in which the names of the stars are told and tunes from their pictures are played, and the first 100 people in the world who are given the names of photos of Alice Faye, so local. And then comes STEELE with his excellent disc-jockey style and his very much more than fairly clear thinking, what seems like inside information and a highly interesting presentation.

At 9 o'clock the "Radio Voice of Donald Hickey" assaults the ether to spread his little choice pieces over the faces of insurance companies and to suggest that they see Mr. Bedline immediately, if not sooner, as a live in luxury on the insurance adjustment he can make for you. That only lasts seven minutes, however, but is followed by a broadcast of Hungarian music by RANDOLPH and his Orym Ensemble from the Hungarian Orym Ensemble, which is very good and is very much an eye for an eye.

At 9:30 what "The Jazz" episode is offered by MAURICE DREIBERT, offers its vitally interesting discussion. The guests at the beginning of the program, were QUINCY HOWE, who debunked a lot of things that need to be taken to heart and to heart by DR. JOHN KINTHUSON, who still seems to believe in the practical application of the League of Nations and HARRY E. WARD, who displayed the strength of the socialist viewpoint by trying to make it clear to the listeners. It is to check the loud-speaker announced the broadcast of a speech by JOHN F. KENNEDY, who is very good and in his honor. That ended the evening's proceedings for this reporter. E. E.

Grab up your shootin' arms when you tune in Monday evenings on The Rural Co. Amusement Show with W. L. G. This is the first suggestion, half-hour shows in a rural Gang Busters. The first part of the show is a 15-minute variety show in February and has been built up into a real stellar thriller by a top-flight cast including the likes of Joe, Harry, and Betty, Moore and Wallace Agency. Show about granting a criminal from the Police Department. The show is done on all the shows. Jury revolved around a country, country music, and a few of the National Police Academy, a branch of the FBI in Washington, for a 12-week

training course. While he is gone the sheriff is bumped off by a gang of cattle rustlers. Our hero returns to the place where he is arrested and the laboratory ideas, nab the killers. PAUL TULLER, VINCENT PELLETIER and KEN GRISHAM, who are the stars of the show, are in the film in which he needed. All do a good job. There is used in three plus thrills.

Doggy Dan, the Red Heart show, a short, 6-minute, 85-day-a-week, about more or less typical of this type of daytime commercial, has been on WJAZ, Chicago, since last November. HAROLD BETHY, romantic tenor, sings and sounds the lyrics for accompaniment. His stuff is woven around a conversation with a mythical dog in the studio. Songs play and better when Beta sings. It is if he wants a can of Red Heart dog food. Only trouble with this kind of show is the commercial split, too frequent for time allowed. Beta's songs are pleasing, too, and a give-away locker for those of an indomitable love for the station and to buy the product. I. H.

MUTINY IN—

(Continued from page 5)
are high on the list. John D. Paine, ASCAP general manager, admitted the possibility of a suit from Miller Music, Pittsfield, Mass., and several others in litigation. It was understood that Archie Fletcher, head of Joe Morris Music Co., also was going to sue for copyright infringement, which Fletcher denied, adding significantly, however, that "things will probably be straightened out right now."

Davis' suit stems from his indignation of the allegedly unfair manner in which his records were being treated by the society's availability committee after his records were rejected. Davis has repeatedly requested for added copies of his records, but has received only one last year, only to be reduced to 100 cent records. Matter came before the availability appeal board this week, which reported that it would deny Davis' rights for it, according to Davis, "his" ratings may be reduced as the value of his records is determined. Davis said his catalog has been strengthened, through the addition of 18 of the late Con Conrad's songs.

It is likely that ASCAP will do everything possible to avoid being hailed to court in any of the internal difficulties. The Society is said to increase its revenue from broadcasting stations when new contracts are signed or renewed, and giving the networks anything that they might be able to use as a weapon to bring down the ratings of other stations. The legal threats, however, might very likely result in a general agreement, but it is hoped that something that has been keenly desired by a majority of pubs for some years

1 OUT OF

(Continued from page 4)
will open a tour in June with his horse and six people. Will be eastward. Emerson's Mountaineers will go out on the 22nd. The Colorado Musical Harmonica Raucosa, will close their dates with the Mae West unit in Indianapolis on the 28th. The latter will play a 100 days. Hillbills and cowboys are not the only one-night attractions, however. Some of the other notable one-nighter dates along with ballroom dates. Morton office has lined up some 100 one-nighter dates for the summer. The Ray Holman and the Eddie De Lange bands.

Hollywood Star Doubles, novelty vaudeo unit, opens May 7 in Richmond, Va., on the Kinney time.

Bob Glick, promoter fair and parks often take one-night attractions, enlisting Wolfgang to lay out four tours before the end of the season.
Lou Goldberg, booker of Major House units, agrees that there are 1,000 shows taking occasional flesh shows. He says about 200 of them take place three days a week and 200 are full week stands part of the year.

NEW YORK, April 29.—English ideas of what a variety radio program should be differ radically from those of American radio producers, according to a sample program caught this afternoon. The program, "Normandie," which was broadcast Wednesday between Radio Normandie and Radio Normandy, included a broadcast series based on Radio Normandie and vice versa. The program, heard in a preview before its broadcast scheduled for this afternoon, gave ample evidence that English production standards are below those of this country.

Normandie, broadcasting 7 1/2 weekly hours in English, sends unannounced broadcasts to the United States and this country by the government-controlled British Broadcasting Corp. "The Old English Microphone," an item with a corroboration dropped over here about 10 years ago. It was a post-birth flourish, a tap-ra-ra affair sounding much like a gramophone with a record playing. A specimen of an English Information Please, called "Tears Time," issued by Wilfrid Wright, published and copyrighted against writers. Contestants included Lady Cynthia Asquith, Ursula Bowland, Maudie Dibben, Cecil DeWolfe, Cheyney and Dennis Wheatley.

On U. S. radio programs a gong, bell, horn or bannet were used to denote an incorrect answer. But "Tears Time" used a corroboration. In one description, it's 205 a bark, loud sounds like one it's not indignation, but a "bark" is not ordinary. The gong, bell or bannet is not ordinarily regarded over here as a device.

Contestants, as well as practically all of the contestants, is exceedingly difficult to understand. They speak very quickly. When they talk, they talk very fast, even tho' the music may be up strong. Thomas speaks right off. It's that means a very fast pace. The program is not unoriginally but production.

Marjorie Stoddard, actress, appeared in the program, but her voice was so faint, receding just as the program was over. The program, titled "Radio Reverts," novelty vocal group which did a broken phonograph record.

Program ends with a plug for Normandie's ending power in England.

"The Doctor Talks With His Children"

Reviewed on Saturday, 6:45-7 p. m. Style—Talk-sketch. Sponsored by Hartford Medical Association. Station—WTRF, Hartford, Conn.

An interesting insight on a typical American home, with Dr. William Lams talking matters over with his adolescent children, baby and Jack. Conversation centers on health topics, with a wide range of subjects covered. The writers and among subjects women in agriculture folks who believe that they have the right to vote, and the value of camp life for children. This program is given monthly, and is well worth a listen. Time—the 10:00-10:30 Lefkowitz.

Lincoln University Speaks

Reviewed Sunday, 5-5:30 p. m. CST. Style—Educational Forum, Sustaining over KWOS (Jefferson City, Mo.).

A program presented by students of Lincoln University, a Negro college at Jefferson for Negroes, which shows what can be done with a collegiate round-table conference.

On the show caught the program presented a discussion of world affairs, with a list of speakers including a Negro and the local school taking part. They discussed dictatorships, democracies, Pan-American relations, and other topics of government with frankness and what appeared to be a genuine desire to understand.

The fact that the show appeared to the wide diversity of people was shown by the size of the audience, which overflowed on the round table. Jackson.

"The Melody Master Mind"

Reviewed Thursday, 6:30-6:45 p. m. CST. Style—Music quiz. Sponsor—Muller. Ladies-ready-to-serve. Station—WTM (Milwaukee).

Bob Hesse does his best to make this

an appealing program but it's pretty hopeless job from an entertainment standpoint. He'll tell you all with a few more chatty about a free trip to the "New York World's Fair to the individual" submitting the best letter of 50 words or less on why he wants to go there, and so on. He'll tell you all with a few more chatty, together with a 10-word or less explanation on why they are the last name on the list. He'll tell you all with a few more chatty, "Mystery Man" pianist are rewarded with a merchandise prize. Also, he'll tell you all with a few more chatty, by singing the words of the chorus of some of the numbers, the program holds little interest. He'll tell you all with a few more chatty, Name and address of person sending a song, this announced in each instance, and contestants are required to bring their entries to the store, and also call for their prizes at the store. Bremer.

Jimmy Walker

Reviewed Friday, 8:15-9:30 p. m. Style—News comment. Sponsor—Crawford Radio Agency. Station—Leifon Co. Station—WJZ (NBC-Blue network).

Former N. Y. Mayor James J. Walker, leading a "club" with all with a few more radio experience via his former WMCA program, appeared definitely to do a "club" with all with a few more. Jimmy Walker does a news comment, larding his talk with apt and epigrammatic remarks. He's a talker, with a few more, interpretative, somewhat anecdotal, interesting, and makes a very listenable 15 minutes.

Opened with little fuss, immediately going into a survey of the European situation. Highlighted developments in Italy, France and Germany. The program then switched to England, France, etc.

In future programs Walker will devote the program to a weekly program as suggested by listeners. Ackerman.

"Beauty on a Budget"

Reviewed Monday, 12:55-1. Style—Women's talk. Sponsor—Charles Fashion Shop. Agency—Charles Buford. Station—WCRB (Buffalo).

Differing from other women's programs over local airwaves, this spot registers a definite appeal. It's a program of modern means. Billed an Ellen Davis, the budgeteer, girl counsellor does a good job, going into a number of questions, jammed into a short space of time. Helpful hints were passed about business girls' grooming, such as home manures and how to keep hands in good condition all year round. Also—make-up tips.

Presently, Betty writes the script, Margaret Bell conducting the broadcasts. The studio report and substantial plug at beginning and end of program are handled by announcer and Miss Pats, thereby thorough is clear and appealing. Warner.

"Take a Note"

Reviewed Monday, 8:30-9 p. m. Style—Variety. Station—WOR (Mutual).

Note purports to be a variety program with a "catchy" format. Its humor is a bit unusual, dialog still tends to be considerably sharpening and the "Take a Note" program is a bit gimmicky, being merely a device whereby acts of tunes are introduced into the program.

Talent layout, however, is excellent, and the variety program without benefit of fad devices it should do well. Music by Pilo Bilo, with a good comedy club dance crew. Tantal assignment in the hands of two capable performers. Josephine Hutton and Jimmy Zelnick. His studio report and substantial plug at beginning and end of program are handled by announcer and Miss Pats, thereby thorough is clear and appealing. Warner.

Note about going over but is essentially a good bet. Paul Ackerman.

College Students Rate Records Above Remotes as Disk Criteria

Platters only chance most of 'em have to hear big name bands—every frat house has a vic—inspired by good disks to follow a band—niekelodious

NEW YORK, April 29.—Band leaders and those interested in promoting bands all try to underestimate the influence and importance of phonograph records in college America, which is the only place in the country following in public domain. College editors participating in *The Billboard's* survey were almost unanimous in their campus observations, which are decided with this issue, that band recordings are considered above air remotes in creating any wave of enthusiasm for a band or singer. Students, they claim, devote relative merits of bands to a greater extent from hearing the recording rather than from the radio. In the first place, on remotes the cork leader must primarily cater to the personality of the spot where he is playing and is usually unable to play the music that hits the mark with college kids. Also, students hardly ever hear their radios for dance music unless they are listening. This leaving no serious attention to it. Records, on the other hand, are always played in their own rooms, with plenty of minutes to spare for discussions about the relative merits of orchestras, vocalists, musical styles and so on.

Further, a band's dance remotes attend conflict with other bands the student may want to hear, with the result of a principal or principal usually, social, not academic. But disks are always available in the student's communication. In the opinion of many it must be remembered that most of America's colleges are situated in rural areas and the only radio station in the campus area is usually a one-liner that hardly ever broadcasts anything.

Platte Parties
While parties and dances are limited in number on any one campus, there are no lack of parties, mostly in the gymnasium socials that depend entirely on disks for the dancing. Every fraternal organization has a party. There's hardly a dormitory that doesn't have a couple of parties on each night. The only thing that the campus cafeteria, the assembly hall, the gymnasium in fact, almost every campus is practically filled with vic. Machines in some fraternities house grand parties record if it's an Old Man *Mojo* or *Hold Fish* type.

The Pennsylvania State College editor points out that his campus has 22 fraternities and sorority houses. "Practically all have players who play in the houses. Each house buys an average of six records per month, and since the student is usually possible to records groove favorites more easily than radio appearances."

While the recording industry of the campus does not permit such mass ownership of phonos there is always a greater supply of DeLuxe—automatic music machines—at every nook where two or more students congregate.

Swing From the Grooves

It is not surprising that more of the actual musical capabilities of a band than does the loud-speaker of a radio are heard in the swing records and vocal specialties command greater interest. While the college demands the best of the band, the swing dance is it's the swing dance that does favor for balancing equipment. Platters are usually the basis of an outfit and introduction to the cork leader with that cork and inspire the student to follow the band and thus the vic.

One peculiarity on any given campus is found in varying to the population of the campus. In the deal orchestra population is originated in vic and nickel machines, and many truly good bands are being made by recordings. Records, they say, can make or break a band, pointing to the *Swing* of the *Swing* and to Tommy Dorsey's *Wink* of an earlier year. It only takes one or two good records to make a band set up

Wax Working for Textbook

NEW YORK, April 29.—Borrowing a familiar routine from their more professional brethren, as reported by editor at West Kentucky State Teachers' College, "The Red and Green," campus bands are using their attention to records in various eating places and drug stores and copies the record advertisements of the more popular disks.

Shaw Passes Danger; On Road to Recovery

NEW YORK, April 29.—Wire from Andrew D. Weinberger, personal manager of Art Shaw, on the Coast with the ailing maestro, advises that Shaw is no longer sick and may rejoin his band at Palomar Ballroom, Los Angeles, next week. "Shaw was suffering from a usually fatal and rare blood disease called malignant leukemia or agranulocytosis," wired Weinberger. He was not expected to live. Since yesterday (26) his blood count has risen to a normal and his blood now reveals the presence of white blood cells in a usual and sufficient quantity, he is reported as normal.

"He is no longer sick, except that he is convalescing and must rest for about a week. Dr. Dudley Bumpus, of Beverly Hills, is in charge, assisted by four leading West Coast specialists."

LOS ANGELES, April 29.—Without Shaw to lead his crew, Palomar Ballroom has done staggering big during the first five weeks of the season. The crowd started April 19. It has kept up at this level, all records for Palomar will be definite. The crowd for the first five weeks was checked up for the first five days, opening night bringing in \$750.

James a Rich 13C at Ritz
BRIDGEPORT, Conn., April 29.—His first appearance in this city with his orchestra proved a success to Harry James at Ritz Ballroom here last Sunday when the orchestra drew a record paid admissions were checked up for the first five days, opening night bringing in \$1,300.

Displacement's \$150 Dance
CHICKEN DAY, Wis., April 29.—First annual show and dance sponsored by the Gremlin Displacement at this city last Tuesday at Riverside Ballroom here bowed \$150, with some 600 persons at 25 cents a seat. Howard Krammer did the musical honors.

Armistead Big at Ops' Hop
JACKSONVILLE, Fla., April 29.—Charley Armistead worked for one of the best dance crowds seen here this winter, playing for approximately 775 paid admissions at 15¢ a tag of date last Friday. Traveling bands usually consider themselves the best of the best for an one-night stand here. Armistead's crew literally packed Madison Hotel Ballroom for the dance sponsored by local telephone operators.

Sun \$800 for Satchelm
PHILADELPHIA, April 29.—Court Armistead netted a disappointing \$800 at Town Hall last Friday, dance under the patronage of the colored U.S. There was a little ballroom, with the result that only 300 attended. Admissions priced at 75 cents, the crowd was 201 at the gate. Spring weather prevailed.

Jones for Utah's Coney
SALT LAKE CITY, April 29.—Jerry Jones led the crowd for the coming season at Legation, Utah's Coney Island in Davis building. Arnold Bergander was the featured attraction. The numbers were during the winter months Jones operated the dance party at the Hotel Berdover, downtown Salt Lake City. Jimmy Walsh got the cork to open the season at the Legation on Wednesday. Band used of last year also.

Clinton Terrific in Tenn.
CHATTANOOGA, April 29.—Playing at Memorial Auditorium here, the band of Clinton Terrific drew the largest and most appreciative throngs turning out at the city's dancing since the war. \$1,700 paid \$1 and \$1.25 per table. The office of almost \$3,000. Covered by the band preceded by the orchestra. The Sun Wave drawing the biggest painting.

\$1,900 for Artists' Union
PHILADELPHIA, April 29.—The Artist's Union Ball at Madison, Philadelphia, featuring the Rhythmas (Dan Savitt's former band), drew \$1,900 at Town Hall last Friday. The crowd was \$1,900 at the door, gross bowed \$1,600, a profitable take for the sponsors.

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Brendel Calls Off Meeting of Pennsy Ballroom Managers

PHILADELPHIA, April 29.—Meeting of the National Ballroom Managers and Operators' Association, scheduled to be held here May 2 and 3, has been called off because of lack of response, according to Ed Brendel Jr., who called the meet.

Brendel pointed out that, while the majority of operators throughout the country are in sympathy with the aims of the association, few found that they could attend the conference at this time of year. He hasn't put down the program that he hoped would be adopted by the group as cost saving may call another meeting at a later date.

Brendel received several acceptances but has written them calling off the meeting. He hopes that during the summer, when dance activities are at a low Philadelphia, to contact various hotel men's associations and musicians' locals for support of measures that would reduce the price of name bands through the country.

Martone Tees Off Summit Ballroom With Neat \$465

AKRON, April 29.—Law Platt started the season's dancing last Saturday at Summit Beach Park Ballroom with Johnny Martone of the band stand. A territorial feud, Martone drew 1,104 buyers at 40 cents a ticket to pile up a neat take of \$465.50. He considered excellent, especially in view of chilly weather, ballroom not heated, and the fact that spot still has completed in Earl Market Gardens downtown. Eddie Paul, following on Monday for the first of the two bits bargain nights, did a neat night with 850 dancers and a gross of \$121.50.

"Gordon dance fans are not interested in being bands unless they are Downey, Goldman, Shaw or Norvo," comments Platt. "Unless a band has a big name, they aren't going to play good danceable music. A swing band without a name is a first class attraction in Akron and in most towns."

Bernie's 26C for Penn

PHILADELPHIA, April 29.—First annual ball of the Philadelphia Press Photographers' Association last Friday, with Ben Bernie on the podium, crossed the main ballroom of Ben Franklin Hotel with a crowd of 200 persons for an approximate gate of \$2,600. Dues cast of \$3.28 per combined the mob to those connected with the innkeeper's fraternity.

A Tip to SMART AGENTS and BOOKERS

Get hot leads for band and act engagements from the list of outstanding fairs and carnivals appearing in *The Billboard* the last issue of each month.

Read the Fairs and other Outdoor Departments and get the best door spots are taking more bands and acts now than ever before.

MUSIC in the Air

By DANIEL RICHMAN

Air Battle

NOT a new idea but attention-commanding was NBC's Blue hour—JAN HANDEL (Blue Hour, New York) and BLUE BARON (Blue Hour, New York) in a sweet anduring Parade, occupying the half hour after midnight. With Sweet holding down the fort for swing and Barron demonstrating the virtues of sweet, telephone was tossed back and forth from the Lincoln to the Edison, with each band doing a number piece before the switch back.

This is believed to be the first time the bathroom bottle of music idea plus the argument for sweet or swing has been aired on a remote. In itself the stunt could not fail to appeal because of its novelty, abnormality and programming variety, and as earned thru by Jan and Blue it made particularly good listening. Barlett's swing version of Two Guitars alone would be enough to lift the most unenthusiastic remote up by its bootstraps—and this was no unenthusiastic remote.

Candid Camera Music

DEL COULITREY (New Remorse Hotel, Albany, N. Y., WPAF) deserves a place on the air for taking the trouble to offer his music in an interesting manner rather than just running thru an unrelated succession of numbers. Starting with the Hollywoodian paraphrase, "Mile, camera, action," Courtney links his tunes with photographic terminology, calling the result "kaleidoscopic candid camera shots to music." A "group picture" consists of a melody, "History" is his title of yesterday, a "time exposure" might be the song *Many Seconds Got Together*, a "dash of the developer and from out of the dark-room comes a portrait study of *Anna-belle*," a "double exposure" would introduce *Two Sleepy People* or a pair of tunes, a "pre-view of coming attractions" takes in a few bars of a number to be heard on the band's next program, and so on.

It's unlike the erstwhile Bob Crosby

The Reviewing Stand

Velma Froude and Her Melody Maida

(Reviewed at General Motors Ballroom, Detroit)

STARTING out in high school some five years ago, these maids have developed quite a rep in the Motor City area. Concentration is unique, basic instrumentation built around two gals hammering the xylophone mid-stage, serving as hub for fiddle, clarinet, accordion, electric guitar, bass viol and two harpists. Nine maids in all for the melody, Clara Myra, their musical director, and all very versatile. Band carries some 30 instruments, including two portable organs, and practically every form of double. In addition, all the gals contribute vocally.

Style is principally along sweet lines on the other end of the jitterbug pole, obviously appealing to conservative likings. Music is just as pronounced for Frankish, Cuban and Pan-American scores, and the two harpists stand apart when they peck on the classical organ. Froude directs the band from her harp stool.

Band's ability to handle a variety of music, aided by a high degree of punctilious plus real presentability, makes these versatile maids an ideal concert.

Specs.

Jack Mills

(Reviewed at King's Ballroom, Lincoln, Neb.)

AFTER pecking up and down the count-in in the music biz for the past 12 years, Mills is back once again concentrating in this area. His entourage is made up of swingeroo enthusiasts, so plays accordingly. Does, however,

remotes which contained a similar photographic aura. In that no picture contests are undertaken, Courtney being content to limit his idea of building up his showmanship quotient to the script parts of his program alone. He does it well.

mix up the rhythms and give out the more moderate sweet at occasionally. Set-up includes three rhythm, three brass and four sax for the heaviest concentration. Top regulars include Dick Clausen and saxers Bill McMillan and Woodie Colburn.

Al Donahue

(Reviewed at Aegean Ballroom, Chicago)

WORKING mostly swing spots in the West, the Donahue aggregation has become a fine rep as a society band but this qualification alone would be doing the oak an injustice because there's something about the sparkling and swingers these boys hand out, proving that Donahue's decade as a leader has shown him the value of versatility.

Lined up with five brass, four reeds and three rhythm, this band stacks up as one of the most dexterous and listenable outfits hitting these parts in a long time. Stuff playing is essentially swing, but without the wilful technique which lends poise to their work and employ a loose, rambling style on the arrangements, which gives the impression that they are just breezing thru the whole thing rather than tearing themselves apart in the process of doing so. Play mostly pop tunes, keeping the tempo in the dance groove.

Donahue can boast a stellar attraction in Paula Kelly, a fun vocalist who is 100 per cent on looks and has the same strength on her renditions. Another asset is Charley Carroll, the lad with the slick, who fits right into the modern swing work with a dash of real deft. As himself comes up once in a while with a song in his pipes and overtones a few of the standards with a lot of personality. Buy his high in appearance, too, wearing bump-up sunglasses. It's easy enough to chalk this one up on the top bracket.

Humphrey.

Howard Becker

(Reviewed at Turnpike Casino, Lincoln, Neb.)

BECKER'S band has done a switch in style in the last few weeks, and now features music straddled through cupolas and megaphones. Hop from his old swing-era style was accomplished by arranger Wes Washburn (Washburn), who thumps a bary sax and vocals a bit.

Bora attains an ultra-smooth effect by choking off the brass and having the reed section muted in especially built megaphones with hand holes to permit key fingering. Besides Washburn and Becker at the mike playing, Mack Harris still looks quite good.

Outfield.

Lee Shelley

(Reviewed at Harborfront, O'Brien Hotel, Cincinnati)

USING the usual instrumentation of piano, organ, guitar, accordion, fiddle, harp, drums, three brasses and three saxes with the trumpet doubling on French horns and about everything else that but his unusual set-up and novel musical output pulls considerable attention from the paying crowd. Shelley's program is decidedly unswinging, the combo is predominantly sweet, although the lads have the knack of getting in the groove when necessary. Outfit employs a good assortment of arrangements, with the dance-instrumentation of the latter geared to the acoustical qualities of the low-ceilinged room so as to make it very easy on the ears.

Inter-dance sessions are filled advantageously by Herb Schurtz's pleasant mandolin on the Hammered dulcimer. Lester Krumm's harping and Gene Mack's strumming on the sandless electric guitar. Band's set-up includes a steady front end and the lads are handsomely wardrobe and groomed. Shelley in addition to widdling the stick in personable fashion pulls considerable attention with his work on his amplified fiddle.

Wable sessions are divided between Paul Warner, tenor, and Yvonne Arden, who it is claimed will soon become Mrs. Tommy Marlette No. 3. Warner shows up okay, but Miss Arden, a luscious blonde who makes her bow as a canny here and especially imported from New York for this engagement, still has lots to learn.

Specs.

Sheet-Music Leaders

(For Week Ending April 28)

Acknowledgment is made to Maurice Bachmann's Music Dealers Service, Eric Music Sales Corp. and Astor Music Supply Co. of New York; Lyon & Healy; Carl Fischer, Inc., Gamble Music Co. and Western Music and Stationery Co. of Chicago.

Rank	Title	Composer
1	Little Sir Echo	1. Little Sir Echo
2	Drop Purple	2. Drop Purple
3	Ray Love	3. Ray Love
4	Heaven Can Wait	4. Heaven Can Wait
5	Three Little Fishes	5. Three Little Fishes
6	Little Shakes	6. Little Shakes
7	And the Angels Sing	7. And the Angels Sing
8	Forever Friends	8. Forever Friends
9	Never Before	9. Never Before
10	God Bless America	10. God Bless America
11	Get Along Without You	11. Get Along Without You
12	Very Well	12. Very Well
13	The Manoeuvre is Over	13. The Manoeuvre is Over
14	Memorable	14. Memorable
15	East Side of Heaven	15. East Side of Heaven
16	The Moon Is a Silver Dollar	16. The Moon Is a Silver Dollar

Bands on Tour

Advance Dates

Eddie De Lange: Fox Theater, Philadelphia, May 6.
Paul Whitman: University of Rochester, N. Y., May 6; Brown University, Providence, R. I., May 6; Cornell University, Ithaca, N. Y., May 26.
Fletcher Henderson: Kieley's, Evansville, Ind., May 6; Coliseum Ballroom, Louisville, May 9.
Freddy Flaming: Will Rogers Theater, Chicago, May 11.
Duke Ellington: Dorney Park, Allentown, Pa., May 12; Lewis's State, New York, May 12.

Claude Hopkins: Lakewood Ballroom, Barrington, Ill., May 13.
Bill Ober: University of Pittsburgh, Pa., May 13; Philmont Country Club, Philadelphia, Pa., May 13; University Park, Vt., May 13; West Hill, Vt., May 13; VII Coliseum, Blackburg, Va., June 2.
Charles Barnard: Savoy Ballroom, New York, May 14; West Side Park, Newark, Pa., May 17.
Lester Young: American College, Springfield, Mass., May 18.
Field, Mass., May 18.

Al Kavelin: North Dakota State College, Fargo, N. D., University of North Dakota, Grand Forks, May 20.
Russ Morgan: Field House, Fayetteville, Ark., May 20.
Gray Gordon: Westview Park, Pittsburgh, May 23.
Lester Young: Palace Theater, Cleveland, May 23 week.
Jimmie Lunceford: Harvard University, Cambridge, Mass., May 26.
Bert Lown: Philmont C. O., Philadelphia, May 27.

Harry James: White City Park, Herrin, Ill., May 28.
Harry James: Paramount Theater, New York, May 31 for two weeks.
Sammy Kaye: Strand Theater, New York, June 2 for two weeks.
Ernie Hallett: Cannons Club, Carlyle, Pa., June 2; Philmont C. O., Philadelphia, June 3.
Lester Young: VPI, Blackburg, Va., June 2; Earle Theater, Philadelphia, June 16 week; Stanley Theater, Philadelphia, June 23 week.
Ernie Hallett: Wootter (O.) College, June 7.

Another Archer Ballroom

DIE MOJIBER, April 29—Tom Archer, prop of Archer Ballroom, is operating a string of ballrooms in Iowa and nearby States, has announced plans to open a new summer dance spot outside the city limits. Located to be ready by June 1, new seasonal calls for the expenditure of \$10,000. Ernest Blumkin, manager of Archer's downtown Troom, will manage the summer spot. Policy calls for lively party bands, regular nights, with music attractions when available. Other Archer summer locations include Neptune Ocean, Del. Park, B. D. More downtown Ocean City, Del., and the Proj. Hop, St. Joseph, Mo.

WALTER HALKE, for the past season making music at Triano Ballroom, Niagara, N. Y., takes in a five-week tour of one-act plays imported from New York for this engagement, still has lots to learn.

Specs.

April 12, 1939

To the Nation's
Leading Colleges:
Many thanks for selecting me as
your favorite female vocalist.
Your approval is an honor which
I greatly appreciate.
Maxine Sullivan

IN THE SECOND
ANNUAL POLL OF
COLLEGIATE MUSICIANS
AL PREFERENCES
CONDUCTED BY MISS
SULLIVAN WAS
SELECTED AS THE
FAVORITE WORKING
VOCALIST WITHOUT
A BAND.

The Champagne Music of
LAWRENCE WELK
ON TOUR

Parsonage Music Booth,
Exclusive Management
FREDDICK BOES MUSIC CORP.
New York—Cleveland—Kansas City

RAY HERBECK
and his
MUSIC with ROMANCE

EDGEWATER BEACH HOTEL
Chicago
Brunswick-Vocational Rooms,
Exclusive Management
FREDDICK BOES MUSIC CORP.
New York—Cleveland—Kansas City

HERBIE HOLMES
and his
ORCHESTRA

CLEN ECHO PARK
Washington, D. C.
Exclusive Management
FREDDICK BOES MUSIC CORP.
New York—Cleveland—Kansas City

SONGS FOR ALL BY
EDDIE PAUL

AND HIS ORCHESTRA
Presenting
ARAGON WHK
BALLROOM
Metull
Exclusive Management
FREDDICK BOES MUSIC CORP.
New York—Cleveland—Kansas City

Sues on Record Use
As Pic Sound Track

SAN FRANCISCO, April 29.—Max Dolin, president and chief executive director of Sues, is preparing to file suit against Louis Productions for unlawful use of his name and music in connection with the showing of "The Pic" in New York City at the Orpheum Theater.
Dolin charges film company with using sound track of four of his records made in 1914 during run-off of film. He claims that the records were used for commercial use. The suit will be held that he is given a share of the profits derived from the film.
Frank V&B, manager of the film company, would not comment on the action.

Fio-Rito Forms Ork Corp.

HOLLYWOOD, April 29.—Incorporation papers are being drawn up this week for The Fio-Rito Enterprises of Los Angeles. New group, with Fio-Rito at the helm, will handle general theatrical business. Directors are Seymour P. Steinberg, Los Angeles; Edna Taylor, Eagle Rock, and Morton Woodruff, Huntington Park. All the no definite plans have been announced as to future actions of the organization. Fio-Rito is the chief asset. Capitalization is for \$25,000.

Smith Voted Birmingham's Best in Local Popular

BIRMINGHAM, April 29.—Final tabulation of the voting in the local band popularity contest in connection with WGBN Variety Show during the current season, will handle general theatrical business. Directors are Seymour P. Steinberg, Los Angeles; Edna Taylor, Eagle Rock, and Morton Woodruff, Huntington Park. All the no definite plans have been announced as to future actions of the organization. Fio-Rito is the chief asset. Capitalization is for \$25,000.
Smith has been conducted for 12 weeks each of the four local orks playing in its turn on the Variety show. Total ballots cast, with more than 18,000 votes cast. Other bands, which were present but did not receive ballots were Bill Rappit, Coleman Bacus and Oliver Taylor.

Entertainers
By M. M. OROENKER

BATON bug is biting heavy smokers these days with several new musical personalities aiming their attacks on the orchestra horizon. . . while MAXIE DOWELL, has left Hal Kemp, he still remains under wing of Alex. Holders, Kemp's and Shinsky Bayley, also out of the same band, manager. Holden is building a complete band for Dowell in after nine years of drumming for Vincent Lopez. . . BOB SPANGLER, ex-Jazz Savitt skin-beater, . . . Alerts takes to the guidance of Joe Bonomo, Lopez's band leader, who has a band of his own in rehearsal hall. . . BOB WHITE, trombonist for Rudy Vallee for the past three years, has whipped together a band of his own. . . RUSSELL HALL, Presenting a heart pull of rhythm, is rehabbing his new gang to make room for a little trio. . . MAC O'CONNELL, formerly a band leader for the Radio Orchestra Corp. of an earlier year, is back in bandum with a band going thru the woodshed piece now.

Platter Charter
BEST SHEPHERD, pianist-composer, signed a three-year management binder with Paul Whitman, Inc., Platte Management, Inc., and returns to work as discs producer for an independent combo—saxist and musician a la Raymond Scott. . . DEL COUHTNEY adds to his Brunswick act. . . Victor re-signs JEAN SABLON for the singing sides and Bluebird bolsters his recording roster with saxology DOROTHY LAMOUR and VINCENT LOJZE. . . Mamie (MCA) Bochs sings JOHN KIRBY to Vocalion for a two-year exclusivity.

In the East
WOODY HERMAN is the Decca record sensation at the Westwood, N. Y., and then follows Ben Bernie into Boston's Red-Carillon Hotel, making the top of the list of Rockwell-General Amusement Corp. band at that ritzy room. . . ARTIE SHAW is followed there by the Billie Holiday 10, for a three-weeker. . . GRAY GOBSON clicking handily on his maiden recording at New Record shell. . . The tie-toe maestro has taken on ARTIE PINE for his personal manager. . . Jan Nelson, Philadelphia, set-up secured by BILLY KILHEIMER, former saxer with Red Nichols, from Bluebird to the local "No. 1 Swing Musician" and an all-around "Top Gun" band.

. . . JOE REICHMAN into Wilbur Penn Hotel, Pittsburgh, May 25, and Smokey Robinson, Kennerlywood, LAKE BROWN July 12 for an indie stretch. . . FRANK KINGMAN, director of the Brocton (Mass.) State Fair, has percolated in City Lombardi, Eddy Dublin and Phil Spitalny for his fall net. . . considering the career call for back stage fair, Kingman, who is also secretary of the National Association of Fairs and Expositions, is planning to set up together a round table of band bookers at the fairmen's convention to better acquaint the outdoor boys with the latest happenings. . . FRANKIE MASTERS brings his music to the top of the list of ballots, playing the roof May 18 for a six-week stretch. . . providing, of course, with a planning and a well-timed net closed up by the hotel management.

Chicago Chat
LOOKS like HENRY BURSE will follow FRED MARIET into The Air Country Club next year-by Wheeling, Va., in June. . . operator WILLIAM ROBINSON will be back as an operator prospect but figured his new band wasn't just ripe yet. . . BUDDY FEVER opens May 10 at the Hotel. . . following STUFF SMITH who is set for a return trip. . . Futer was scheduled to open his new date at Lake Country Club, St. Louis, in town for band shopping and makes his first nine days starting May 24 and CLYDE BUCKLEY to follow. . . BOB CHERRY took on PETE WEBER Detroit, to replace BOB ZURKE at the Blackhawk Cafe and returns to the stand in Chicago, playing the Bluebird, May 18 at the Bluebirds, celebrated the band's first and on Tuesday (2) . . . by

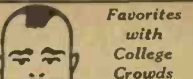
coincidence, it was also a birthday for the hotel—16 1/2th.

Doings in Dixie
O'BERRY GORDON marked his third year in one month at the newly reopened Beverly Gardens, formerly the Embassy Club, Atlanta. . . GARCIE WHITE, CHERRY CHAIN'S former leader, joined GORDON for the warblings. . . JERRY WILLIAMS cogitates indie at Beverly Gardens, where he is playing. . . JIMMY RICHARDS set for an indie stretch at Atlanta's Henry Grady Hotel, Atlanta, Monday, May 15. . . LOU HULL Claridge, Memphis, next Tuesday (9), with JOE KERRIGAN on the follow over at Oren Henderson, Newport, Ky. . . LEE DIXON, closing May 10 at Dayton (O.) Dillmore Hotel, head for Richmond, Va., for Twelfth Gardens. . . GEORGE OLSEN opened at Hotel Roosevelt, New Orleans, and Hotel Parkway, Memphis, received OZZY WILLIAMS this week. . . BERT LYON, who once under the MCA banner, takes in the first two weeks at Surf Beach Club, Virginia Beach, Va. . . Lerly Week at Loulatina finds BENNY STROM and LOU BRIGGS at Brown Hotel, 222 NICHOLS at Club Grand. . . BOB DEBBERT for the Colosseum Hall at Kentucky Hotel.

On a Western Wing
MEL CROCKER, back in the MCA fold Nevada, locates at Lake Cornell Park, Mt. Vernon, O. . . BOBIE CAMDEN into Matur's Danceland, Whiting, Ind., May 7 for 10 dance dates. . . The last of June has been forthcoming in buses are getting all the comforts of home with a KATO LIGHTNING TRUCK. . . The idea to use their electric razors and personal sundries that demand wiring and even the sound systems, is being taken care of them in playing ballrooms without sound equipment. . . FENNY TOM set for the Billtown. . . Bowl, Los Angeles, opening this week. . . HEDDIE HAYES, closing May 10 at May Schroeder Hotel, Milwaukee. . . JACQUES POLLOCK into Deshaux-Walkill Hotel, Columbus, Ind., this week. . . GARDNER GARDEN, Detroit, gets ARTIE SHAW, his highest selling, for the July 14 week. . . LARRY WALKER, closing for 11 days. . . LANO THOMPSON, closing this week at Denver's Brown Palace Hotel, heads for the top of the list of ballots at Euclid Beach Park, Cleveland. . . and in the same Ohio town HERBIE PAUL, opens this week at Brown Ballroom.

Cocktail Cosmos
MARIA KAREN'S Musicales, finishing their sixth month May 27 Hotel Ontario, Orono, O., signed with DICK STEVENS for an MCA career. . . CAL CALAWAY, Box 40, Chicago, closing week at St. Nicholas Hotel, Decatur, Ill., also go under the Music Corp. banner. . . MILY HIRSH (TRIO), his indie, Novachord to his stand at Hotel Lincoln, New York, to supplement his existing TRIO and his string set for eight weeks at the Trocadero, Hollywood, starting this week. . . The new band, which recently starting their stroll at Location Hotel, Madison, Wis., reorganized their act in Chicago, with the new band with Angie Roberts still sleeping the bus, nudger Harry Winslow is doubling out as the guitarist Lynn Dorcy double on sax-dary.

Notes Off the Cuff
EDDIE DE LANGE takes in three weeks at Etich's Gardens, Denver, starting May 10. . . Club Monterey, new Peabody machine, will open this week (4) with BILL SPRINGER on the stand for six weeks. . . EMERSON OELL, closing his Peabody act this week, will set and takes in touring, with his first stop May 28, for four days, at Graysome Hotel, Peabody, Me. . . TED HERZBERG takes this week at Donahue's, Mountain View, N. J. . . GEORGE PERRY, Buffalo, N. Y., closes this week at the Buffalo. . . EVERETT HOLLYAND into Jankovitch Hotel, Peabody, Me. . . J. P. ROBINSON provides the new septa swagers at the Peabody. . . HOLLANDER locates this week at Manhattan Room of Hotel New York, New York. . . BOB DEBBERT, who has been backer into Arcadia Ballroom, New York, May 6. . . WALTER POWELL, opens this week at the Peabody. . . M. N. Y. . . and so we send our cuffs to the cleaners.



Favorites with College Crowds Everywhere!
PAUL WHITEMAN
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IN THE BLUE GRASS ROOM OF LOUISVILLE'S BROWN HOTEL

JACK MILTON
AND HIS NEW MASTERS OF RHYTHM ORCHESTRA
Exclusive Management
ART D. THOMAS, Lenoex, S. D.

Lopez Corp. Upheld in Stockholder Suit

NEW YORK, April 29.—Motion to set aside election of Stanley Akeston as director and treasurer of Vincent Lopez Enterprises, Inc., was denied Mrs. Acton V. Russell stockholder, by Supreme Court Justice Philip S. MacCook this week. Mrs. Russell charged the election with violation of the contract and by-laws of the band corp.
Corporate officers, claimed Mrs. Russell had breached the contract by not performing certain of the services required thereunder. Bernard Tompkins, Mrs. Russell's attorney, told the court the suit was "the net of a discharged and disgruntled ex-employee." Mrs. Russell's lawyer, Joseph Hichter, said he was considering an appeal in the Appellate Division of the Supreme Court.

Song Bureau Places 4 Amateur Compos

NEW YORK, April 29—Music Friends Service, song criticism bureau organized recently by Joe Davis, has already un-earthly awards which Davis' musical firm feels are worthy of publication. Titles are Rain, by George Klutz, Dennis; Paper's Nobody by Scott, Red; You, by Mrs. Margaret Casey, Bronx; H. Y. A Penny for a Song, by Roscoe P. Barnhart, Des Moines; and Time A-Wastin', by Jacqueline Schwab, Melville, Saskatchewan, Can.

Music Friends Service was set up to combat the song-shark evil and to foster in a legitimate way amateur songwriting talents. Tryce are invited to send in their efforts; for a nominal fee they receive criticism and suggestions on their work. Most worth-while compositions are practically assured publication by Joe Davis, Inc.

Cocoanut Grove Gets Back in Band Groove

HOLLYWOOD, April 29—Name band parade seems to have headed once more for this locality with the announcement that the strike that has been tying up the Cocoanut Grove for the past two months is definitely over. First band slated to open in the renovated room will be Anson Weeks and his crew, scheduled to begin in May 8.

Altogether had cooled somewhat, MCA is still dickering with Grove management to bring in Benny Goodman after Weeks' run. This brings the Cocoanut Grove back into the running as a name band venue for the first time since the strike at the Grove have been averted. Weeks and Totanda go into the spot with Victor.

XAVIER CUGAT extimated after a "house record" run of five months at Hotel Stater's Terrace Room, Detroit. Chuck Shamba followed in for an odd run.

Songs With Most Radio Plugs

"Anges Sing" Takes Lead; "Tears" Debut in 2d Hole

Songs listed are those receiving 10 or more network spots (WJZ, WFAP, WABC) between 8 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, April 28. Independent plugs are those received on WGN, WNEB, WCMA, and WJLA. Plus times are designated by *; musical production numbers omitted. Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs	Week Index
LAST WK. THIS WK.				
1	4 And the Angels Sing.....	Bregman, V. & C.	33	30
2	1 This Is I (M).....	Chappell	29	27
3	1 Our Love.....	Harms	29	32
4	4 Heaven Can Wait.....	Merckle	27	17
5	5 I'm Building a Sillibon of Dreams.....	Warfro-Bernstein	27	17
6	8 Don't Worry 'Bout Me.....	Mills	26	4
7	7 We've Come a Long Way Together.....	DePue	26	19
8	1 Little Echo.....	Bregman, V. & C.	25	14
9	9 The Moon is a Silver Dollar.....	Hobbs	21	9
10	1 A New Song and an Old Remedy.....	DePue	20	12
11	11 Little Skipper.....	Peist	18	17
12	12 I Get Along Without You Very Well.....	Pannara	17	6
13	13 I Can't Get You Out of My Head.....	DePue	17	6
14	14 At a Little Hot Dog Stand.....	Ripley	17	4
15	15 Deep Purple.....	Hobbs	16	27
16	16 This Is I (M).....	Chappell	16	26
17	17 I Want My Share of Love.....	Harms	15	30
18	18 The Maquisette Is Over.....	Crawford	15	19
19	19 Penny Parade.....	Warfro-Bernstein	15	14
20	20 Romance Hits in the Family.....	Agar	15	13
21	21 Begin the Beguine.....	Harms	15	21
22	22 Ring a Ding-a-Ling (P).....	Warfro-Bernstein	15	12
23	23 Oats Get Some Shut-Eyes.....	Berlin	15	11
24	24 The Lady in Love With You (P).....	Phonograph	15	12
25	25 East Side of Heav (P).....	Facility	15	11
26	26 If I Had My Way.....	Paul-Penner	11	6
27	27 Whang! Whang! Whang!.....	Phonograph	11	6
28	28 That Subliminal Sandwich (P).....	Pannara	11	5
29	29 Shining Emotions (P).....	Crawford	10	11
30	30 Chickadee in the Zoo.....	Phonograph	10	10
31	31 It's All Yours (M).....	Chappell	10	9
32	32 Step Up and Shake My Hand.....	Famous	10	7

The Mill's Centennial Of Conscientiousness

PHILADELPHIA, April 29—Jack Koff, local Mills Music rep., established another year of a record for conscientiousness (or something) when Bobby Hackett opened at Ben Franklin last Thursday.

Hackett is personally managed by Sidney Mills, so for an hour and a half Koff's own Mills has been kept silent on why Bobby should play Mills tunes. And this despite the fact that Koff is related to Sidney, who in turn is publisher Jack Mills' nephew.

Organists Appeal Ban on Instrument

NEW ORLEANS, April 29—Two leading organists for local radio stations, Ray McNamee, musical director at WFL, and Ed Larsson, heard twice daily over local stations, have appealed to AFM ruling executed by the local musicians' union which requires use of at least five other musicians when an organ or similar type of instrument is used for broadcast.

The musicians' local officials say that use of organ and other similar instruments is being instrumental in causing the displacement of other employment in the past. Action of local in line with the AFM ban on the Novocord.

Bev Wilhite Goes Dark

BEVERLY HILLS, Calif., April 29—Dismissing one of the top night spots was announced here this week when it was stated that Florentine Hotel would be closed following buy-out of Dick Barrie's band. Closing of the place has been threatened for some time. MCA, which books the spot, said that no arrangements were contemplated for reopening in the near future. MCA, which books the spot, other Beverly Hills spot, Victor Hugo, continues to do top big with Skinny Knack music.

Chi College Inn Finds Profit In Selling Cokes by the Case

Figures if drug store can do it on volume, why not they—class hotel won't charge the jitterbug and jam-packs room to the gills—Krupa the groove digger

By HAROLD HUMPHREY

CHICAGO, April 29—Call it "Custer's Last Stand" if you will, but it's the jitterbug family which has, in the past month, proved to be the life-line of the College Inn at Hotel Sherman in this burg. Spot was dying on its feet, and management was seriously considering pulling the shutters when a last straw was grasped by booking in Gene Krupa, ten-ton boaters and knocking off all covers and minimums. And now Ripley wouldn't recognize the place. Room is on featured stage the ropes are strung up at the door to hold back a waiting crowd of students every bit as big as a regular theater course. Extra tables are brought into play and jammed so close that the "bugs" can't stoove without knocking the head off their neighbor's beer. Spot's top capacity is around 700, but a good 1,000 baste the walls on Saturday.

When Krupa and the boys swing into

Music Items

Music Men and Matrons
Bill Witman, E. B. Mervin Music sales chief, left for his annual spring tour to the Middle West. Frances Saunders, one of the few concert women in the music biz and formerly with Mills Music, visited the Midwest professional staff.

The \$1,000,000 suit brought by the foreign writers and publishers of *Passions* against one of Roy Lincoln's songs, the late Co. Conrad, Herb Magidson and Nino Martini for alleged plagiarism involving *Midnight in Paris*, sung by Martini in *Hero's Romance*, has been dropped.

Frankie Sabas, lyric writer, is having a book of his work published by Portny's titled *Song Hits of Tomorrow*. Jan Scarf, manager at Roy Lincoln, New York, signed a two-year writing contract with Robbins, his first two songs for immediate publication being *Seaside* and *720 in the Books*.

Song and Such

Peaches is Joe Marsala's follow-up to *Little Echo*, with the buds already after the rights. Jeanne, Purple placed a new novelty tune with Leeds Music, *Happy Me*. Another novelty, *But Case Burs*, by Hugo Rubens, Charles French and E. T. LaFreniere (St. Regis Music), by Gary Pace, released by Roy Music.

Roy Music authored *Let's Play Opposites* in conjunction with a new dance called *Opposites*, to be introduced at the Westchester Country Club, New York, Casino Dancing School, U. S. Bigel and Irving Kralie sold *Peggy's Little Jug* to Witman. *Peaches* has another novelty called *My Heart Is From Missouri*.

Eddy Dell and Imogene—later from the former's band—see *Opposites* in *Cash's Folio*, to be published by United Music. Joe McDaniel, Cleveland, pub. has a new one in *Let's Play Opposites*. *Let's Play Opposites* and Gene De Paul's latest entry, *I Dreamed I Heard an Organ*, if you comes from Al Sherman and Al Lewis.

TOMMY DORNEY open Outdoor Organ at Cullum Dale, see Columbus, O. dance spot, on May 7. Management promises name-band attractions for Sunday nights during summer.

the groove the whole room seems to rise and move toward the small, elevated dance floor. As the ex's tempos quicken and everybody starts to "jig" it makes a terrific African tribal parody on the Boy Scout picnic. To make it more like the McCoy, the room had been decorated with a jungle motif and labeled the Panther Room. The colored waiters wear safari outfits, with panther-skin jackets and turbans.

Despite the no-cover no-minimum and the opinion of the waiters supposedly in the College Inn it now pulling in the shekels, not with nitro but thru shrewd handling of the menu. The portion of the mob is the 'teen age jitter-boppers who come in loaded with only a couple of bucks to spend on food and single-soup to keep the place clean. The other party with one eye for the evening the ex plays short dance sessions then dunks out into the wings with his interlocking and huge volume. This keeps the gang rotating, chasing 'em back to their tables every so often, and gives 'em a chance to do a selling job. Boys and girls don't seem to mind an eighth more "cokes" and have to stem their parched throats.

Of course Krupa himself can't be over-looked. Gene Krupa's cast of spot is added up. He looks as personally, behind his craftiness with the sticks, and gives a terrifically big volume. He frequently falls to tables of special young society parties. Many of these kids grin come with their parents, and with Herb Marx, the clown, raring in and out among the tables, the atmosphere has such a real wholesome ring to it that you'd think the management had hung out a "family entrance" sign.

Not since the days of Ben Bernie has the College Inn seen anything like it, and with Count Basie following Krupa next it looks as if this biz is in for a run. It's strictly a cut-rate proposition, but the College Inn is the "big" school out in volume, why can't they? And so far the percentage is there, with cash being taken in the bar and packed out in the checkroom. If the jitter-bugs do bring a hat and coat to check they don't get a tip. The tip is a slip of paper packed out by the checkers—because they never did it that way at the YMCA!

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Opera House, Hollywood

Russell Owen brings a new wrinkle to Hollywood after-dark entertainment in presenting his Opera House and featuring the Fetal Glass of Henry's (Fisher) Management. Claims the spot is combination of old melodrama, Tony Pastor and the Haymarket. Opening night gets the spot packed to the doors.

Acts are topped by many old headliners, including Charlie Withers, Pat Moran, Patry Moran, the Catts Brothers and many others. Mack Linder handles the production end.

After running thru old newsreels to accompaniment of old-time piano player, show gets into swing with presentation of Charlie Withers' *Opera House*. The play is *More Sinned Against Than Usual*. Lit-

tle different twist to the old tear-jerker type offering. Plot concerns the marriage of a young girl, the villain in hiding habit and black muscatel and the hero. Hero returns in time to save heroine from "the worse than death."

Patry Moran, Wheaton Chambers, Ambré Sparrow, Helton Gable, William Newell and G. Whitney Stealy.

Play had sock, with blues and applause coming from crowd to live up to the act itself.

Charlie Withers did his old act up above the stage, using his sound effects, trick ladders and pratfall. Audience

went for it in a big way.

After intermission, radio acts were offered. *Tommy Lee Rice*, playing a xylophone and doing tap steps, made a nice appearance. *Billie Holiday*, who has been making a note of freshness to the proceedings.

The Home Town Quartet dished up some pre-war ditties that blended in with the general atmosphere. These boys include: *Doc Whaley*, *Shelley*, *Billy Barron* and *Herlan McCoy*.

Mack Linder presented his old well-known version of *The Fetal*. This actor is still tops. Very fine timing that should make some of the younger hopefuls envious.

Catts Brothers did a buck and wing that scored. Their pretalor is amazing. High-class stuff.

Karen Nelson presented a couple of illustrated songs. The femme has a nice voice and put herself across.

Bowery Politics was the last offering and included a scene in Chuck Conner's Saloon. Extra cast took part in this one and dished up plenty of laughs.

Spot gets straight \$1.50 for admission, which entitles ticket buyer to all the beer he can drink and a club sandwich during intermission. With this new idea in entertainment, the spot should click.

Programs, conceived by Travers Lasky, are doing much to get laughs out of the crowd. Opera House is the old Hollywood barn, remodeled to showy style.

Dean Owen.

AL DOMAHIE

AND HIS ORCHESTRA



presenting

"Low-Down Rhythm in a Top Hat"
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OUTSTANDING DANCER ON ICE!

DOT THE LEWIS

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NEW ICE REVUE

Now in 8th MONTH

IRIDIUM ROOM

ST. REGIS HOTEL

NEW YORK

Direction MUSIC CORP. OF AMERICA

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Dean Owen.

This moderate cocktail, dinner and supper room has skyrocketed into the local spotlight since the fending of the hotel's Congress Casino a year ago.

While it has nowhere near the talent budget in effect at the Casino, which has had many a top attraction probably attracting more trade than most hotel rooms in the city, in addition it is also situated in the heart of the neighboring Pennsylvan Room, a dining place, and the hide-away Peacock Room, which are also located on the street floor.

The Four Californians, instrumentalists, and Florida, singer, at the hotel's entertainment. Their advertisement goes well with the subdued color scheme and indirect lighting theme. It's the type of fare that does not tax the attention, and if the customer feels like ignoring it, he can do so without any damage to his vocal cords.

The Californians, under direction of Vic Abbe, present one of the most versatile musical quartets in this area. This trumpet + guitar + bass + accordion combination plays sweet, swing and Latin strains, strong and is in general amusingly fun. The boys occupy the small band stand and give regular dance acts adequately. Are up to date in dress and music style and can be well recommended for smaller hotel rooms.

Bored is the strutting mildreader and astrologer who also doubles in the Peacock Room, which opens late in the afternoon. Joe Vera, youthful and talented pianist, is the entertainer, playing new and request tunes.

The Pompadour Boy is popular at dinner time, offering a well-selected menu at fairly reasonable prices. Irving Margulies, string ensemble, furnishes meal-time music.

No cover for minimum in any of the three rooms.

Glass Hat, Congress Hotel, Chicago

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Murine Dining Room, Edgewood Beach Hotel, Chicago

This beautiful spot is in the final lap of the season. On June 10 it gives way to the outside Beach Walk, which caters to both young and old through the summer. Looks like the management tightened its pursestrings on floor-show expenditure, holding back until the Beach Walk opens.

When caught only a dance team was added to the hotel's floor entertainment, which includes the house line of eight girls and the Marine Four, singing group that's been here for a long spell.

The spotlight was still centered on the band stand, occupied by Ray Herbert and Leon Sage, organization of 18. Herbert has a most pleasant personality, and his sweet-sound outfit is really at

home here. The music is nothing most of the time, and the occasional swing arrangements tossed in do not irritate over the more ardent anti-jitterbug campers.

True of most young bands, Herbert's crop is not excelling in leading selection in the song department. Eddie Brooks has a good enough tenor voice, but his high personality holds back whatever quality his pipes may possess. He should try to take advantage of this experience and be more commercial. Herbert's vocal talent is good, but he has a sweet personality and her reserved swingsters are not hard on the ear.

A good band asset is its novelty character, the boys as an aggregate pitching in to really do up the crowd. The sum total results in good, clean fun. Band is definitely promising, for it packs plenty of musical laughs and pleases dance couples.

Harriet Smith, who is now in charge of the entire entertainment set-up, still uses her eight-girl line to open and close the show. Employs novelty that stands out on this speeded-up food that they are well cultured and satisfactorily presented by the decorative line. They opened with a good old number to swing tune from *The Milldieu*, featuring a vocal by Eugenia McGee, and returned with a spring musical, comical plot thing, spotting Alfred Foy in light dance bits with several of the chorines. Decker and Denis danced and pressed with their trick routines. Man stands out and he dominates the session with smooth execution of his tricks that bend well. Partner is blond and attractive. Did a waltz, tango and fast finish—a variety assortment in all.

Others included the Fiddlers' Three, band's violin trio, the Martine Four, a musketeeer song, and Evelyn Peiser, cute blonde from the line, who was rather weak alone in acrobatic work.

New act this week is Ken Shred, bad-minton champ. He will be followed by G. Ray Lewis, a musician with college talent is added Friday night.

William M. Dewey, managing director of the Glass Hat, is a well-known member of this room. Sam Hainberger.

Dorchester Hotel, London

Henry Sherak's new floor show at Dorchester Hotel opened to good reception April 30 with plenty of new American talent.

Outstanding are the dancing of Brantley and Gladys and the singing of Brantley and Gladys. Brantley and Gladys were featured as Stars of Tomorrow under direction of Robert Alton.

Ray Kimberling, who has been registered well and as a comper Naughton Wayne proved diverting.

Others contributing are Helen Bennett and Brantley Hodges. Maurice Witnick and his band have taken the place of Jack Jackson. Edward Green.

Rathskeller, Gibson Hotel, Cincinnati

This spot continues to attract its share of Cincinnati's amateur crowd. Drawing a mixed trade at its dinner sessions, the supper dance periods are attracting the largest number of patrons.

Several comedians operating on a lean dime and dance budget. This basement party, which bows in with the sound of a reel, has been a click from the start and has lost little of its popularity since.

Rathskeller's accommodations for 300 patrons and operates nightly. "Culinary" originating in the Gibson's own kitchen, is a knockout with diners marked at 75 cents to \$1.65. Drinks, too, are priced in the reasonable brackets. Minimum of \$1 prevail on Saturdays only.

Spot's music budget is geared to Claude B. Bunch with traveling line being given the edge. Current act feature is Lee Shelby's combo, now wearing the window of four-week stay. Spot uses no floor talent.

Gene Jager and William Murphy split the managerial duties with Joe Weatherly the publicity chief.

Bill Socha.

Dave Saks Bar, Detroit

Combination of quality show with consistent floor talent has guaranteed the rank of Dave Saks' as just about the most popular of the better class spots in the city.

The talent end is being largely handled by Manager Ray G. Thadde, who

knows show business. Abe Schiller books.

Three Crandall States have a unique combo of two totally different acts. First appearance, in which females is Boswell, is a singing number clustered around the mike, typically on a swung species of Alexander's Ragtime Band and in New Orleans. Their voices are strong and in fine unison. Their second act is a fast jitterbug-style tap, characterized by speed, style and perfect rhythm.

Henrietta and Lorraine, ballroom team, work smoothly, doing a Viennese waltz routine and a tango adaptation. They excel in the series of staccato poses they work as Henietta holds her partner aloft in a whirling routine, apparently achieving a difficult feat effortlessly.

Don Harris, a baritone on the robust side, now in his fifth month here, puts plenty of power and emotion in his singing. He has a fine voice, evidently not given its full range of capabilities in the popular Deep Purple and And the Angels Sing. More serious music, showing his vocal progress can be put across here.

Buddy Lester, emcee here for the past six months, can really handle a difficult crowd. He can work a half-hour show by himself, incidentally, and has a whole genus of specialties, including a Ted Lewis imitation, a take-off on Old Man River and a lot of ad libbing, even impromptu lyrics. Lester has the secret of adapting his style to his audience of the evening and works so few shows quite the same.

Eddie Parley, co-author of *The Music Goes Round*, and his band opened this week for an indefinite run, doing a workmanlike job.

H. F. Reeves.

Paradise, New York

With one eye on the bopped-up World's Fair crowd, Nicky Blair premiered his new spring show, *Venus In Paradise*. It's a smart title and one that ought to catch the visiting fives.

This comes from the revue's big number, *Venus and Aeneas* affair that has Janis Aron, near-mime, doing a catch-me-if-you-can dance with hunky leaping Vanya Valentreeff, who wears only a loincloth. Their amorous embraces ought to make the number talked about and should startle the yokels. The dance climaxes a Venus production number which has the slender bodied Janis An-

dre fluttering around while the girls pose and dance as Neptune's daughters. glided around gliding and the girls in Orpheus costumes give the number added interest.

The rest of the show is good and bad. Jack Waldron, emcee, wowed the opening night Broadway guys and gals with his comedy songs and fast quips. Hans Weber, just before the finale, scolded across his combo singing and ventriloquist stunts. Weber was handpicked by a not-too-good miler, but his vent bit with Waldron put him over solid.

The rest of the acts are not so good stuff, but they sell.

Nick Allen, singer, uncovered some fancy tap ad acrobatic, but was on too long and did too much floor work considering visibility is not good from the back tables. Bob Parker, lanky youth, tried hard to be funny with falls and entanglements with a rope and with a dummy. Bud and Oh Malson, and three little dogs, charmed their way into a good hand, altho the dog stunts were lost to the back of the house. One dog came on the floor. The boy's chatter is amusing.

Buster and Belle Burnett, boy and red-head girl, did a dance in a more pop-py fashion, appealing more on their freshness and energy than on dancing talent to get there. Barry McKinley, tenor, leads some of the production numbers, revealing a thoroughly pleasing singing voice.

The 20 girls, introduced as "the world's prettiest," are certainly pretty things. Aided by costumes by Miles White, they dance and pose thru routines by Marjory Peading, showing their heavy librettos through the long show. The production ideas are ok with the opening being especially appropriate. It has New York celebrities impersonated in caricature (silk costumes). The revolving stage number features the song, *Love's the Thing That Makes the World Go Round*. It is a swell song and easily remembered.

Richard Timber and band are featured and Humber himself works in one big number, doing magic tricks while the girls strip in the background and taking the bows for the applause. Cute idea. He leads the band for the dancing and also does a solid job accompanying the show. His band is here for four weeks and options and goes into the New York Paramount Theater May 10. Most of the other acts are in for four weeks and options, too.

Opening night admission was \$8, but regular price is \$1, which ought to be attractive to bargain-seeking out-of-towners this summer.

Garfield and Zimmerman are now the P. A's. Paul Denis.

Le Mirage, New York

Frank Cerrulli's East Side offery is performing along with the rest of them so far as business is concerned, but next week will tell the tale of how good business will be for this night club owner. He will have to get a different rate if the World's Fair trade doesn't come thru.

Actual, however, this is one of the nice smart spots with some decent entertainment. Fine food and good service, and should be one of the fine and had a quiver in his voice that was induced undoubtedly by nervousness. Headlining the show is Sicis Mikalaya, an import from the cafe of Vienna, who entertains in a Continental manner. Besides having a good voice, he has lots of personality and an ingratiating style.

Also new to local cafe life is Stanley Evans, hunky young tenor, who sticks to pop tunes most of the time and had a quiver in his voice that was induced undoubtedly by nervousness. Headlining the show is Sicis Mikalaya, an import from the cafe of Vienna, who entertains in a Continental manner. Besides having a good voice, he has lots of personality and an ingratiating style.

Maureen does the emceeing, sings and does a comedy bit and isn't especially good at any of the three, but does have a nice personality and with some decent material should improve considerably. Virginia McNaughton does a nice dancing routine, featuring difficult turns and twirls.

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Five-piece band is led by Alvaro and Martin and give off some nice danceable rhythm and play the show nicely.

Price are a little higher than moderate and dinner is \$2 and \$3, which is a little better under the direction of Alvaro, is excellent.

Harry Sobol continues to P. A. Spot Zett.

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The Best of All Magic Acts
Appearing at Their Cafe—Says
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Herbert I. Rosenthal,
General Manager of Columbia Artists, Inc., takes great pleasure in announcing the appointment of Mr. Jack Bertell as director of its newly created personal appearance department. This division will specialize in television, cafes, night clubs and private parties. Mr. Bertell, who has had his own agency for many years, will offer his knowledge and experience to those under management to Columbia Artists, Inc.

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NOW 12TH WEEK
ROSE BOWL, CHICAGO
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BERT GRANOFF
"SONGS AS YOU LIKE THEM"
THIRD WEEK
WALNUT ROOM
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Opening May 25—**EARLE THEATER, WASHINGTON**

DEANA & DEL CAMPO
Internationally Famous Pan-American Dancers
Currently Seventh Week
ZIMMERMAN'S HUNGARIA, N. Y.
THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Four French Units To Play Chicago

CHICAGO, April 29.—Box-office success of the initial "French" show at the State-Lake theatre, Louis Miller, former A. B. Marcus producer, a new Balaban & Katz contract calling for three additional units.

Next show goes in Friday (3), featuring the FFI O'Grady and Larry Blake, and for a similar reason on Saturday (4) at May 20 and June 9. Rated a break for talent, since several acts are used in addition to the regular parade girls.

Shubert Folds, Leaving Only 1 Brooklyn House

NEW YORK, April 29.—Shubert Theatre, Brooklyn, operated by Al Rogers and William Miller, closed Saturday, as reported in this issue last week. The Shubert Theatre had instituted vaude April 8. This is the second Brooklyn closing in two weeks, the first being the Riviera, also booked by Rogers and Miller. Discontinuation of vaude at the latter was sudden and may result in legal suit, bookers maintaining there had been a breach of contract. Trouble was directly attributed to the new acts of the theatre by the Handcove Circuit and complicated by the death of the former operator, Sam Cochrane.

Rogers, who the Brandeis Club is sole vaude dispenser in Brooklyn.

Rogers claims the Shubert might have remained open had the famous granted minor scale concessions.

Phil Rosenberg's Placements

NEW YORK, April 29.—Max Furman and Alma Maiter at the Gaiety yesterday, Harry (Helo, Jack) fields, Patricia Gray and Foley and Mason, Republic theatre. Ann Corio, Trina Younger and Airplane at Triboro tomorrow, Margie Hart at Hudson, Union City, N. J., tomorrow, June 21, and Betty Duvall at O'Grady, Washington, tomorrow, Joe Freed, Art Gardner, Sam Cougle, Luc Field, Tom Lester, Lonnie Ross, Janice Cubanella, Rhythm Heavin and Arizona Day in Ohio Casino, Pittsburgh, tomorrow, Charles Madley, Joe Hickman, Pat Carter, Harry Ryan, Ben Hamilton, Andy Scott, Annie Ross, Diane Johnson, Jackie Alton and Tipsona Brown open at Empire, Newark, tomorrow, Pat Paree and Marie Voo, Elzinga, yesterday, Lee Marvel and Charles Harris, Star, Brooklyn, yesterday.

MALAKOFF Characteristic Interpretive "Hot Boucher & M"

Modernistic and Strip DANCE A Show Stopper! Theatre, Vaudeville, Algonquin, World's Fair Personal Manager, MALAKOFF The Billboard, Hot Vex Corp.

Canto Dances in Vogue

CHICAGO, April 29.—The story of Vogue and Drowsy rattling through the rounds of the leading movie temples, is inspiring dance teams to include routines similar to the Cantos and used in their film.

The Cantos Walk and the Mazurka got a further impetus as they are usually presented as encores.

N. Y. Burly Spots Deny Big Policy Or Price Changes

NEW YORK, April 29.—Unless there is an immediate improvement in the local burly houses will institute no important box-office or show-policy changes during run of the New York World's Fair, consensus among operators indicated this week.

At most, extra midnight shows will be resorted to if the crowds are big enough. This testimony offers little support to rumors that burly houses intended to up price to 75 cents and \$1.00.

Speaking for the Gaiety and Elzinga theatres, which are the only remaining burly spots, it is felt that a price increase for matinees and evening, bringing the burly show to a level with other shows would be likely, too, he said.

Benjamin Goldstein, of the Continental, said he was waiting to see what happened before making any decision.

For the present rate and shows would be held. Dave Bell, of the Republic, said higher prices were all probabilistic, that at the moment the burly houses and playing prices would be cutting out of three.

Vaudeville Notes

LORRY PARADISE, BRONX, N. Y., running straight picture the last few years, has booked Mike Riley's band for a picture. CHARLOTTA GREENWOOD called April 24 to make the show in the Empire.

CHARLOTTA GREENWOOD called April 24 to make the show in the Empire. The J. C. Williamson Circuit, May do Elmer Lonzer, Lolly or other plays, or other plays. EDWARD BUDDE play the RKO, Boston, May 4 for four days.

Accredited by Abe Feinberg. . . HUGH KELLY, of the Broadway Theatre, is this time thru the Midwest. . . ZELMAN POWELL returns to Hollywood to make the picture with MARY McLEOD.

MEMO JUNE 1. . . BERNARD EPPALZ, memory expert, just spent another \$500 to make the picture with MARY McLEOD. Books go back to 1491 and raise value of 225,000. . . PHIL REDON will do a new piece p. a. dates after finishing his hit Parade of 1919 for Republic. Will play San Francisco, Seattle and Portland vaude. . . BABY MARLY ANN, 2-year-old memory "marvel" plays Pat's Providence, May's week. . . SOPHIE TUCKER, Harry Richmond and Ralph Whitehead are on a commissioning trip to London to drive to raise money for the APA's Sophie Tucker Hospitalization Fund.

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Palmbo to Atlantic City

PHILADELPHIA, April 29.—Frank Palmbo will close his local burly arena in June to operate the local vaude. Atlantic City, scheduled soon to open with flow show. Palmbo is also negotiating with Joe Theatrical, owner of the Club Aven in Wildwood, N. J., for the summer months.

Hit Warwick, R. L. Chibs

PROVIDENCE, April 29.—Following reports that dancing had been permitted Sunday at the Warwick, the town board night suspended licenses of five Warwick night clubs for a three-day punitive period. The clubs are the Warwick Club, Hollywood Casino, Club Bagdad, Evergreen Cafe and Jungo Club.

WORLD'S FAIR

(Communications to New York Office)

New York: ZADA ZORN, formerly Bessie Clayton, interpretive dancer in alternate out of town for a year and also in several burly houses in the West, closed three weeks at the Triboro April 28. Did a specialty at the Elzinga where she was in New York last. . . MIKE SACCHI and Alice Kennedy, following a week's stay at the Elzinga, returned to the Continental for a run. OLIVIA PAGE, one of the Allen Gaiety couple from Brooklyn, closed her burly run April 28. Mary Radin, another, is preparing a big whoopee party for her burly at the Elzinga.

ANDY COIRO announced two records in two consecutive weeks with \$4200 in Washington, April 17-22, and \$10,000 in Pittsburgh the week before. . . MAX RUDIMICK and Abe and Harold Shinsky brightened the front of the Elzinga with paint and stringed incandescents for the World's Fair. . . MARTY WHITE, none of the White Way Booking Bureau, formerly a singing ace on the old burly wheels, placed Henry Matthews, dancer, at the Elzinga last week, and will do a specialty team, in the same spot April 28th week.

SAM BRISMAN, on the night of the reopening of his Continental Theatre, April 21, entertained League Commissioner Paul Morse, who expressed himself as favoring his performance, and Brisman also played affable host to Dr. R. K. Porhman and his wife from New York.

JULIUS LEVENTHAL announced that the new stock shows at the Empire, Newark, this week will be booked by the Union, Union City, to start May 17, will alternate both with a chorus, Beverly Carr and her troupe. . . VERA CARTER, back to the Casino, Pittsburgh, to produce stock shows for the first and last. . . NEOLITH from the Bird Avenue Club began April 30. . . MBE MAX WILLIAMS, former burly and vaude house operator for the first time in Philadelphia, is back in the costume making business.

RUBY (TANGARA) POPEY, now in New York City, is appearing at her Louisiana home.

BEENIE (TOM) MOORE, comic at the Republic, played host all of last week to Nathaniel O. Snyder from Boston. . . MARY WOOD, who closed her burly at the Elzinga, came to the Continental. . . PEACHES STRANER after her fortnight's stay at the Elzinga, is appearing at the Casino, Boston.

NATHY GINGER JOHNSTONE left the National, Detroit, April 30 to move to Chicago, where she opened at the Radio. . . MARGIE WHITE and Cell DeVine are at the People's, booked by Tommy Lester, who also moved to the Radio. Valda from the Elzinga to the same spot April 30. . . GINGER WALDRON is a niece of the late Charles Madley, niece of the operator of the former Casino, Amusement Co. and operator of the Casino, Boston. UMO.

CHARLES COUNTRY and Ray Parsons return to the Elzinga. . . MILT SCHUBERT reports the following closings for the summer: Gayty, Minneapolis, in St. Paul, Minn.; Chicago, Chicago, May 7 to Capitol, Toledo, May 7. . . BOB CARMICHAEL opened a week's engagement at the Elzinga, Pittsburgh, before returning here for a run at Colosimo's Cafe starting May 11. . . THK WIDEMERAD publicity bureau is stripping already in New York prospecting for spots at the World's Fair is keeping many of the local crop in New York, and neighboring cafes with an occasional burly house date sandwiched in.

From All Around: MAX COLEMAN says he will travel to the West Coast as the first of the season. . . JOE WINSKY stopped in Baltimore last week arranging Valerie Pauley's marriage affairs. . . PHILIPPA, for two weeks at the Elzinga, Cleveland. . . RICK ON THE RISK Circuit after 18 weeks on the Western States. . . King reports that interchanging of principals between the two wheels is good for the burly fans as well as the operators. . . LOUIS LIND, first chubster, is playing cabaret and night club dates in Philadelphia.

JUNE ST. CLAIR topped from Union City to Baltimore as added attraction with a specialty at the Elzinga. . . GUTZUS, specialty dance team, are current at Al Gaiety Super Club, Baltimore. . . TITUS, specialty dance team, they have 10 weeks next season. They are already signing principals for the coming year. . . RED MADISON is now playing stock at Palace, Buffalo; then to Toronto. . . CHRIS HILLARY, third wheel at the Elzinga, is adding new acts to his large stamp collection.

DOLLY DODDS, Jerry Phillips and Andy Leibel, who closed their burly at the Panama, where they will appear in a revue. . . JOE DEVLIN, former burlesque performer, made a good appearance at the Orpheum, Los Angeles, recently.

JACQUELYN JAMES, formerly of burlesque and now in night clubs, wants her friends to know that she's very much alive, despite the rumors she has been making the rounds to the effect that she was dead, buried, and on the road to a new, good showgirl's life.

Burlesque Review

Continental, New York

(Reviewed Tuesday Evening, April 25)

Continental's show, produced by Eddie Lynch, is good, according to burlesque standards. It features a good cast and production occasionally did itself proud. But the usual burly falling, outworn comedy material, was much in evidence. Aside from this, the Lynch's production gave the patrons enough for the money they paid. It proved to be a lot better than doing very poorly. Operator Sam Briskman and manager Moe Costello, of course, kept the World's Fair to type.

Talent layout of standard burly names was material, including the best performers. Including Why and Howlin' dinners and Lillian Fields, canary. The burly, which was well cast and well turned, included soft shoe and aero, tap and novelty routines which, though lacking in originality, Fields was spotted occasionally, the female voice being a variation to the male tonality of Murray White and Leon Murray, show's regular singers.

Feeling contingent were lookers, and a dancing team, including Lillian Dean, talking strip; Marie Cord, who sounded off into the mike before dropping; and a burly house which had a brues temp. Later, Cord and Taylor took the best hands. Costumes were good and stripping in general was of the parade type, with no grids and bumps.

Comics were Herbie Page, Bert Marks and Harry Rowe, with Bert Gorn straightening. Marks took most laughs at the expense of the other two. But general effect was n. g. owing to absence of ancient vintage. Grant, in sketches to general amusement, did not dramatic piece and Page did make not so force singing parodies. . . The female talent, Jean Bedini, who has a showmanly flair, did a bit of emceeing, character work and a struggling burly. . . The show line-up: 12 girls—fair Steppers—and eight orchestramen. Paul Ackerson

Only One S. F. Burly

SAN FRANCISCO, April 29.—Capitol burly burlesque, closed Saturday night following lead of the Liberty, which shuttered two weeks ago.

Capitol, which had said he could not keep open with business way off. Charlie Michaels is still operating the Kearny, only burly spot left.

PIRATES KEEP OFF

Announces that her RADIUM HANDS DANCE

Was copyrighted seven years ago and that anyone, anywhere, imitating on its interpretation will be dealt with accordingly.

Whele Business Good to Date Rep Topples

CHATTANOOGA, Tenn., April 29.—Billy Vanello's mammoth tent show, *Sister-Rena of 1939*, featuring Cine Astria, radio, movie and recording stars, drew an estimated 100,000 crowd last night stand here Wednesday of last week.

Austin, along with Candy and Coco, will draw at the Joe Penta show at his Coco-Mali radio programs, were a hit of the large company which broke some 80 people in the cast. The trio got a big head in the regular show in the concert that followed. With a friendly stage, they were apparently willing to respond to all enquiries possible. Austin had the crowd with him from the start.

Other headliners who drew a lesser share of the applause included Liliana and her six daughters, who appeared only in the concert; auto; Gausch and Skamen, dance team; Betty Noble, acrobatic dancer; Hal and Babe Orford; and others making up some 15 acts.

The program, originally provided and the music for the show.

Show opened in Moultrie, Ga., April 11. It headed north into Tennessee. Official report a good reception of large crowds at every stop to date.

It is only a few days ago that it is presented in a huge tent seating more than 5,000. Company travels in comfort trailers.

Costume and uniforms were attractive and show was well turned out.

Weather, Biz Continues Okelt for "Hit Paraders"

OLANGOW, Ky., April 29.—Weather and business continue satisfactory for the Hit Paraders tent outfit which opened recently at Brownsville, Tenn. This is the section of Kentucky that has the highest number of people taking care of their wants. The show Sunday in Mayfield, Ky., and the lot of it changed to the night show at one of the smallest brands of the week, turned out a smashing crowd.

The Hit Paraders tent outfit, which opened at Hopkinsville, Ky., Wednesday, jumping in from Birmingham, Ala.

This is the fifth season in Kentucky, and the anglers with the show may be found almost any afternoon gathering in the neighborhood of the popular pastime for the feminine troops.

Recent visitors included Howard V. Ray, former state and city official of Birmingham, of Dyersburg, Tenn.; Joe Simon, Evelyn Cook and Albert Eastman, of Memphis, and others.

Next week the show will be in the business section of Kentucky.

Walker Family Finds Biz Slightly Improved in Ga.

ELABALL, Ga., April 29.—Walker Family Show, 12-people troupe presenting a variety of acts and a band, which somewhat improved in this territory over last season at this time, also the show has been in for some time, cannot be rated above the "fair" mark.

In the Walker show roster are Elizabeth Strickland, the Airline Kid, Junior Strickland, Edward Johnson and Mrs. Bessie Hughes Walker.

Mrs. "Blinky" Strickland is confined in St. Joseph hospital, Savannah, Ga., with a nervous breakdown.

Shoatboys Get Going

EAST LIVERPOOL, O., April 29.—The familiar cry "Here comes the shoatboys" will be heard in the vicinity of the Kanawha river. The Maritime Opera company, headed by Frank Sheppard, recently, under the Dryden Showman, went under way at Leon, W. Va., on the Kanawha river. It is said that it is probably both boats will play along the upper Ohio River later in the summer with stops here and all along the line.

Boyes Still in Nebraska

LINCOLN, Neb., May 1.—Chick Boyes plays are still in mid-Nebraska, playing in the theaters. He is slated to begin tent season here later part of this month. Boyes is getting 23-10-cent scale

ated their connections with the Original Family Show at the show, signed with the Blue-Perry Players in Columbus, O., launches the season May 18.

—NORMA GINNIVAN Players, who will open in Columbus, O., summer tour May 4 in Fayette, O.

—TED NORTH Players have signed with the Columbus four-week show, Salina, Kan. North is now in Topeka, Kan., getting ready for the under-the-canvas show. C. J. KENNEDY and LAND has rejoined the Frank Smith and Eddie and Mona in Missouri.

—KIDNIE AND MONA Players, who are slated to open the tent season May 11 at Columbus, O., will play the second week of their tour with the show. They will play with Jack Kelly for the tent starting Thursday.

—CROATIAN COMEDIANS (The following folk): Mr. and Mrs. A. C. Chade, Robert and Ed. They, Wally Eleve and Billy Charley; Chic and Ed. Pelletier, J. J. Turlington, Carl Wagner, Jerry and Pauline Mitchell and Charlene La Rue.

—DAVE HEILMAN and Charlene La Rue, who have returned to the trail blazer for the Ted North Players.

—JOHNNY ADRIAN, popular for the summer, who he is launching a show, Chant, and Charlie Koffel and Dog Town Folks.

JAMES STACK, juve lead, has signed with the Winslow Players for the coming season.

—MANAHOI HOLLAND, who is touring in the Kenmore Block Co. off the road at present, is touring in the Logan-Haley Show at "Albino," Tenn., recently.

—FELIX have returned to Hopkinsville, Tenn., after touring in Indiana with the Shiner Show. Troupe includes Felish his tour after completing a stock show in Ohio and Kentucky, and in Tenn.

—VERMONT PLAYERS will take to the road June 1 for their annual tour. They will follow the route of the A. LICE BIGHY AND CO., now playing 10 weeks for the San Francisco Exposition, who will follow the route in several weeks in Washington and Oregon.

Butler, came with the unit, has done some picture work for the show, she finds O. E. Steadler and Mrs. E. F. LAMMAN.

—BILL AND BESS, who are touring in the Midwest, are plotting of ground in Sacramento, Calif., and in the Northwest.

—HAPPERTY, also of the rep. in "JACK" who is in bit of picture work on the road.

—E. F. LAMMAN, Boston playwright, is making a swing thru Indiana, Michigan, Illinois and Ohio. He is scheduled to be in the Hub in two weeks.

—NORMA GINNIVAN is playing three-day stands in North-west Ohio.

A. L. MORSTAD, well-known tent show musician, is still located in Peoria, Ill., where he has been playing hits. He has several musical organizations including the local variety, and he has been in the area in a tour to the dock he mentions nothing about trouping this year.

Toby Still in the Runnin'

IN SPITE of the fact that in real life the comedy duo is pretty much separated from the real rub, they are still in the entertainment that holds the general public's attention as well as the so-called Toby bill.

Rural comedy knows no particular ceiling. The movies set it up, burlesque comes along and the radio makes the season's musical comedy hit of Broadway features two performers who depend upon audience laughter for their livelihood.

It is a fact to be said in favor of the Toby comedian. He rarely depends upon stunt, be satirizes no class, he does not attack any race or religion, he is the real down-to-earth American brand of laugh that appeals to all. He is the Toby style of character can claim the United States as its birth spot.

The Hartforded Toby, J. Fred Proutz, Joe Sampliner and all the rest were counterparts of more modern Toby comedians who have been in the business were top drawing cards for several decades. Burlesque has had its German, Dutch, Irish, Jewish and Italian

number.

LOUIS VENABLE is busy lining up his tent at Reed, Okla., for an early opening.

—RAY BRIDGEMAN, currently touring in the Northwest, to Columbia, O., launches the season May 18.

—JEAN BRADLEY, with the Blue-Perry Players in Indiana the past week is in visiting at his wife's home in Linton, Ind., until the opening of the summer tent season.

—JOHNNE O'HARA, past partner with the Roy Bunker Kinnel, Texan and more recently at the Mutual, Indianapolisbury horse, will be back with an Indianapolis show.

—LAWRENCE Players will begin their 30th season under canvas at "Portington, Ind." May 11. They will play the first five days thru Western Indiana and Eastern Illinois.

ROBERT TOFFERT, Bob White and William Casady, well known in tent rep and stock circles, carry principal roles in the Cincinnati Federal Theater group's latest offering, "The Emperor's New Clothes."

—DAVIDE, another well-known repertorian, did Aunt Ophelia in "Oleo Tom's Cabin" presented by the Federal Theater in Jacksonville, Fla., last week.

"BRIST" WILLIAMS, still handling the comedy in the "The Emperor's New Clothes" White Show, points that he now has his own talking picture and vaude unit.

—HEINRICH WALTERS, comedian, who recently opened his tent season in Oklahoma are now showing spots in Southern Kansas.

—WALTER K. PRICE and Helen Price, who are touring in Okla., last week en route to South Sioux City, Neb., to be in rehearsing with the M. M. Players. O. P. ACKLEY, who Verne Shultz' lyric attraction all winter, is now appearing in Texas but will be in the South-Oleand attraction under canvas in Michigan this summer.

—HARRY DUNBAR, comedian, who is touring in the jumping grounds in North Dakota for the summer, with headquarters at Fargo, N. D., is now in Kansas City, Mo., and is on the road this season.

—BUDDY BROWN, comedian, who has been touring with H. L. Brink's Comedian troupe to open a new show in Texas soon.

—LOUISE BRICK, formerly with the Robert O. P. and the "The Emperor's New Clothes" in Colorado, is in the company with Ed. Egan and Fred Egan for other summer under canvas.

—TED KATH, having closed a successful winter, is slated for a season in Kentucky and a short vacation. His company will re-open in August for an indefinite engagement under canvas in Texas, Kan.

DON AND MYRTLE NULL, after closing their one-night stand unit of Texas Ranger, have joined Toby Young's Comedians.

—TILTON GUTHRIE, who has been in the business in Okla., opens the season there this week.

RALPH BRADY recently opened his

comedian, but the Toby humor comedians all intend them all, until local hic comedy is the name of this side.

Radio's stooges are the same old Toby comedy, and the movies have built up a reputation for the same old Toby comedy straw hat variety. All thru these changes the smaller traveling shows have been the best of the business. They are the better known comedy of the sticks have lacked the "Toby" onto their comedy. They are the best of the business, their patrons by their real ones.

It's the same with Toby bills—the comedy music bit of the time is a Toby bill. Aaron Brick from "The Emperor's New Clothes" and "The Emperor's New Clothes" in the past were to make Fred's comedy would probably outrun any other show.

Tent shows will press on with Toby bills, and they have good reason to, and they have had been as lucky as they got too far away from this brand of entertainment. Toby is still in the runnin'

summer circle in Montana, with headquarters at Wolf Point. Besides Fry, are included Red Sullivan, Don Phillips, and the "The Emperor's New Clothes" Merget.

—DONNA AND GLENN COMB, after closing a long season with the "The Emperor's New Clothes" in Nebraska, are joining the Famous Players in

JACK DAVIS recently joined the "The Emperor's New Clothes" under canvas.

—EDDIE AND PETER HART are now in Felder, Neb., getting ready for a season in Nebraska.

—JOHN AND MYRTLE CAYLOR, who for the last nine years have conducted the "The Emperor's New Clothes" in Michigan, are signing for the summer with the Jack Kelly Players in Michigan.

—CAYLOR will be touring in the "The Emperor's New Clothes" with the Hopkins Players in Houston, after closing with a one-nighter in the "The Emperor's New Clothes" formal rep manager, has forsaken the bit for a while, having accepted a position as superintendent in NVA project in Slough City, Ia.

Haitcho Launching Tent at Resort

BURLINGTON, N. C., April 29.—Frank Haitcho, pioneer Southern showman who has been touring in the "The Emperor's New Clothes" in Florida, this week completed arrangements to launch a mutual stock show and vaude unit at the Southern resort for 20 weeks this season.

A large dramatic plot will become the main attraction of the show, and will be featured. Rehearsals are slated to get under way late in May.

—Haitcho, who has been touring in the "The Emperor's New Clothes" in Southern tour for Annette Kernerman in 1929 and since then has confined his activities to small road shows.

SUGAR'S DOMINO

(Continued from page 4)

click and become a more or less permanent part of the show business. Just as often, perhaps, they drop die casters, a commiserate ride from their point of origin. We feel that the success of this process of reaction in stylizing will depend to a large extent on how the summing visitors are handled while "dotting the 'i's" for fear of a better one to avoid stealing Billy Rose's "Let's Play Rummy" motto we might suggest one for them—their once in a while. "Let's not do the same old, do the same old." We hope they catch on.

Whenever a new branch of show business opens up, the trunk and wherever an old branch takes on new life and blossoms forth as something to reckon with the publicity and exploitation man eventually comes into his own line, that branch. That is just what is now happening in the band business.

It is in the band business that the hands were able to go along for a time on a catch-as-catch-can basis in the line of operating. The band business grew too large for the hit-and-miss approach of the past. The big bands and those who are getting out of the business on the present stage, in several cases, are getting out of the business because they are getting it in.

The present agents who are starting in the band field are starting in on the ground floor on a proposition. But despite the familiar cry of "The Emperor's New Clothes" and the interesting fact that there is still plenty of room in the band realm for good press and good publicity, it is a matter of fact that are valuable properties and some stock is constantly going up or not even a slight amount of the market is being surprised how many of the larger band outfits with a heavy stake in the band business, have made a mistake and neglected press departments. There's an opportunity here for ambitious and energetic men who are willing to put on what should be the easiest thing in the world for them to sell themselves.

WANTED

Frank Haitcho, who has been touring in the "The Emperor's New Clothes" in Florida, this week completed arrangements to launch a mutual stock show and vaude unit at the Southern resort for 20 weeks this season.

FRANK HAITCHO
Burlington, N. C.

45th YEAR The Billboard

Founded by W. M. DONALDSON The Largest Circulation of Any Amusement Weekly in the World

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to his magic Morris, also worked comedy out of the city. He has returned from London, is reusing up for a few days in New York before returning home...

TONY BRANDINO is a feature of Hill Parade, New York, which cracked the season April 20 at Brownsville, Tenn.

story. A magician to play there must out do GARDNER and buy balloons bags which cost \$3, including the transfer. On top of that magicians must give four balls per mile while traveling and showing.

W. O. MAGNUSON, manager of the Hollywood System, issued his first checks of the magic and mental supply dealers with his recent announcement of the plan MANCUSON sends out five magic or mental effects (each mimeographed)

Magistry by BOB DMMET (Cincinnati Office)

WILLIAM PURTILL, of Westery, R. I., complete with a recent query here and sends data on the 'Yeagers, as the Firm goes to West. Ministers. William Yeager retired some years ago and lives in New York City, near Catskills, and Co. Yeager died five years ago. There were four Yeager brothers, natives of Westery—Walter, William, Cato and Henry. All were time musicians. Partly rambling.

W. L. BROWN, of The Cheyobyan Daily Tribune, Cheyobyan, Mich., is anxious to learn the personnel of the Husco & Holland Chain in Columbus, Ohio, who stayed the town about 1900, and in the Hill Parade show as of June, 1900; June, 1901, and February, 1902. He is anxious to obtain a descriptive synopsis of the first party and one of the two companies. The information for The Cheyobyan Daily Tribune's golden jubilee edition, to be published soon. The Husco & Holland Chain at the time in question included such names as Lawrence Chesnut, tenor, and "La She, King of the Black Vite."

ARTHUR BARR is directing the 1939 Minatrol show to be given by the Rogers Park Band, American Legion, Chicago, May 16, 11 and 12.

TIM HAMMACK press from Washington that Sammy Kaye, George Smith and George Walker are in town. That Jack Kearns left recently for New York. Alford O'Neil, Edna Davis, Bob and Bobbie Smith and Orvis Bayley are also working in the Capitol City. Tim also is planning to have the Three Little Boys play a holdover engagement at the Barre Theater there.

WONDER if Tex Johnson, Texas whip-cracker, ever got his traveling establishment going which was being operated in Portola, Calif., around March 19.

WANTED MASTER OF CEREMONIES

ROY MEYERS - JIMMIE BITTNER PHOTODUPLICATIONS - JAMES H. DUNN. Contact them on call, deliver with a flash for NAT. P. #550 or #551. Party #550. Four Months Show, Day Auctioneer, Nat. P. #550. Day's Work - Write Al. Box 248.

AL HARRER MAN WANTED. NAT. D. RODGERS, 2010 N. Western, Tucson, Ariz.

to see me," says Laverne, "and this week Lou Chester." Laverne would like to read a line here on Jack Duval. Don't know if you are in town. Bob and Bobbie Smith and Orvis Bayley are also working in the Capitol City. Tim also is planning to have the Three Little Boys play a holdover engagement at the Barre Theater there.

DOMESTIC LIFE has detained Alberta Van Cleve, who now resides in White Horse, N. J. very busily mothering her new son.

EARL HARRINGTON and Violet Koop are now resting up in Danville, Ill. after nearly two weeks in the Casino Walker, them, Chicago. Earl says he is booked for a few extra days around Danville before he goes to the East. Earl would like to read a line here on Larry Reed, Hughie Hendricks, Edna Davis, Ruthie Carroll, Wylan Barr, George Harrington and Charlie Smalley.

ANDY ANDERSON, Chicago ballroom operator, reports that he will be associated with Tiny Epperson and Paul Orr.

EXPOSITION PARK - AURORA, ILL. WALKATHON & "DERBY-SHO" OPENS MAY 17. PRIZE MONEY IN BANK

NOTICE, CONTESTANTS Red to Making Alterations in Building to Increase Seating Capacity The Due Leinen - Al Rauer St. Louis Walkathon. WEL OPEN MAY 14 - "A FAST AND SHORT SHOW"

Stein Show Draws Fair Biz 12 and 2 Still Parading

LONG BEACH, Calif., April 29.—At this writing, 12 couples and two solo artists are in the Stein Show, which is playing a fair business. Contestants are Marion Johnson, Gladys Madison, Johnny Rusco, Lorine Seaman, Jerry Green, Edna Davis, Johnny Crowder, Roma Terry, Lew Sullivan, Marge Clark, Hughie Hendricks, Margie Bright, Billy Steele, Maxine Long, Johnny Reed, Chad Alford, Percy Jones, Kitty Ellis, Fred and Edna Davis, and Bob and Bobbie Burton. Holos are Tom Day and Bobby Seal. Lenny Page and Art Wolf are handling emcee duties. Ernie Bernard is soprano and music is furnished by Al Heuser's band.

JOE NALTY pencils from Long Beach, Calif., where he has been resting also, the last at Bakerfield, Calif., that he's in excellent shape and ready to play another four weeks. That has become of Pop Jubge. Joe asks. The last we heard, Joe, he was in Omaha a few weeks back.

LAVINE HUNDLEY, in reply to our note to the Miami, Fla. office, says that we would like to hear from some of the gals in the game, letters from Louisiana that she is in the act of leaving there. Laverne says she hasn't participated in 'walk for quite some time, but she is anxious to get back since entering the ranks of ex-contestants. "Just a month ago Warren Jewel was by

Denison 150 per cent profits Songs Minstrel Shows Openings Available All Week-Ends We supply all entertainment material for lodges, dramatic clubs, schools, etc., and for every occasion. F. S. DENISON & CO. 203 N. Washburn Ave., Dept. 16, Chicago, Ill.

S. A. M. NATIONAL CONFERENCE May 27, 28, 29. Superiority addresses have been used in 29 States. Wonderful Shows, Dealer Exhibits. WORLD'S FAIR CONTACT, HUGH SOUVENIR BOOK, ALLIANCE Performances, etc.

ABDOTT—Harry L., 66, veteran showman (Mass.) born April 23 after a long illness. He was well known as a violinist and as the inventor of the "Honey" and operated the dance pavilion at Lincoln Park, Worcester, for 10 years before his death. He was a member of American Society of Mechanical Engineers and also of Athletes Club, Worcester. Survived by wife and two stepsons. Service April 22, 1917. Burial in Mountain View Cemetery, Worcester, Mass.

ANDERSON—Harry (Big Boy), performer, in the Hubbard Hospital, Nashua, N. H., April 22, 1934. He was in Mt. Juliet Cemetery, that city.

BECKER—Harry W., 70, veteran showman with a heart ailment, in Watertown, N. Y., recently. Becker operated a number of theaters in Pennsylvania and was also engaged in the touring business. He was in the carnival show business for 25 years as owner, general agent and promoter. Some of the shows with which he had been associated were the Leon W. Washburn Co., T. Kennedy, Clyde and John H. Shewley. He was general agent for the C. J. Bach Show, and for the "Big Boy" show, operated by Becker, Burial in Watertown.

BLOZ—Lucretia, mother of Mrs. Cleo Egan, actress, died April 21 after a long illness. She was the wife of the late Charles W. Beckman & Co. Survived by two sons and many a halfbrock, of a heart attack at her home in Los Angeles.

BLOZ—Arthur, 30, treasurer of the Wings Theater, in Medical Arts Center, Los Angeles, died April 21 after a long illness. He was the brother of Jesse Bloz, of the vaudeville-vaudeville team Bloz and Sully. He had been promoted to the position of treasurer before working for English light theaters in Philadelphia and New York. Survived by wife and three children: Alex, Yoko and the Orphan Trust. He had produced the picture Center's Son, associated with the picture, "The Sign," Mrs. Millie Block; a son and two daughters.

BRUNO—Anthony, son of Tommy Bruno and Mrs. Helen Bruno, died at Eastman Hospital,erry, N. Y., April 4 of cancer of the stomach. Survived by wife and three children. Burial April 8 in Holy Cross Cemetery, Londonderry, N. H.

BUZ—Thomas, 48, well known in tab and burlesque circles, of a heart attack at his home in Agoura, Calif., April 21. He was the brother of the late Tom Blonson. Survived by his widow, Marie, and three sisters in San Francisco. Burial in the Holy Cross cemetery.

CAM—James, 30, mother-in-law of George Davis, former circus steward promoted to the position of manager of the Golden West at the San Francisco Fair, suddenly April 13 at his home in San Francisco. Survived by wife, three children and daughter, Mrs. George Davis. Burial in Holy Cross cemetery.

CAMPIANARI—Leonard, 70, musician of well known at the turn of the century. In San Francisco April 22 after an emergency operation. When 13 he returned Italy as a musical prodigy and later gave up his profession to become Milan Conservatory of Music. In 1911 he appeared with the Boston Symphony Orchestra and was heard to sing in the final the New England Conservatory of Music conducted the orchestra of the "La Maestra" in Milan and as an orchestra for the Italian Grand Opera Co., also the Philadelphia Symphony, and conducted orchestras in Los Angeles and San Francisco. He was a time taught violin at the Cincinnati College of Music. Survived by a son and four daughters.

CLARK—Maxine, bass player, in the Parkside, Ky., April 20 of pneumonia. He was the son of the late Maxine Clark. Survived by his parents of St. Louis. Service in Des Moines, Iowa.

COCALIS—Edna, D., 51, president of the Cocalis Enterprises, Inc., which operated the Hippodrome Theater, Brooklyn, wherein vaudeville and touring shows were presented. She was in Mt. Sinai Hospital, New York, April 19 after an operation. The company operated 45 other vaudeville and touring picture theaters in New York and New Jersey.

CRAWFORD—Melvin W., 53, president of the Michigan Singing Association in Detroit, died in Maine Hospital, Detroit, of pneumonia April 19. He was in 1930 Crawford was first vice-president in the American Singing Union of the United States. He was a member of the Michigan Country Club on Lake St. Clair and president of the Detroit Detroit River Yachting Association.

CROWLEY—W. H., a son, Melvin, his widow, Irene R., and a son, Stephen, in St. Joseph's Hospital, St. Louis, Mo., April 22.

CROWLEY—Franco, 34, wife of George G. Crowley? owner of Crowley's

United Shows, April 23 in St. Joseph's Hospital, Kansas City, Mo., after a brief illness. Besides her husband, a daughter, and a son, she was a member of the Musical in Hutchinson, Mo., April 27.

CULIANG—Mrs. Clementina, formerly Clementina S. Peliz, of the Three Star vaudeville team of the 50s in Port Huron, Mich., April 30 after an illness of two months. Survived by a daughter, Mrs. M. J. Herbert.

DARTT—Floyd E., 47, theatrical electrician, of a heart attack recently at his home in Seattle. He was a member of the Seattle Local Stage Employees' union for the past 30 years. Dartt was a member of the Washington State Opera and two generations. He was a member of the Ionic Masonic Lodge, Seattle. Survived by his widow, Edith, his daughter, Janet, a son, Grant, and his father, Henry.

DEAL—Louise, former vaudeville and light actress, April 20 in Grace Hospital, Detroit. She was a member of Actors' Equity and the National Vaudeville Association. Survived by her husband, Charles W. Deal. Burial in Woodmere Cemetery, Detroit.

**IN LOVING MEMORY OF
GENE DE KOS**

Who Was Born 1914.
Died May 4, 1934.

DEAN—Thma, 74, retired light manager, April 23 in Spring Valley, N. Y. He was a member of the Washington State Opera for 30 years as road manager, handling Mrs. Lullie Carter, Lenore Ullrich and George F. Cohan. He was the manager of Tyler's productions he was in charge of the Christian. He had also been associated with the late Mrs. Ullrich. He leaves a sister, Katharine Cecilia Dean.

DEWES—Homer, 68, old-time boxer and actor, died April 21 after a long illness. He was a member of the Broadway Theater, New York. He was a member of the Broadway Theater, New York. He was a member of the Broadway Theater, New York. He was a member of the Broadway Theater, New York.

FINCK—Herman, 60, British composer, died April 21 after a long illness. He was in many successful musical productions at the Palace and Drury Lane theaters, London. He was a member of the Royal Academy of Music. He was a member of the Royal Academy of Music. He was a member of the Royal Academy of Music.

FISCHER—David C., 48, former actor and writer and Hollywood motion picture director, died April 21 after a long illness in the Hartford (Conn.) Hospital. Survived by his widow and a sister, Mrs. M. J. Fisher.

GARDNER—Herbert (Ber), 50, former trapeze artist and manager of the Garden City and Garden City Hospital, San Diego, Calif., survived by his widow, Anna, and two daughters, Mrs. Doris Gardner and Mrs. Lucille Wrightman, all of San Diego.

GREG—Heart Church, San Diego, with office in Holy Cross cemetery there. He was a member of the theatrical profession as proprietor of the Cite Cafe, popular downtown Detroit, from 1915 to 1929.

HARRIS—John, 48, actor, died April 24 at his home in Detroit. Survived by his widow, Julia; a daughter and son. He was a member of the theatrical profession.

HERRMANN—J. J., 50, former motion picture professional in Sheboygan, Wis., and a stage owner, suddenly April 19 at his home in Detroit. He was a member of the theatrical profession.

HICK—Arthur, a prominent motion picture professional in Sheboygan, Wis., and a stage owner, suddenly April 19 at his home in Detroit. He was a member of the theatrical profession.

HILL—Mrs. Isabelle E., known on the stage as Charlotte Ray, who teamed with her husband, Frank (Mike) Hill, died April 23 at his home in Detroit. She was a member of the theatrical profession.

HERMANN—J. J., 50, former motion picture professional in Sheboygan, Wis., and a stage owner, suddenly April 19 at his home in Detroit. He was a member of the theatrical profession.

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International Association of Dancing Masters and the Philadelphia Dancing Masters Association. She formed the only professional mother and son dance team. Her daughter, the late Mrs. M. J. Hill, won first prize at the IADM convention in 1914. She toured for many years in vaudeville and in the touring circuit and abroad and frequently appeared with her husband, the late Mr. Hill, in the Lopea. He was a member of the United States and W. C. T. U. He was a member of the United States and W. C. T. U. He was a member of the United States and W. C. T. U.

Heckler—Nelson, 52, well-known British actor, in London April 20 of a stroke. He made his stage debut, 76, at the Old Regent, Hull, Eng. in 1924. He played for a time in the 21st Pals in New York and later took a role in "The Sign." He was a member of the United States and W. C. T. U.

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RANDALL—William, 82, actor, in General Hospital, Elizabeth, N. J., April 22. During his 33 years of acting he had appeared in more than 400 pictures and productions of the early motion picture industry. He was also in the Broadway shows of "The Sign" and "The Sign." He was a member of the United States and W. C. T. U.

SCHROEDER—Carl, 52, vice-president and secretary of the Majestic Theater, Wyandotte, Mich., for many years and in 1920, April 23 in Detroit. His widow and four children survive. Burial in Detroit. He was a member of the United States and W. C. T. U.

SIEBMAN—Harold T., 42, former vaudeville singer, April 21 at his home in Detroit. He was a member of the United States and W. C. T. U.

SKEOGAN—Edward Ingrald, 60, at one time an acrobat with the Ringling show, of pneumonia, died in Detroit. He was a member of the United States and W. C. T. U.

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Coming Marriages

Patricia Ziegfeld, art director and writer and daughter of the late Flo Ziegfeld and actress Billie Burke, and William Ziegfeld, Hollywood dancing instructor, soon.

Billy Hughes, columnist on The Broadway Show, and his wife, Mrs. Esther Adeline Lee, New Haven, Conn. (See COMING MARRIAGES on page 67)

NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

More than 600,000 Checked Thru Gates on Inaugural Day

Not over 30 per cent of amusement area attractions are prepared to operate—night combo of light, color, sound and motion does not prove to be unusual

NEW YORK, May 1.—Upwards of 600,000 people checked into the biggest and most expensive world's fair of them all at the opening yesterday, according to the cash register exhibit figures checked at midnight. Peace was looking forward to 1,500,000. President Roosevelt officially opened the magnificent spectacle in the Court of Peace amid an imposing setting with dignitaries from the nation's top ramps present, including 35,000 specially invited guests. Mayor Fiorello La Guardia, representative for the city and Council Lehman for the State, Members of the U. S. Supreme Court, of both Houses of Congress and of every political, commercial, industrial and social affiliation swelled the ranks further to augment the grand entry.

The 13 gates were swung open at 10 a. m., an hour before schedule, to accommodate the milling hordes. It is the biggest and most costly exposition known, but it is also one of the most untried. Yet what is really remarkable is the number of payments of kind ever untried. In the opinion of veteran world's fairists, it is also an expensive proposition. The main area and inside transportation exacting unusually heavy tolls.

Difficulties Are Numerous

Elaborate fireworks with music, color and water-fall events took over the Lakeside area at dusk and at 10 o'clock switched operations to Fountain Lake, where interest centered upon five floor-shooting galleries and 70 light trails which lighted them, an aerial display, a few art pieces, recorded accompaniment and a variety of other amusements. The highly touted combo of light and color, sound and motion was projected beyond point of interest, was quickly sequenced and an altogether wild concoction, the pyro still being not more unusual than has been seen at big agricultural fairs for years.

As expected and previously announced, not more than 30 per cent of the amusement area attractions were prepared to operate. A combination of difficulties, headed by labor trouble, lack of intradepartment co-operation within the fair corporation, bad weather and laziness in signing of midway project contracts were responsible main reasons for the fair's important entertainment division.

Bars Popular in Rain

Lack of electricity, due chiefly to a jurisdictional fight between the International Brotherhood of Electrical Workers and the International Association of Theatrical Stage Employees, both American Federation of Labor unions, caused many attractions, otherwise prepared to operate, to remain dark during the evening season and throughout the day. Attractions that were open reported a good day's business, especially restaurants, which were open all night. Bars were especially popular after a chilly rain began to fall about midnight. Many were reportedly completely prepared to open to the public composed about 30 per cent of local midway inhabitants, but many of them were not open, rendering all day for one reason or another. Some had no light at night, others had no electricity and were unable to obtain more from fair headquarters, and still others opened their doors but did not charge admission because of incomplete programs on the inside. Fair officials predicted that it would be at least a week before the attractions signed to date could be operating 100 per cent. Many empty spaces will open

even later, of course, after being allocated to operators.

Among Those Operating

Attractions operating included Children's World, Dash Bros., Cuban Village; Defour & Rogers' string—Stragen as it is known; Gumbusters; Wo Human; or 16, Nature's Mistakes and Semolina Village; Joe Gale's Show, Frank Hamid's Circus; Noah's Ark, which closed down a night because of lack of lights; Cliff Wilson's Live Monsters, which was the first show to open, taking the first dime at 8:30 a. m.; Hyson, which also lacked lights at night; Paul Gels's Crystal Palace; the new show, "The Mystery of Aerial Joyride," two Dodgen ride, Baker & Traversa miniature Auto Ride, Greyhound Bus, "The Mystery of Victoria Falls, Blue Ball Chime Ball, Rabkin's Photomatic machines, one of two shooting ranges and archery range. The Polo Valley opened in the morning, ran out of tickets and operated free to the public from mid-afternoon on. 20 shows were presented. Morris, Gels's Little Miracle Show opened but didn't present anything. The Zoo has had a picnic with amuse, and Old New York, far from ready, conducted a bally out front with George Jessel presiding.

Last-Minute Labor Dispute Is Settled

NEW YORK, April 30.—A last-minute labor dispute that threatened to virtually paralyze the opening of the amusement area of the fair was settled late today when members of the Trades Union Council settled differences between themselves and the fair corporation.

A fight over electrical workers' jurisdiction throughout the grounds between the International Brotherhood of Electrical Workers and the International Association of Theatrical Stage Employees, both members of the Trades Union Council, which they threatened to picket the fair on opening day unless the fair co-operated in the matter.

Other trouble centered around the American Federation of Musicians, which has been after a contract with the fair for several months. Fair officials reportedly told the union that it was not to alter their business and that the union should deal direct with employers of talent through the program. Trades Union Council, which takes in nearly all theatrical unions, including IATSE, IBEW, American Federation of Actors, Equity and the AFAs, threatened a sympathy strike tomorrow unless parity unions' demands were met.

All-day music today between fair and

NEW YORK, April 30.—This is the last chance anyone will have to prove himself either a prophet or an ignomina because the world's biggest and most expensive world's largest fair comes out of its corner tomorrow for the first round of the 186-round bout under the Marquis of Queens rule, "Come out fighters!"

Until this date everything in print has been based on what will happen. Come tomorrow it will be the other way around—that's happening and what happened. "They can't hurt us."

A \$15,000,000 training camp has been operating in Flushing, Born of Queens, City of New York, for a duration that constitutes one of the longest tuning-up periods in exhibition annals. "I'll murder the pug."

More than 60 nations are represented. This will be the largest congregation of countries ever assembled under a single sponsorship, not excepting the League of Nations, the World Court and any peace conference you can name. Whelan & Co. did it. "He did, one whom I don't look at."

But enough of this funeral dignity. "Let's take a look at the record."

CREDITS

Cleared to play to between 50 and 60 million people. Seventy-five-cent gate fee is enough to pay expo on its own. Biggest collection of attractions any world's fair has ever revealed.

Many free shows and exhibits to justify 75-cent tax. Created sound-color-light-motion fireworks ever created.

75-cent trip to museum in New York, metropolitan district and other parts of U. S.

Chances to visit premier hotels and restaurants. Hotels promised not to raise rates.

Strip billed for May-Zone as instructed to obtain funds during early operating period, when badly needed.

Conservative estimate give fair gate haul of \$100 million.

Concentrated Play Zone with wide roadway.

Covering of sun-bank thru-out midway.

Most closed-up publicity in history of public relations.

Most staggering array of exhibition attractions in history of the world.

A planned dead midway. Extravagant lighting and effects thru-out plant.

Midway construction has gone forward at miraculous pace in last four weeks.

Terrific spread of restaurants. Grover Whelan & Co.

TTC resulted in a compromise agreement, with the AFAs obtaining some of its demands but no contract with the fair. Details of agreement were not available at press time.

Aquacadeists Resume Work

NEW YORK, April 30.—Billy (Aquacadeist) Rose's performer salary difference with the American Federation of Actors were untangled this week when Columbia Walter Winchell was called in as arbiter and effected a mutually agreeable settlement.

AFA asked \$35 a week for chorus, dancers and showgirls and rehearsal pay as follows: First week, no salary; 2d, 3d and 4th weeks, \$15; 5th and 6th, \$20; thereafter, \$25 a week. The show was to be a forcing chorus, dancers and showgirls to sign non-AFA contracts at \$40 weekly with no rehearsal pay. Bobbie Tucker, AFA president, conferred with Rose and brought Winchell into the fray and the matter of Halop Whitehead, AFA executive secretary, who submitted the columnist's name at a meeting Sunday.

Motor traffic will be the worst in city's history.

Worth double or triple that, but high fee for buses are represented. This will be the largest congregation of countries ever assembled under a single sponsorship, not excepting the League of Nations, the World Court and any peace conference you can name. Whelan & Co. did it. "He did, one whom I don't look at."

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Aerial acts set to work in the afternoon include the Alvena, Les Klimt, Doubleday, the Vee, Four Queens and Peaches Vee to a 1,600-foot slide for life from the parachute tower to Fountain Lake.

FLUSHING FAIR—

(Continued from page 3)

Berlin and Gene Cavaraugh's Band to play the show; Maurice and Cordova, dance team; James Pelham, singer; Top Hatters, roller skaters; Paul Renee, midget act; Paul Gordon, bicycle act, and Bob Rips, juggler. Walter O'Keefe and Bertie O'Keefe will give the show and several guest stars will assist from time to time on the stand. These virtually unknown performers include Fredric March, Sophie Tucker, Victor Moore, Bill Robinson, Willie and Eugene Howard and Miss Gordon.

New 10-Car Coast Show

Hollywood movie interested—advertising truck to be used on the advance

LOS ANGELES, April 29.—A 10-car circus is in the making on the West Coast, with an advertising truck in advance. At this time it is not possible to give much definite information. The backers are people from Hollywood.

It is believed that the show will be 160 with three 600 seating capacity, 6,600. There will be a side show, but no tent. The staff is reported to be tentatively engaged. Admission prices will be 25 and 50 cents. Transportation will be furnished; others will stay in hotels or trailers. A cookhouse for workmen now will be carried.

It is believed that the show will be managed by the Al O. Barnes show, an interested party, now with the Barnes show. It is believed that the equipment of the Ringlings at Baldwin Park will be used.

Sparks Showing Rapid Improvement

MACON, Ga., April 29.—Charles Sparks, retired circus owner, who has been a patient at the Clinch Hospital here for several weeks, is showing rapid improvement.

He suffered a fractured arm and severely injured ribs in a fall shortly before the opening of the "Dewitt Bros." Circus, which he owned for many years before disposing of the show in 1927. It is believed that he will be discharged from the hospital in a few days and will return to his suite at the Hotel Danmore, in Macon, but will probably travel extensively this summer after recovery from his fall.

Charles Kats, for many years assistant manager of the Danmore show, has remained here with Mr. Sparks.

WPA Show Ready for Tour Under Canvas

NEW YORK, April 28.—The WPA Federal Theater Project's circus has been ready for touring. Everything is ready for the opening under canvas the night of May 2.

Joe Wall, superintendent of properties, has his paraphernalia ready. The pyrotechnical troupe will have Scotch costumes. Advance department is billing. "Honey" number of Clowen alerted "The Clown Prince."

It is officially announced by the circus staff that a new and novel feature has been engaged for the canvas. It is a "Hill" to be mounted and has been called "Just over the Top." Big top to be 100 by 40 and 20 ft.

Walter M. Buckingham, national secretary-treasurer of the "Clown Parade" is expected to be in New York. It is expected to blow the whistle for the opening performance. Has notified the executive staff of the "Clown Parade" and is expected to be in New York. It is expected to be in New York. It is expected to be in New York.

Tex O'Connor Injured

CHICAGO, Ill., April 29.—Timothy O'Connor, 37, a well-known Illinois actor and vaudeville performer, recently suffered injuries to his right knee, ankle and hip while working on the drawing power coach. He was struck by a bit-and-run driver on Illinois 22, opposite his residence at Madison street, and was rushed to Chicago's Hospital. His condition is reported good.

C. D. Odum III

CHICAGO, April 29.—G. D. (Dan) Odum, former circus manager, now 19-year-old, is reported to have been discharged from a Chicago hospital for two weeks. He was taken ill on a train on which he was carrying mail. He is reported to be recovering from a railway physician was removed to the hospital. He is now well on the way to recovery.

STERLING (DUKE) DRUKENBROD, widely known side-show manager, who is in charge of the kid show with Cole Bros. Circus.

Shows Must Parade In Canton or Else

CANTON, O., April 29.—Unless a circus parade it will be unable to make any effort to contract Canton this season. This was the edict of William Bihel, city license clerk, who revealed this week that failure of some circuses in recent seasons to parade after they had advertised the feature has caused the administration to end of it.

Bihel said he understood that Cole Bros. Circus (railroad) contemplated making this city in May and that the show would be given every consideration in way of license, police protection, etc., because it had never failed to put out the parade as advertised.

Motivated shows which do not feature a parade will be denied a license, because it had never failed to put out the parade as advertised.

Russell Off to Encouraging Start; Has New Price Policy

BLOOMINGTON, Ind., April 29.—With a new price policy designed to fill present-day family budgets, the season of Russell Bros. Circus is off to an encouraging start.

Front-door admission price is 25 cents for both adults and children, and the same, plus tax, for reserves.

In spite of a pouring rain on opening day, April 29, at Rolla, Mo., the home-town folks shut up shops and schools and turned out with characteristic loyalty, waiting until a muddy lot to see the show's premiere. The downpour cut the evening receipts below the afternoon gate of 2,500. Cold wet weather next day held down the crowds at Union, Mo., but with the return of sunning the attendance shot up at Granite City, Ill., to record Saturday night business (April 29) and this in spite of the fact that the grounds was plastered with Parker & Watts wall paper.

After three other Illinois stands in the St. Louis area, the show headed across the southern part of the state and into Indiana at Viburnum, and next week enters Ohio at Hamilton.

Hot Gibson Joins

With the joining of Hot Gibson at Bloomington yesterday, the management is determined to draw power coast-wise with the new low prices to overcome the public's heliopic attitude toward circuses.

The program, with many new faces in its roster, ran over two hours at the opening, but was judiciously trimmed and increased to just the right length day out. The performance is nicely balanced and co-ordinated, and has plenty of snap.

Walter Jenner, back on the show after a year's absence, is serving as equestrian circus boss, presiding his season-long "Buddy," as one of the show's most popular features.

Adelaide Baden Back and Madame Bialini, who joined in mid-

Baddeley Railroad Show Premieres at Westminster, B. C.

WESTMINSTER, B. C., April 29.—Baddeley Royal Circus, a family circus, opened here under auspices of the (Cryo-Cub April 26 for four days. Show has 20 acts, an eight-piece band and two pit shows. Mr. and Mrs. Harry Mason have charge of the side show.

Staff includes W. Hill Baddeley, manager, George E. Henry, Jr., assistant manager, and Stewart J. Scrivee, general agent.

J. E. Henry, manager of Henry Bros. Trained Animal Show, has joined Baddeley. He has loaned his equipment and acts, including a Shetland pony, 3 carriage horses, 3 African lions, 2 bears, 10 monkeys, 1 baboon, 1 ape, 1 cougar, 1 tiger, 1 leopard, a trained cobra and 1 elephant. Scriven has also booked solid to May 20. The show will play mostly under canvas and travel by rail (special motor), using three baggage cars, a combination Pullman and dining car and three flats.

IABPBD Local 67 Elects

WASHINGTON, April 29.—The following were elected at recent meeting of the Billers' Alliance, Local No. 67: David Truett, president; J. M. Sargent, vice-president; Joe P. Mack, secretary-treasurer; Joseph Ennis Jr., business manager; J. M. Sargent, secretary; Charles Tiplis, Herman Vias, trustees; Traugott and Mack, delegates to the International convention; the Ennis, delegates to the Central Labor Union.

past experience it has been the administration officials who have been put in line to Leopold, a trained cobra, a cobra who lined downtown streets for several hours were disappointed when the circus failed to appear. A press announcement that the parade would not be held," he added.

EDDIE TREES, left, who was manager superintendent with the Barnes Circus, is on the G. P. Zeiser Shows this season with the Mabel Rogers act, and H. L. Leonard, secretary at the Baldwin Park, Cal., circus winter quarters. Leaman was secretary of the Beck-Wallace Circus last year.

Duke Drukenbrod Head of Siegrist Showmen's Club

CANTON, O., April 29.—Sterling (Duke) Drukenbrod, of this city, side-show manager of Cole Bros. Circus, was elected president of the newly formed Charles Siegrist Showmen's Club at a meeting April 23 at Hotel Baldwin. Other officers are Jack McNelly, ex-tourer, now associated with the Beck chain of hotels, vice-president; Rex McConnell, The Billboard representative here, secretary; Maynard (Duke) Mack, circus fan, treasurer. Club was named in honor of Charles Siegrist, native Cantonian, "veteran aerialist, still an active showman."

Circus fans, ex-tourers, prominent outdoor showmen and performers of the district numbering 80 were in attendance.

Program was featured by several reels of movies of scenes of Cole and Ringling Bros. circuses and the Dodson and Johnny J. Jones carnivals, taken by Ted Deplah, who has been named official photographer of the group. Experience of trouper and fans were related and circus yarns entertained the guests. Barney Anderson, 64, wire performer and clown, told of the old wagon show days. "Honey" Hauman, ex-tourer, was toastmaster.

Among those present were Drukenbrod, Glen Wagner, John Hare, J. R. Pizarro, Merle Leason, J. H. Malloy, Howard Peters, Jack Nedrow and Don McCrear. Canton club members will be guests at the annual meeting of the showmen's group, at Wooster next month.

forms tableaux after one around, with solo by puma donna. During this number, 24, four-arm string, 20, large elephant act, worked by Miss Legend, 17, Tight wire by the Alters-Brook circus act, worked by Miss Legend, 20, Aerialista, a feature, also an outstanding number. 31, Second circus, announced by 22, kineas, number, with Irene Ledgett doing the principal work. 23, Hughes' dog act, a good number. 24, Cow-arm string, 20, Large elephant act, worked by Miss Legend, 20, Prech by the Lakes. 27, Clowen boxer, circus act, worked by a very clever group of performers.

The program has been planned with an eye to juvenile fancy, and especially popular with the boys and girls is Tom and Jerry Hughes' dog and cat review. Joe Ould, as producing clown, heads a lively corps of funmakers.

Back streets and wire are back on show with their stock. Steele had charge of the concert up until Gibson's joining in the new working man Gibson. He thus presents his horse act in big show. Rose Steele works one of the elephant acts and a trained cobra. A trained cobra, a trained cobra, a trained cobra. A trained cobra, a trained cobra, a trained cobra.

The side show is managed by Leo Deane, who is also working with the Russell organization this season. Other personnel will appear in a later issue.

The Program

CINCINNATI, April 29.—Clarey C. Ennis, of this city, formerly with circus, is appearing in the drawing power coast-wise show at Rolla, Mo., and substitute the following program:

The grand entry is impressive with all new attractions. The entire company

BARNES-CARRUTHERS

★ ★ ★ ★ PEEJAY

(RINGENS)

Sensational Bicycle Incline
"RIDE OF DEATH"

AN OUTSTANDING ATTRACTION
WITH AN OUTSTANDING CIRCUS

(THANKS TO EVERYBODY FOR A SWELL ENGAGEMENT)

Direction
BARNES-CARRUTHERS
Chicago

SOME
OPEN
TIME

Permanent Address
PEEJAY RINGENS
805 Fifth Ave.
New York City

KARL WALLEDA Presents

THE GREAT WALLENDAS

SENSATIONAL HIGH WIRE ACT
OF TWO CONTINENTS

The World-Renowned

POWER'S ELEPHANTS

STILL GOING STRONG

SOME OPEN TIME
IN MAY AND JUNE

PERMANENT ADDRESS
58 FOXHURST ROAD
BALTIMORE, MD.

WEBER BROS. & CHATITA

IN

"RHYTHM ON THE WIRE"

ACT NO. 2

SENSATIONAL BLINDFOLD FOOTSLIDE

PERM. ADDRESS—THE BILLBOARD, CINCINNATI

THE GREAT FUSSNER

PRESENTING HIS

SENSATIONAL SPECTACULAR AERIAL SPIRAL GLOBE ACT

THE ONLY ACT OF ITS KIND

PARKS — FAIRS — CELEBRATIONS

Address—Evansville, Indiana

ELLA CARVER

*Internationally
Known Lady
High Fire Diver*

HOLDS WORLD'S RECORD OF
103 FEET FOR LADY FIRE
DIVER ON FIRE INTO FIRE

AT LIBERTY
AFTER MAY 28

Address
Care of Golden Star Ranch Park
Savannah, Georgia

ACCIDENTALLY YOURS

NAIDA AND ERNIE PEREZ

"The Perch Act Supreme"

YOUTH

PEP

PERSONALITY

7

CRESSONIANS

ARISTOCRATS OF THE TEETER-BOARD

Featuring

ARLENE CRESS

IN TRIPLE SOMERSAULT TO CHAIR

PARKS and FAIRS

EAST
CHARLIE SASSE

CHARLIE ZEMATER

WEST COATS
FANCHON & MARCO

"RED" CARTER

*The Slugging
Cloven Cop and M. C.
GRANDSTAND-HIPPODROME
STAGE*

CELEBRATIONS OF ALL KINDS
FAIRS, THEATERS
AND NIGHT CLUBS

Personal Management
Barnes-Carruthers, Chicago

4 ARLEYS

PERCH ACT

FEATURING
IVENE ARLEY

IN HER SENSATIONAL HEAD-BALANCING

RUDY RUDYNOFF

AND HIS NEW
12-HORSE LIBERTY ACT
(4 Whites—4 Blacks—4 Palomina)

FEATURING
ERNA RUDYNOFF
AND HER HIGH SCHOOL NOVELTY ACT
Some Open Time — Write
RUDY RUDYNOFF, CASSVILLE, WIS.
or JOE GREER, LANCASTER, WIS.

THE LITTLE JOHNS

*JUGGLING AND DANCING
ON RHINESTONE GLOBES*

THE SIX ANTALEKS

The World's Greatest Balancing Sensation
4 GIRLS — 2 MEN

A MILLION THANKS TO

F. W. KAHLER, HEAD OF THE SPORTSMEN'S SHOW
MR. ORRIN DAVENPORT, SHRINE SHOWS, AND
BARNES-CARRUTHERS OF THE GREAT EUROPEAN OLYMPIA CIRCUS

FOR THE WONDERFUL CO-OPERATION
GIVEN ME TO MAKE THIS WINTER
INDOOR SEASON 100% SUCCESSFUL FOR
MY TWO AERIAL ACTS.

PERMANENT ADDRESS: CARE OF THE BILLBOARD, CINCINNATI.

THE EARTH'S NUMBER ONE AERIALIST

FLORESQUE



**GREATER
EUROPEAN
OLYMPIA**

CIRCUS

GREATEST EVER PRODUCED

CHICAGO STADIUM
APRIL 14 - 30

CEDORA AND HER GIRLS IN THE GOLDEN GLOBE

THE GRAVITY DEFYING THRILL OF THE AGE

SOLE AMERICAN REPRESENTATIVE
BARNES-CARRUTHERS, CHICAGO

SOLE EUROPEAN REPRESENTATIVE
300 W. 49th St. CHARLES SASSÉ New York, N. Y.

AMERICA'S NEWEST WIRE STAR

RAY GOODY

PRESENTING

1. ANTICS ON THE WIRE
2. THRILLING ROPE SLIDE

POSSESSING THE ONLY TIGHTWIRE RIGGING SUITABLE
FOR USE IN NIGHT CLUBS. NO FLOOR ATTACHMENTS.

SIX MONARCHS

BEAUTIFUL
AERIAL BALLET
(PRODUCED BY JACK SCHALLER)

Presented by

JOHN GIBSON	JACK SILVER	AGNES DAWKINS
Manager		
IRENE GIBSON	WHITEY ERICKSON	THELMA MARDIS
	PERMANENT ADDRESS	
3108 GLENHURST AVE.		LOS ANGELES

EDNA CURTIS ATTRICTIONS

4 ACTS OF DISTINCTION
THE BLACK HORSE TROUPE
EDNA DEE'S DOGS and PONIES
THE COMEDY TAXIMETER
MULE, MENAGE HORSES

THE 2 HELLKVISTS

THRILLING DOUBLE FIRE DIVE—LADY AND MAN
DIVING TOGETHER WITH CLOTHES ON FIRE
INTO TANK OF FIRE

47 WAYNE ST. NILS REGNELL JERSEY CITY, N. J.

PETROFF'S BEARS

"ALWAYS ON TOP"

MANAGEMENT
J. B. SNYDER
Barnes-Carruthers, Chicago

HARRY PARROFF Presents

PARROFF TRIO

"Dare Devils of the Air —
Flirting With Death"

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PEERLESS POTTERS

AMERICA'S LEADING AERIAL CASTING ACT

OUR STADIUM ENGAGEMENT WAS ONE OF OUR MOST PLEASANT DATES
SOME OPEN TIME IN MAY AND JUNE

PERMANENT ADDRESS—HARRY POTTER

THE BILLBOARD OFFICE, CHICAGO

Under the Big Top

By CIRCUS SOLLY

FRANK STOUTS' Animal Circus joined Richard Bros.' Circus.

THE RUBELL show attracted 75m in West St. Louis, Ill., night of April 24.

NEW BEDFORD, Mass., has been contracted by the Downie show for May 29.

TOAL OLIVER will be in side show department of Cole Bros.' Circus.

BOXY FIBER demonstrated his candy box machine at the Chicago Stadium Circus.

BOOTHY DUNN has charge of the side-show department of Cole Bros.' Circus. He is now making his home in Los Angeles.

FIRST IN of the season at Kent, O., will be Lewis Bros.' Circus, contracted for May 15.

BUD E. ANDERSON'S CIRCUS will be in Lincoln, Neb., May 8, said to be the last date for a circus there in years.

STELLA CROWN will work an elephant act on Cole Bros.' Circus, the first step for several seasons.

AL MARTIN and R. M. Harvey left Chicago a few days ago to join Lewis Bros.' Circus.

MAC (RED) CARTER, singing clown, says some will work at the Great European Olympia Circus, Chicago, singing before the show and at intermission.

TAKING IT EASY doesn't lead to Easy Street.

HENRY HUTCHINSON, former usher with the Ringling show, is at the Semipole Indian Village at the New York World's Fair.

BLACKIE BOWMAN informs that he has the elephant "Gosen" with Crowley's United Shows and is working on a new touring show.

WALTER D. JEFFERSON, on the side-show of Sun Bros.' Circus in 1900, has made his home in Pineswood, B. O., ever since and is now assistant postmaster.

CLYDE BEATTY and his mixed group of lions and tigers looked to play George & Hamie's Million-Dollar Show, Atlantic City.

HAROLD MEYVOY will be in clown alley on the Cole show. He was at St. Louis Police Circus with Harry LaBar's clowns.

NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT PROTECTIVE—SOCIAL

(Hospitalization and Cemetery Fund)

Box 510 Initiation \$10

Sixth Floor, Palace Theater Bldg., New York City

WINDOW CARDS

14222, 22228 Penn. Corridor—Circus Shows, Hobbies, Bookings, Shows, Shows and Concessions. Write for our free cards.

BOWER SHOW PRINTING FLOWER, IND.

Good Location

Free area, lead by Highway, one mile North from Detroit, Mich. Phone 1468.

NAIDA PEREZ was able to work in the Naida and Perez peck act the last half of the Chicago Stadium circus season. While her injured ankle still bothers her, it is rapidly healing.

LAWRENCE G. BROWN, of Portland, Me., pens that Jane Boland and Joe Krebs (the "B") are playing, theater and night clubs in that section with a neat hand-balancing number.

EDDIE DELOY saw the opening of Parker & Watts Circus, reporting good business at the place, theater and band leader; Don Shanklin, callopio player, and Johnnie Delmar, clown.

BILL STEPHENS (California Bill), who closed with Frank Wright's Circus at Detroit, La. N. Y., says that he will take out a show next spring, California Bill's Wild West.

GENERALLY what weather conditions were favorable circuses have shown better news this season than last.

MISSED from the white tops this season are many of the most energetic and colorful figures in circus business. Chances are he'll be heard from again.

AVALON TROUPE, following a week's engagement at Junior Chamber of Commerce circus at Youngstown, O., moved into Detroit for a few days, theater attractions to follow until early in May.

LEN LITMAN is serving as Hoot Oster's personal representative on Russell Bros.' Circus and also handling press and advertising for Justus Edwards is doing advance press.

Pauly Smith, sword and neon tube swallower on Clyde Ingalls' side show of Ringling-Barnum, was guest artist on Fred Allison's radio program last Wednesday (20).

HARRY MAISON, who was with Barnum & Bailey both in the States and Europe, is now associated with the Atlantic City show in Philadelphia, where association and in his travels has his old pal Frank B. Hublin.

HARRY B. CHIPMAN is general press agent for Barnett Bros.' Circus. Edm. L. Clancy is in charge of public relations manager of advertising cars. The show has a substantial good publicity, judging from reports about the show.

JERRY P. BAKER pens that Buffalo has been contracted for June 21 by Ringling-Barnum, which will use the old Broadway and Bailey avenue site, owned by the New York Central. He adds that Buffalo, usually on the route of Cole Bros., has not been contracted as yet.

SEVERAL ITEMS received last week which we would find their way into the wastepaper basket. Remember, all communications must be signed.

IN CONCESSION department of Bud E. Anderson's Circus are Norman Anderson, superintendent; Freddie White, cashier; Bud Guss, hamburger stand; Red Rumbell, novelty; W. J. Hunt, seat tatcher.

MADAME BREDINI visited her daughter and son-in-law, Flora and Walter Gutz at St. Louis Police Circus. They presented comedy riding and live acts. Place was crowded and business was well shown. Irene Ledgett is riding her stock on the show.

MURT L. WILSON, who caught the opening of Park World Circus, says "Ira M. Watta has assembled an excellent two-hour show, with circus people demonstrating it and circus performers giving it. Five parade. There is a show that resembles some real patronage."

J. HANNICAN cards that Hayes Bros.' Circus is doing nice business in Northern Alabama. Right entrance has closed. "Ira M. Watta is Side show, he is getting his share of bit. Bertha Bert is acting as his show manager, as well as having the Aides.

PAUL M. CONWAY, engaged for several circus enterprises, is back home in Mason, Ga., after a week's trip which included business visits in Detroit and

New York. Returning south, he visited Barnett Bros.' Circus in Columbia, Pa., and reports a splendid performance and excellent business.

MOST CIRCUS advertising shows this season were held in busy days rather than on volume of paper posted. Waste of paper is expensive in the show and many who are celebrating the season would rather prefer to merely volume of sheeting.

BOB EDGREN TROUPE is doing its stage act (aerial bars) with the Ringling-Barnum show at Madison Square Garden, New York. The troupe is doing the following which will play the Ebrine Circus, Springfield, Mass. Troupe has several celebrated booked before its part season opens.

EDDIE JACKSON, Walter L. Main, W. M. Meyer, Frank A. Ruttman, owner of the Walter L. Main Circus, and Ben R. Jones, secretary and business manager of the show, attend the Junior Chamber of Commerce indoor circus at Youngstown, O. Doc Kerr had comments of Main and Jones in his column in The Beacon.

DORY E. MILLER, who was promoted from general press agent of Barnett Bros.' Circus to general agent when he resigned, transferred to another show, has been putting the show in many good places in Pennsylvania. He operates. Miller is regarded as one of the youngest general agents in point of age on a circus.

E. M. FREIBURGER, back in the years handmaster for circuses, carnivals and dramatic tent shows, is located at Dewey, Pa., near Philadelphia. He operates a movie theater at Dewey. When Crowley's United Shows made Harrisville recently closed at Harrisville, he operated a theatre, held a tribute service for his old friend Freiburger and Crowley showfolk gave him a banquet.

RINGOLINO-BARNUM has three sections this season instead of four. One movement has been moved to New York. It had 10 ring stock cars, 10 flats, 10 sleepers and one advanced car. No stock but may have train teams. No plants but may have large group of animals. One advance car will be used this season.

GEORGE KIENZLE JR., of Lancaster, Pa., cards that the Barnett show had a party afterward at the Ringling-Barnum at night there April 25 and that show has a nice line of advertising. Had a short show at Harrisville, Pa., where he and Raymond and his clown alley have a number of good walkabouts. Lee Thompson is the manager, who was interviewed over WOAL twice during the day.

HARRY AND LORETTA LAPEARL, who were at the St. Louis Police Circus, are back in Chicago on their advertising shows in schools and theaters for the week. Dog Foot, president of the circus, and numbers and their small trained dog. Glenn Purdy is doing comedy juggling and acrobatics. Two shows a day are given. Following the school season, the LaPearls will work theaters, fairs and coloration fairs.

SOLLY JOYNS reports that the Mighty Mag Circus and coloration fairs. For several years the show has been under management of Mrs. Helen W. Jones, former wife of Mr. W. H. Jones, who is her daughter, Mrs. Helen Mag Hayes. There's a new troupe of acrobats and comedians, which is waiting to make the "Mighty" appear up again.

LINDA JEAN JULIAN, famous bareback turtle rider with the Barnum show in this section, is being courted by Sella, Circus Bush and others, will celebrate her 87th birthday anniversary May 12. She is being courted by Sella, Circus Bush and others, will celebrate her 87th birthday anniversary May 12. She is being courted by Sella, Circus Bush and others, will celebrate her 87th birthday anniversary May 12.

Chyton Belce Recovers

YOUNGSTOWN, O., April 29.—Chyton Belce sustained injury during previous performance here of the Junior Chamber of Commerce circus, has fully recovered and was back in the show before the engagement was concluded. Belce said he has three people flying act would join Cole Bros.' Circus.

Dressing Room Gossip

PARKER & WATTS—So many writers were on hand in Fort Smith, Ark., for the opening that the British cannot recall the names of all the writers who were there. There was a large and warm congenial friend of showfolk. Al Connors and Del Gray, who were on hand for the opening "Andy Collins" into his cage for first parade. Hansel King's dog, "Clio," had a black and white puppy. The friends of the board bill the clowns will use one of them in the walkaround. Miss Volera has taken up the idea of teaching the dancing; in fact, the whole backyard has gone littery over the dance. Our wardrobe department is busy getting ready to take a delight in it, as we caught her slipping her hands. Delia Knight, Jimmy Connor and Colonel and Jan Sullivan are doing both with the dance. Jimmy O'Connor, born man, has gone up-stage over to join his royal purple uniform. Mrs. Zerzavo was out of one of her dresses. The showfolk in Mt. Vernon, Ill., found the Joe Hoigist troupe parked in the backyard, all set to go to work.

GEORGE L. MYERS

DOWNIE BRONZ—In Charleston, W. Va., George Bronz has a number of friends and relatives, among them their son, Leut. Charles Brockmeyer. Other guests who have been invited to the show are Mrs. Norma Hammock, Mr. and Mrs. Newboson, Hazel Hammock, Billy Brockmeyer, Mrs. J. M. Hammock, Mrs. J. M. Davidson, Mr. and Mrs. V. J. Donobos, Mrs. Chester Mays joined her husband of up-stage over to join his royal purple uniform. Mrs. Zerzavo was out of one of her dresses. The showfolk in Mt. Vernon, Ill., found the Joe Hoigist troupe parked in the backyard, all set to go to work.

OSPT. JAMES MORAN received a new shipment of alligators, one of them measuring four feet in length. Vic Nelson and family joined him. Robbin's side show last week. P. O. Lowery, side-show back in the show, is doing a number of standard marches in his program. Clyde Frey, fire actor, also is a new addition to the show. He is doing a number of stunts, evidently here. I see many new trailers and several billboards shopping around in the show.

CHIEFTR (BOBO) BARNETT, of Celso, is presenting an excellent act and succeeds in holding his audience mystified. He has recently purchased new fire and magic equipment. Chinese checkers are being played by a number of performers. The show is doing well. The champion-ship, Kinko, lake notice.

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OFFICIAL BALLOT

FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Santa & Business Club of America (Dexter Fellow Title), Circus Fans of America, National Showman's Association and Hollywood Troupe Co.
Open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership card.

RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES. HOWEVER.

IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPE.

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points).....	
2. (9 ").....	
3. (8 ").....	
4. (7 ").....	
5. (6 ").....	
6. (5 ").....	
7. (4 ").....	
8. (3 ").....	
9. (2 ").....	
10. (1 Point).....	

The Billboard is the final judge of all ballots, and decisions made by it are irrevocable and cannot be appealed. Contest closes with coupon in issue of November 23, 1939.

Your Name..... Please Print

Permanent Address.....

Affiliation in Show Business or by Whom Employed.....

Signature.....

Ballots without signatures are void

CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

with 3 and 2 with 2. Of the 92 rodeos only 41 offered less than \$100 total cash purse per day and probably could not make up the difference to offer a minimum of \$400 total cash purse per day to put on the four essential events. This professional rodeo would have a minimum of \$400 total cash purse per event per day, with the above minimum for a base, professional rodeo can award a total of a more sustained nature. Professional rodeo must have a point-award table of mean average per event, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92.

Favorite Outdoor Performer Contest

On the Coupon This Page
 Cattle Dehorner Stark
 Hubert Curtis, tight-wire artist, took a slight lead over Mabel Stark, wild animal trainer, who has been in the top position for many weeks. Miss Stark dropped to second, just ahead of the Flying Bronco, The Houdini-Belling Troupe, high wire, was toppled from second place to fourth with the Flying Circus occupying fifth.
 The first 25 leaders:
 1. Hubert Curtis..... 910
 2. Mabel Stark..... 890
 3. Flying Bronco..... 879
 4. Houdini-Belling..... 789
 5. Plying Circus..... 689
 6. Plying Circus..... 470
 7. C. J. Watson..... 470
 8. Great Watlands..... 470
 9. Flying Circus..... 321
 10. Flying Circus..... 321
 11. "Big" Ruppel..... 312
 12. Bert Nelson..... 303
 13. "Big" Ruppel..... 303
 14. Harold Barnes..... 303
 15. Harry King..... 252
 16. Flying Circus..... 252
 17. Tommie M. Jacobs..... 239
 18. Donny Herbert..... 239
 19. Bonnie Keller..... 216
 20. Billie Turner..... 208
 21. Capt. Frank Cochran..... 205
 22. Skelby's 4 Queens..... 205
 23. Capt. Spandy Phoenix..... 199
 24. Edger Frazier..... 188
 25. "Orie" Cribben..... 177
 26. Flying Circus..... 162
 27. Flying Circus..... 162
 Following are newly nominated:
 Bernadine, Black Brothers, Marlon

Performers' Club

By CHRIS CORNALLA
 CHICAGO, April 22.—Jill Seymour and sister are rehearsing a juggling routine to be added to their act. Gabby Brothers are playing night clubs around Chicago.
 The Temple and company, Illusionists, are now at the coast with Mistrans Blonde Ernie, Eddie Ruter, who played the State-Lake Theater last week, visited the city prior to leaving for the East.
 Charles Wilde, of Wildie's Casino Revue, is being kept busy playing club dates in Chicago. Adroit Brothers left for Louisville for a two weeks' night club engagement.
 The Dixie and company are with a revue in the South. Lamont's Cockatoos left town last week-end to open at New York.
 Takato, Japanese act, is rehearsing a new act for the outdoor season. Bluch Bells, Chicago, are making engagements at the Homewood Ice Recreation Center with its comedy trampoline act.

Corral
 By ROWDY WADY
 HERMAN AND WARNER LINDELL, stampee contestants, of Cardston, Alberta, have been engaged to stage the Letoria Stampede and to supply stock for the show.

CLYDE STAUFFER has been appointed stampee manager for the Byrton Lake, Alberta, annual show this summer. D. Nelson and P. C. O'Brien will be assistant. Crescent Bunch will be at the midway.

COE ZACK MILLER recently celebrated his 60th birthday anniversary at his home in Okla. He took a troupe of 50, two carloads of horses and a parade to the New York World's Fair, Omar Corbett, 70, old-time staidack, accompanied Miller.

EDWARD P. STAPLETON writes that his series of rodeos, held each Sunday, will begin soon at his ranch in New Berlin, Ill. His first rodeo this season will be his 24th, above. He says only four of his personnel will be on duty at the opening show. The drama men are Carson Dodd, Norval Derschneider and James B. Stapleton. Gate men are Thomas M. and John P. Stapleton.

REPUTES at the recent Crystal City rodeo: Cliff Hoyt—Cody Mansfield, Benny Hancock, The Rude, Juan Salinas, Bronk Riding—Miss Mae; Texas Kid—Tom Gilroy, South split—Steve and third; George Yardie, Steer Riding—Miss Mae, Eddie Cameron, Jack Nelson, Leon Tyson, Billie Spillbury, Jess Perkins; Earl Sellers, Jack Selles, Tony Galina, Len Reeves; Tom Taylor, Ole Adler, Coward Hoping—Ole Altier, Billy Taylor, Amateur—Tom Taylor, Hoping—George, Barton, Milton, Business Men's—The Down—Dow Fletcher and Juan Salinas.

ACTS and wild stock at the second annual Cleveland Rodeo, auspices of Legion Club, was furnished by Col. Jim Shaw, of the J. E. Ranch Rodeo Association. Show was arena director; Bob Matthews, general secretary; George March, Harry Williams and Sharty McCrory, judges; Herb Madey, general representative. There were 10 contestants and 250 head of stock. Day money winners thru April 10: First go-round—Steer Riding, Hoyt Hester; Buck West, Rex Campbell; Ken Harigs and O. K. Lewallen split; Bronk Riding, Ed Curtis; Bull Whittman; Len Richards; Tom Gilroy; Mattie split; Cliff Hoping, Hoyt Hester; Jiggs Burk, Jess Coonswood; John Adams; Bulldogging, Roping, Hattie, Tom Hogan, Steve Hase, Chuck, Buck Jones, Second go-round—Hitting, Bob Murray, Ken Roberts; Lee Wee, Morris; Buck Wyatt and O. K. Lewallen split; Cliff Hoping, E. Pardee, Jess Coonswood, Arney Hamblin, Clyde Burk, Bronk Riding, Andy Curtis, Bill Parke, Ned Ferraro and Ken Harigs split; Third go-round—Buck West, Buck Kilkenny, Ned Ferraro; Bull Whittman and Buck Wyatt split; Bronk Riding, Ken Harigs; Hitting, Ed Curtis; Bulldogging, Bert Clemmons split; Miss Mae and Leo Murray split; Bulldogging, Andy Curtis; Hitting, Bob Murray, Ken Roberts, Mike Fisher, Cliff Hoping, Jiggs Burk, Roy Lewis, Joe Walsh, Dee Burk.

Minimum

By LONELY TANNER

A standard gauge is of absolute necessity if professional rodeo is to determine who is to be the undeniable merited grand champion and champion of industry. The minimum is the only professional rodeo must give consideration to every contestant. It must be a fair and square measure that will offer equal opportunities to each unit. Four essential events must be offered, consisting in addition to all contestants: saddle bronk riding, calf or single steer or team roping, steer or team riding, and bull riding. Bareback bronk riders need not offer if they have the latter. Also an essential will be the team roping. These four essential events go hand in hand with one another, thus allowing a contestant to enter an event at which he is proficient.
 The RAA Bulletin states there were 92 BAA rodeos, with 1000 contestants, in 1938. Of these 92 rodeos there were 50 with 5 BAA events or more, 24 with 4,

The Once-Over

By H. I. PHILLIPS

Reactions to the Air-Conditioned Circus

I am unopposed to fragrances—
 I'm aesthetic to the core;
 Perfumum rarely fail to get me—
 Honeycombs are my desire.
 Study atmosphere offend me
 To a point where I can yell,
 But I still prefer the circus
 With that good old-fashioned smell.
 Air-conditioning is splendid—
 'Tis a ventilation scheme;
 I like clean air in abundance
 And my atmosphere ureal;
 You may purify
 'Tis from any laint it's free;
 But the old-style smelling circus
 Is the good stuff for me.
 You can spray things in my odor,
 Also stimulate my home;
 Flood the gateway car Hill Downside,
 Spread scents anywhere I roam;
 You can treat the railroad coaches—
 Give the big tent air and sun—
 But a camel is camel all
 And still will smell like all
 You can scrub the circus wagons,
 You can bathe each pachyderm;
 Make the landmark smell of roses
 With a recalcitrant arm.
 You can sprinkle rarest perfumes
 On each horse of ape or gnu—
 But all horses smell like llama
 And there's nothing you can do.
 You can see that all performers
 Use the best of all
 That the best actor of roses
 Reseeds each insecticide;
 You may reach the sacred cross
 And rub Chanel in their hair—
 But a leopard is a leopard
 And will keep being a leopard.
 Go ahead with modern treatment!
 Air-conditioning's the thing;
 There's no need to scrub you,
 To a circus need not die;
 I don't mind the march of progress
 And I don't resist much—
 But an elephant I favor
 With no hindrance to touch.
 Let the owners covet in both malts
 And the gymnase do the same;
 Dip the strong man in some perfume
 Use the very steeple;
 Stage a ventilation guy
 With devices new and crack—
 But when it comes to zebras
 You can TAKE THAT CIRCUS BACK!
 (Reprinted by permission.)

Objections to Discharge of Bankrupt Corporations Must Be Filed by May 22

CINCINNATI, April 29.—Alvin F. Marsh, Plymouth, Ind., referee in bankruptcy for the Northern Indiana United States District, yesterday sent notices to the creditors and other interested parties of the Indiana Circus Corp., Hobbs Bros. Circus, Ltd. and Indiana Bankrupt corporations. All had filed their petitions for discharge, that May 23, 1939, has been fixed for the hearing. The B. C. objections to said discharge, and that unless objections are filed with him on or before that date, the same and plans are being made will be granted their discharge.

Inghams on Visiting Trip

RUFFIN N. G., April 29.—Rep. H. Ingham and Chief Frank Cannon, of the Congress of American Indians, were on the Johnny J. Jones last several days. Ingham and Cannon, of the B. C. Also visited with Jim Conley at his quarters in York, S. C. Weber's Furro Ball Team, of the B. C. and Mrs. Ingham and Chief Cannon were guests of Mrs. Weber. School season is drawing to a close and plans are being made for summer.

Borden, Flying Comets, Carlos and Etta Carson, Chief Bow Arrow, Ralph Clark, Chief of the Congress of American Indians, Nellie Dutton, Delong Bases, Blasting Erica, Mary Erdite, Francelon, Clifton Clark, Chief of the Congress of American Indians, Lavine Dow, McKeown Family, Nellie Troupe, Cysse O'Neil, Dore-DeVill, Clifton Clark, Chief of the Congress of American Indians, Troupe, Smith's Diving Police, Flying Bullwinn, Tony Tyler, Tomron and Victor, Chief of the Congress of American Indians, Chief White Cloud, Williams and Lee, Belle Wheeler.

Amusement Park Has \$75,000 Fire

Report Bigger Risk Bookings; Operators Rally

All of Meyers Lake Menaced

Ride, new rink and storage building go up—damage is partly covered

CANTON, O., April 29.—Fire, starting in the skate store room, destroyed the new roller rink building, Merry-Go-round and coal bunk and time threatened to sweep the entire midway in Meyers Lake Park near here on April 29, causing an estimated \$75,000 damage.

The rink, one of the most modern in Northeast Ohio, was completed last year and has been operating 1,000 hours, under management of Harry Biers.

The Merry-Go-Round, owned and operated by George Otto, has been a leased midway attraction more than 20 years. Park Manager Carl Bincelar estimated it cost about \$25,000 to replace the structure, which was of three-arch type, housed in a one-story building. The former roller rink building, one of the best in the park, had been used for storage. Considerable equipment used in park operation, including motors and other heavy accessories, destroyed. Damage to this building and contents was estimated at \$5,000. Some damage done to the Bug, another midway attraction, but cars used on it were not damaged.

Workmen used last week had started regrading the park for a mid-May opening. The new rink, at the head of Meyers Lake Park Co., operator of the spot, said loss was partially covered by insurance. The amusement operator is awaiting the bureau's decision before replaced.

Smith To Begin 10th Year As Head of Ft. Worth Spot

FORT WORTH, Tex., April 29.—Canoes on Lake Worth near here will open this season on Monday, April 30, says T. Smith beginning his 10th year as manager. Sunday afternoon dancing, sports and other special attractions will be revived and name bands will again be featured.

Pre-season opening on April 31-33 had Tommy Chabald's Orchestra in the ballroom and the orchestra of Guyra Lake Park Co., operator of the spot, said loss was partially covered by insurance. The amusement operator is awaiting the bureau's decision before replaced.

Blackpool Casino Finished

BLACKPOOL, England, April 22.—Blackpool Pleasure Beach Casino, under construction for the past two years, opened last night at 8,000 seats. Fully completed, reports Leonard Thompson, managing director. Building is air-conditioned and special concessions operating. Given private parties, which may be segregated from main restaurants by adjacent partitions. Two of the restaurants have dance floors, stages and rising floors for presentation of floor shows. Building contains billiard room, pool, soda fountain, billiard room and roof garden for sun bathing.

Idora Books Many Parties

YOUNGSTOWN, O., April 29.—Idora Park here opens on Monday, May 1. It will offer many attractions in operation. Considerable new construction is going on, including the new roller rink at the Detel. New outdoor roller rink will be ready about the middle of May. Dance and roller skating during the latter number of sponsored parties with name bands.

SANDUSKY, O.—Excursion steamers Lake Erie and Pull-in-Bay, operating on the Erie Canal, will be replaced by steamer Chippewa (not definite), operating to the same point from here, with the same schedule. The Chippewa left on Lake Erie this summer, according to O. O. Hornum, secretary of the Eriehead. Goodtime, State of Ohio, Frank E. Kirby, Thunders, and others, burned or dismantled, are out of commission.

Denver Lakeside Spends \$50,000 For New Season

DENVER, April 29.—With more than \$50,000 spent on it during the winter, Lakeside Amusement Park here will open on May 13, and will feature among improvements a \$25,000 midsize auto racing track and grandstands, rebuilt from the old ball park. New Gaymound Inn, modernistic restaurant, will lend a new note to the midway and offer additional facilities for refreshments and food. A new Rolloplano is being installed for the operation. In addition, a new lounge and fountain is being built.

Lakeside has 165 acres with lake, pool and many other amusement features. Under management of Benjamin Keaster nearly \$250,000 has been spent during the past three years in rehabilitating and modernizing. New lawns, buildings, rides, sidewalks and concessions have been added.

Ed Patio Ballroom also will open May 13 with Jimmy Craig and his band and following him thru the summer will be topnotch MCA outfits. Negotiations under way to bring in national radio network bands.

Pontchartrain Opens New Zephyr Coaster

NEW ORLEANS, April 29.—With the new million-dollar playground rapidly rising and season's opening set for June 4 to insure readiness of most major features, Pontchartrain Beach opened its new Zephyr Roller Coaster last Sunday and will continue Sunday operation of it until the latter beach is opened. Several thousand were on hand to patronize the ride and look over skeletons of seven other rides and other concession structures.

Manager Harry J. Best awarded \$25 to the friends of a contest named The Coaster and Irene Schenberger, Miss New Orleans of 1938, cracked a bottle of champagne to dedicate the new ride, which is 80 feet at the peak and constructed by E. A. Vettel, Pittsburgh.

WPA started work on Monday on the abutment of the adjoining lake for erection of a 1,600-foot hydraulic fill to form a sand beach. Work also will include erection of concrete swimming pool with water obtained by sinking two salt-water lakes, parking area, picnic spots, walkways, seating and sewerage. This work will require about 12 months.

SAVANNAH, Ga.—Gold Star Ranch Park, which started operation as a picnic ground three years ago under management of R. T. Carlyle, now has a dance casino, concessions, restaurant and nine rides. Free acts are presented daily.

WOODSTOCK, N. B.—Albert Wort, owner and one-man staff of Island Park Amusement, Lake Park, has installed two new locomotives and four new passenger cars on his line in Island Park, near the United States border.

Paragon, Nantasket, and Reading With Steamer Tie-Up and Acts

BOSTON, April 29.—Paragon Park, Nantasket Beach, will present new features this season and, while still essentially co-operative with Nantasket Pleasure Lines, will again operate independently of that organization. Dave and Joseph Stone, long associated with Paragon, will again have active charge of the operation and will feature name bands, thrill free acts and will install several new rides and concessions.

There will be no tie-up with the steamship company whereby passengers of that line, which operates between Boston and New York, will also be conveyed to Island Harbor, will be permitted to include special tickets to Paragon Park in their purchases and will thus be enabled to take advantage of the cut-rate introduced for all concessions and rides.

Galveston's Splash Day Draws More Than 50,000

GALVESTON, Tex., April 29.—More than 50,000 were estimated to have flocked to Galveston Beach to overflow on annual Splash Day last Sunday. Formal opening of the beach was held and the largest first-day crowd in many years and traffic had to be diverted. Only one-way traffic on beach and bicycle allowed near walk.

Camps, hotels and concessionaires reported a record business by reason of the weather, also water was cool for bathing. Cars from 34 States were noted in the city. The day was a record for review and many more night fireworks.

Swim events and a cork stover featuring the local excursion line and other events, entirely renovated. Ball rates and good roads helped to swell crowds, said Arthur Williams, executive director of Galveston Beach Association.

Eastwood Has 25% Pick-Up

DETROIT, April 29.—Sunday's opening of Eastwood Park had a pick-up of about 25 per cent over last season's, said Manager Henry Wagner. Improvement in business was fairly evenly distributed between rides, concessions and other features. Weather was warm. Eastwood will remain open every night from now on. No other parks in this area, have announced opening dates.

DETROIT.—Plans for further amusement park development in Bob-Lo Park, Detroit, will be decided by the city council, Ann Arbor (Ont.) town council, which has jurisdiction over the island in the Detroit River. Island Lines, Ltd., dry owner, petitioned to fill in some 600 feet at the upstream end, but the idea was opposed by business men.

NEW YORK, April 29.—"According to statistics received by Benjamin Campbell, of J. L. Campbell & Co., Baltimore, and other brokers handling the Liberty Insurance plan sponsored by the National Association of Amusement Parks, Pools and Beaches, operators over the country, including concessionaires, are rushing to come under the plan and enjoy the benefits and savings which will have been secured in recent issues of 'The Billboard,'" said President Harry C. Baker, of the NAAAPB. Mr. Campbell said the campaign conducted by Executive Secretary A. B. Hodge from the office in the 201 North Willis Building, Chicago, has been the most elaborate and intense in history of amusement business. The entire industry has been made aware of the new plan and many operators who, of necessity, have come self-insurers, are again restoring coverage because of the large savings made by those policyholders who came under the plan the last three years.

Prophecy by Baker
In an earlier issue of The Billboard President Baker prophesied that the new Liberty Insurance plan sponsored by (See REPORT BIGGER on opposite page)

Rockaway Predicts 40,000,000 Visits During WF Influx

ROCKAWAY BEACH, L. I., N. Y., April 29.—Rockaway, which normally attracts from 20,000,000 to 25,000,000 visits by persons each year, expects this summer to up the total to close to 40,000,000, with several breaks over beyond that mark, and attributes the optimistic prediction to the World's Fair, such is the forecast of the Rockaway Chamber of Commerce, which is sponsoring the event. Expected great influx.

Improvements, costing more than \$15,000,000, will enable the resort to handle visitors with greater ease, and attributes the optimistic prediction to the World's Fair, such is the forecast of the Rockaway Chamber of Commerce, which is sponsoring the event. Expected great influx.

Rockaway is exploiting itself at the World's Fair and other places for attendance. Thousands of dollars have been appropriated for the purpose. Many of the islanders who visit the World's Fair have never bathed in the Atlantic Ocean and since Rockaway is the nearest Atlantic resort to the fair, even hopes to benefit greatly. Business and residential rents are up because of the foreseen influx of tourists. The resort's worth while was rented while "stays" was on the ground.

Wis. Zoo Head Will Quit

MILWAUKEE, April 29.—Ernest Untermyer, director of the Washington Park Zoo here since January 1, 1936, has announced his resignation, effective on December 31, 1939. Undermyer's successor, Wm. E. Undermyer, 75, succeeded Edmund Heller, who resigned the directorship in 1936. Undermyer's resignation was given by Untermyer for resigning so that \$25,000 is needed for animal replacement, which was secured under the present set-up. Zoo attendance has been increasing annually with 900,000 in 1938 and 1,200,000 in 1937, he said.

Fee Exemption Up in Wis.

MADISON, Wis., April 29.—A bill to exempt permanently amputees' passes from the tax on amusement tickets in the State Senate by the committee on Recreation and Amusement. The bill provides a permanent amusement park as a place where amusement devices have been present continuously for more than 90 days in each of the two preceding calendar years.

PORT WORTH, Tex.—Ed Ritchey has installed his collection of 900 animals and birds in a new building. He also has a lion and several rides, operated by Bill H. James.

American Recreational Equipment Association

By R. S. UZZELL

Last week it was John Martiniell, of Springfield and Holyoke, Mass., who came to the attention of the public. He was, in fact, started in the life. Born in England, he started in the wholesale banana business. Closely associated with Henry J. Perkins Co. in fruit and produce business, he then was associated that concern's business and developed his independent plant for conditioning and storing bananas in America. He came to the United Fruit Co. in New York City in car lots and shipped them in his Springfield plant from which he sold to jobbers and retailers.

It was while associated with Perkins that he entered amusement park business in Riverside Park, Springfield, Mass., which H. J. Perkins built and operated for a number of years, putting a huge fortune into it. Notable was the largest dance hall of the day in all of New England, which developed business enough to justify the best orchestra America afforded.

Big Pool Waterloo

Their first local Waterloo was a rippling swimming pool. New England's first they say, was built in the Connecticut River and passed it thru three filters into the pool. The deep water was in the center, which, with very cold season, gave the enterprise a poor name that was corrected when Perkins built the pool over at the Park Martiniell cashed in to Perkins and associates.

He invested the proceeds in Mountain Park, Holyoke, where his estate will continue with the large Merry-Go-Round, a Penny Arcade, restaurant and light refreshments and a number of amusements. He had one of the late E. J. Hightower's Football rides, which was practically abandoned. Martiniell had been a member of our national association and was a member of the New England Section of NAAEP. He had traveled extensively in Central and South America, where he learned the business from personal observation. Just a few years ago he toured Italy and spoke with enthusiasm and admiration of the new life which the Duce was giving his nation. He and John van Aquire shooter and a pleasure to do business with, and for whom fellow concessioners are glad to do business. His family will carry on in Mountain Park.

Great Selling Job

The World's Fair of New York is a reality despite all dire prophecies and lies to the contrary. A mammoth enterprise in time in fact and being agitated an accumulation of odds and handicaps against it, the people of New York are called upon to meet a crisis, for which was the heavy odds. Lloyds offered that would have been a disaster. Grover Whelan's selling job to foreign countries and to our large industrialists will be used as an illustration on saleman's of the first magnitude long after the exciting State Exposition is an unguishable part of the great metropolis.

Europe really had its expedition thrown down and up, and not worthy of their participation. He went over and sold Russia on it to the tune of \$2,250,000. This is published until

European countries reconsidered and came in. Ford and General Motors could not see it. Ecology until he had sold Chrysler. All of this consumed so much time that he gave scant consideration to the amusement industry until it was too late for many to get ready for opening the doors to come. In any time the early part of 1939. The writer has never ceased to claim it would be a great exposition.

Song Island

By ALFRED FRIEDMAN

Better weather has lifted spirits of the amusement industry to a new high for the year. It is to be expected, but helpful to the concession contingent. As many as 30,000 bathing lockers have been ordered for the season. In the last year, an indication of the trade increase that pavilion operators expect from World's-Fair visitors. Most of the locker rooms were annexed to pavilions already in existence. Many have a few new patterns put up on the South shore.

Central Mall at Jones it open, but the Jones Beach season starts officially on May 27. Bill (Rockaway Boardwalk) says that the World's Fair Motor's exhibit at the fair in Flushing. Lido Beach, one of the swanky shore spots in the city, has been closed at the end of May. Hawkers in Nassau County who are non-citizens will be objects of a drive to get them out of the State's Park parking space, designed to handle 35,000 cars. It is duplicated after that of Jones Beach, which can handle about 3,000 fewer motor vehicles.

Bicycle-renting concessions are quite the rage around shore resorts and big fair to be big money-makers this year. Beach chair and umbrella concessions to be let in short order, and there should be at least 50,000 chairs and umbrellas in service daily. Toll on Marine Parkway will be reduced from 15 to 10 cents. Cross-town highway, an expected boon to the motorist, will be opened up on June 1. Officials put a stamp on efforts to get the city out of the vicinity of the new New Beach Airport, which is in the area of the World's Fair grounds at Flushing.

Weather Cuts Take in S. F.

SAN FRANCISCO, April 29—Wind and cold have cut heavily into receipts at Playland-at-the-Beach, delaying spring opening until May 15. Attendance has leaped off nearly 50 per cent in attendance. Today's Boost will regain what has been lost. Herold Zolman, pianist, and vocalist Glen Williams and Jimmy Bell. Edward, 3-year-old son of Nick Peters, operator of the Stratosphere, was critically injured when struck by a half-truck driver in front of his home near Playland.

Move in Beach Development

ATLANTIC BEACH, L. E. April 29—Louis M. Samuels, president of Sea Glades Bath Club, Inc., has purchased a 100-acre tract of property on the present beach, from Atlantic Beach Beach Corp. A large clubhouse, to cost \$100,000, will be built. This part of a campaign to develop Atlantic Beach as an important shore resort.

With the Zoo

COLUMBUS, O.—Municipal zoo commission elected as chairman Arthur C. Johnson, editor of The Columbus Dispatch. Upon recommendation of the commission Service Director Lewislin Lewis appointed Travis Zingales, zoo custodian. Plans for improvements, including two animal houses, have been submitted by an architect. An effort will be made to have much of the proposed work included in the city-sponsored WPA program in the next few months.

LOS ANGELES.—Zoo committee and Herbert Vatcher, secretary-manager, have submitted a petition to the city Park Commission asking for the purchase of the zoo to Lincoln City Park. On April 20 Melvin and Lee Kroontz left for New York to deliver three lions to a mauling lion group, including Jackie, movie lion, to Frank Bruck and 13 Liberty horse to Hildner-Herman circus.

CINCINNATI—Purchase of new zoo exhibits, including Chester Z. Schuch, of British East Africa, at a price said to be

more than \$5,000, was announced on April 28 by James A. Bently, president of the Cincinnati Zoo. Bently has sold two black Leopards, a Indus leopard, red fox, a Florida panther, several Egyptian pelicans and pairs of red-tailed and blue birds.

MILWAUKEE.—A male hamadryad baboon has been purchased for Washington Park Zoo here at a cost of \$330.

PORT WORTH, TEX.—About 35 exhibits have been purchased by Forest Park Zoo here with money from animal sales during the past three years. New tenants will include a female chimpy, to be trained as a circus and variety show because of old age; two male Arabian baboon, two pigtail monkeys, a Bonty Mangabey monkey and 25 assorted birds.

LITTLE ROCK, ARK.—Three leopards born three weeks ago got into the open for the first time last week and show remarkable growth and health. They are the first ever born in Fair Park Zoo.

REPORT BIGGER

(Continued on opposite page)
vernally in the near future and, according to statements by Mr. Campbell and other brokers, the industry will experience a realization much sooner than even President Baker expects, as 1939 prices are expected to show a substantial increase in gross premium volume written.

A glance at bureau rates recently released indicates more increases than decreases in rates and a number of operators complain that the increases to them are excessive. This it may readily be seen why the NAAEP plan is gaining popularity so rapidly, say officials. President Baker, when discussing the history of the association's plan, declared:

Handicaps Are Overcome

"When we first undertook to inaugurate our plan in co-operation with the Associated Indemnity Corp. of Chicago, we realized that we had many handicaps to overcome. First of all, a large percentage of our business was written by a company that had been in the field for years, whereas the Associated Indemnity Corp. was comparatively unknown to our industry, nor was it as large a company as our former carrier. However, it was able to stand the rigid investigation, and its exceptional inspection and claim service have won it the most profound respect of the numerous operators who have been working with it. Its financial strength and history behind us, and these three years most satisfactory once, we are now satisfied that a non-competition date will be the bulk of the public liability insurance business written in our industry covered under our plan by the Associated Indemnity Corp. of Chicago.

We expect that a large number of concessionaires at the New York World's Fair will join us in our plan, and as president of the National Association of Amusement Parks, Pools and Beaches, I am delighted to extend to them the use of our facilities and benefits of membership in our great organization."

SEATTLE.—Officials of redecorated Playland Park here plan to open it on May 6.



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WORLD FAIRS

Fun Zone Importance Stressed By Speakers at Spring Session

Taking of temporary loss to build for healthy future is advocated by some — President Sheard names new committees to work for association in Bay State

WORCESTER, Mass., April 29.—Theme of the annual spring meeting of Massachusetts Agricultural Fairs and Exhibitions in the Hotel Excelsior here was that midways are essential to success of fairs but that recreation in cleaning them up is imperative. This was the keynote of each speech when this subject was treated and occupied the greater part of the afternoon's discussion. About 50 delegates attended the meeting, called to order at 11 a. m. by President Samuel T. Sheard, Sturbridge, the town so badly hit by the September hurricane that annual sturbridge fair has not been abandoned for the time. He said all problems should be ironed out, as it was the final meeting before summer and that the next gathering would not come until January in Springfield. Secretary Frank H. Kingman, Brockton fair and secretary-treasurer of the International Association of Fairs and Exhibitions, advocated appointment of a committee to recommend legislation to the Fair Board and the General Court that would forever wipe from midways any semblance of off-color games. He said Boston fair co-operate with State police and that its midway had been financially cleaned. He declared the fair was more than ready to accept any definite loss, if need be, in this department "by so doing it could build for the CLEAN MIDWAY composite good."

Preceding Administration Again Criticized in Detroit

DETROIT, Mich., 29.—Waste in administration of Michigan State Fair expansion program here in 1938-39 was the theme of a speech by Miller Dunkel this week, in making an investigation by the Michigan State Fair Board of action in customary, following the incoming of a new administration every two years. He said a re-evaluation of State fair accounting methods or figures has been sought by the Michigan State Fair Board for several years to correct supposed defects in reports of the preceding administration.

It is charged that the fair's revolving fund deficit has amounted to \$485,018 in the expenditure of money for the expense of that appropriated by the Legislature. In the \$500,000 expansion program it is alleged that special charges amounted to 33 per cent of the total, including 10 per cent to general contractors, 10 per cent profit and 5 per cent overhead to sub-contractors and 5 per cent to architect.

All purchases of materials were made direct and not thru the State purchasing department, Treasurer Danford said.

"At the time the State purchasing department was paying substantially less for similar materials."

To Skip Annual in Jersey

ASBURY PARK, N. J., April 29.—Lack of county and State support is given as reason for abandonment of plans for a 1940 Monmouth County Fair in Freehold. Event, revived last season after a lapse of 20 years, was to have been on Freehold Racing Association's grounds with plans made for construction of a \$3,000 exhibit hall and other improvements. Edwin T. Barklow, fair secretary and treasurer, said the organization had been led to believe that the board would be the most of freeholders vote aid but that it would receive a "reasonable" amount of the \$2,000 for the fair. But it appears the Freehold fair was to receive only \$200. Freeholders, had and applied funds for World's Fair advertising, frowned out aid for the county event, he said.

Sloan in East for Meet

NEW YORK, April 29.—John Sloan, Ohio and Indiana promoter, spent all week here, much of the time at World's Fair and the Goodrich exhibit at which Sloan Lynch and other promoters are principal attraction. Sloan left town yesterday to attend a meeting of Bloomington (Pa.) fair, slated for today.

Revue and Pageant Are Set for Minot

MINOT, N. D., April 29.—At the 1939 North Dakota State Fair here a two-day historical pageant marking the 80th anniversary of Statehood will be presented. Gov. John Moses of North Dakota will have a prominent part in the pageant and will officially open ceremonies. Wife of the first governor, Mrs. John Miller, 80 years old, of Duluth, Minn., will be crowned queen of the pageant if her health permits. If not, her daughter, Mrs. John Monaghan, Duluth, will take her place. As a climax the first and present governor's pictures will be shown in freemasonry. Pageant will be staged in Pioneer Bowl, said Fair Secretary E. L. Pinka. An elaborately costumed cast of more than 800 will portray colorful episodes.

Tuesday and Wednesday afternoons a fast-moving rodeo will feature grandstand programs. On the last three nights the management will present: Barnum Carritt's revue, *Shore of the Century*. In addition to the revue acts will include the Oudemiths, comedians; the Juvelys, gymnasts; bounding comedians, Monte and Grant, and Right Granddaddy, singing outfit.

Royal American Shows will open Monday night and arrangements are being made to give considerably more ground than usual to the carnival attractions.

Tola Program Completed

IOLA, Kan., April 29.—A. A. Holdeman, secretary-treasurer of Allen County Fair here, reports that construction work on grounds and park has been completed and includes race track, stable, covered concrete stadium, swimming pool, rock exposition and 6-E Club buildings, rest-rooms, drinking fountains, public-address systems, picnic ovens and tables, four tennis courts, croquet and horse-bowling grounds, baseball and football fields, concrete walks and macadam drives, parking lot, equipped playground and floodlights.



WILLIAM GOODMAN MCGRAW, former Hooper newspaper man and press agent, resigns as drama and literary critic and feature writer for *The Tampa Daily Times* on May 1 to take over general and press publicity for Lucky Teter and His Hell-Drivers. Formerly with Teter, McGraw has been in Florida for a year and a half on *The Times* and writing for magazine, *One of the Artists*, concerning Teter, will appear in a late spring issue of a Crowd publication.

Mutuals Given Heave-Ho at Ohio State in Columbus

COLUMBUS, O., April 29.—Abandonment of the pari-mutuel system of betting on harness races at the 1939 Ohio State Fair here has been decreed by Fair Manager Win H. Kinman. "It is not a matter of moral principles but of practical business," he said. "Last year the State drew net profits of \$304 from the pari-mutual plant. The same space, used for a dining room or other concessions would have yielded about \$400."

"The same thing has been true each year since betting was legalized in the State. Odds are so small, and the average State fair customer has so little interest in betting that pari-mutual probably will never be worth while on the State track." Location of the grandstand in front of the grand stand, he said, forced bettors to pass thru the crowd each time a heat or race ended and acted as a hindrance to the pari-mutual plan.

BOCALUSA, La.—Delos H. Johnson was re-elected president of Washington Parish Free Fair Association. Others elected: W. J. Willoughby, manager; L. Hay Mills, secretary; Otto Burris, treasurer; Verne Young, vice-president.

Strieder Tells About Situation Affecting B'ham

TAMPA, Fla., April 29.—To clarify reports and rumors relative to retirement of Alabama State Fair Corp. as operator of the annual in Birmingham, P. T. Strieder, retiring general manager, issued a statement today explaining the culmination of the five-year contract which will expire on May 31.

In 1934 Strieder, with associates Carl J. Sedunary, Charles and Frank Duffield, the late J. Alex Sloan and the late Edward Caruthers, organized the corporation and acquired a five-year lease on the then abandoned Alabama State Fair grounds. From G. T. Wofford, Conference with Mr. Wofford and his representatives, J. Warren Leach, relative to executing the terms of re-lease or purchase option following the close of the 1938 fair failed to print a mutual agreement. Wofford announced that he was his intention to continue the State fair with an Alabama Corporation.

An amicable agreement was reached between Alabama State Fair Corp. and Wofford whereby all of its physical assets of the combine were purchased by the new association, Strieder said. "The retiring organization conducted five successful fairs, made many improvements to grounds and buildings and erected new exhibitions. It was a pleasant experience and every member of the corporation enjoyed the five years of operation. It is regrettable that we have many fine contacts that we made," Strieder said. "Every obligation was met promptly and every obligation on our part being no outstanding indebtedness."

"We appreciate the good will our organization has enjoyed with the various exhibitors, as well as the press and community, during the past five years, and but over the entire State. We have turned over to the new organization a money stock foundation for the future of the State's successful Alabama State fairs. To the new officials we extend our very best wishes."

Ohio Director Hears Protest

COLUMBUS, O., April 29.—Director of Agriculture John T. Brown at a hearing on April 21 took under advisement a protest filed with the department of agriculture by six Meigs County taxpayers against Meigs County Agricultural Society. Complainers notified that the society be declared "an official society with certain Meigs County privileges" and because of alleged irregularities in election of directors, unlawful receipts of tax money from county treasurer for 1932, 1937 and 1938 and because the society has not been recognized by the department for the last three years. They had permission to organize a new society to operate the county fair, contending that State agricultural societies are operating harmoniously. Director Brown said he would endeavor to render a decision fair to everybody.

Youth Day for Ill. State

SPRINGFIELD, Ill., April 29.—For the 1939 Illinois State Fair here General Manager E. E. Irwin hopes added attractions will help to break the 1938 attendance record of \$46,000. A new feature on initial day will be a Youth's Day program in which 4-H and vocational club members, Boy and Girl Scouts and other youth organizations will participate. Among improvements are a new Department Live-Stock building, each having accommodations for 100 and with dining and exhibit halls. Manager Irwin said a Grand Circuit racing program is being arranged.

AUSTIN, Tex.—Bpur Roundup, Inc., Bpur, Tex. has been chartered to conduct fairs. Incorporators are given as O. C. Sloan, C. O. Langley and A. C. Hull.

THIS UNUSUAL PHOTOGRAPH shows the Giant Octopus and Super Roll-pedal, Eyerly rides, at the Golden Gate International Exposition on Treasure Island, San Francisco. Roll-pedal is in action and the Octopus is being loaded. The background depicts Oregon scenery of Mount Hood and of various streams.

Fair Grounds

HOUSTON.—With a record opening on Tuesday, Oct. 2, 1938, on Tuesday Drive 21,804 to Sam Houston Coliseum to see 938 exhibits valued at about \$420,000. Executives predicted total attendance of 300,000 as against last year's 180,000. G. E. Lehner, general manager, who has main plans for a new stadium, revealed proposals for erection of a \$1,000,000 plant on about 40 acres easily accessible to Houstonians.

NEW ORLEANS.—A joint meeting of Academies Parish Fair Association and New Parish Fair Association is set to plan for their 1939 event. All officers of these will attend a meeting in Franklin in hope of offering money to St. Mary association information which would provide help. New officers of the St. Mary association are Frank Martin, president; D. C. Polite, vice-president; and Grace Barco, secretary.

WARREN, Minn.—To stimulate attendance at three-day Marshall County Fair, its directors have decided to admit in admission to 20 cents and free admission to children accompanied by adults. Free stand will be offered to children 6 to 12 years old will be admitted for 25 cents. New stand is completed and midway will be enlarged. There will be fireworks on one night and a 25-cent auto-parking charge.

MANTOWOC, Wis.—Mantowoc Civic Council adopted a resolution asking the county fair board not to lease booth space to persons or firms that expect to market products for sale. Council expressed itself in favor of reserving fair buildings strictly for exhibit purposes. It contended that merchants believe that persons who enter these buildings do not feel that they are in their walks thru the aisles by publicized agencies or special sales talks.

Fair Elections

MANFORD, O.—Stanley Hutton was elected president of Richard County Junior Fair board, succeeding Wilson Taylor. Other officers: Richard McFarland, vice-president; Leo Berry, secretary; Robert Weimer, treasurer.

KILLBUCK, Wis.—Killbuck Agricultural Society re-elected A. L. Mason, president; Fred Pustat, vice-president; H. E. Walker, secretary.

MILERSBURG, O.—Junior Fair of Holmes County Agricultural Society elected John Hilschard board president. Helen Miller, vice-president; Doetie Kottacher, secretary-treasurer; Richard Close, assistant.

LA FAYETTE, Ga.—Walker County Fair Association elected W. A. Graham, president; G. G. Keown, vice-president; C. W. Wheeler, secretary; Mrs. M. T. Shields, treasurer. Officials plan considerable



author puts it: "We have grounds for assuming that fairs had an early a beginning as commerce."
 Dr. Waters' idea in preparing the book was to place at the disposal of all those engaged in the very difficult task of organizing or operating these institutions. The manufacturer and the agriculturist have been overlooked either."
 "I sincerely hope that the volume will prove helpful in a field in which I have been to discover any material I could be led to add further volume so that a reliable library may be built up and made available to all participants in the fair and slow work. I am sure that we are all convinced that there is room for considerable improvement in this field."

CLEAN MIDWAYS

(Continued from opposite page)
 The future and assure Brocton Fair of a clean, sprightly midway, calculated to attract the best and cleanest-minded people. He said girl shows were wrongly condemned as such.

Interest in Midways

"They are for either good or bad entertaining others or they can be indecent and objectionable," he said. "It is up to you fair men to see that you have the right type. Every world's fair starts out on the theory educational and disinterested. It starts out on the theory of all end with plenty of such shows. They start out to put too much stress on the midway and they all end by making the midway the chief spot of attraction. Our observations at Brocton Fair have shown us that practically all patrons who visit the fair go to the midway first and then a large percentage of them wind up on the midway—rightly or wrongly. It is hard to get away from that. Of course, some few late comers arrive only in time for grandstand shows, but an appeal of the general run of customers."

He said he subscribed to some 40 newspapers to get an idea as to what to give him a cross section of the country's papers. He said after filling many scrapbooks, he had found that the single paper emphasized midway attraction as a pleasure like recreation."
 He said he "and there is nothing wrong certainly with a midway which is clean and entertaining. I am all for that type of midway."

Fred Eddie, Marshall, said he paid \$100,000 for the 1938 fair grounds for a year for concession space and that the midway was one of the models of the East Coast. "If I have any money until you clean up your midway," he said, "but don't let it get from under your control. If you overcharge concessionaires they have only one alternative. Don't make criminals or thieves of them."

The ABC's of Brocton was present and complimented the fair there upon the clean and safe. "If it is conducted, in about 18 years since his induction into office he had had occasion to visit to a few fairs. As a concessionaire, he declared. Much credit was given W. H. Hepsaly, Bradford Fair, who was a specialist in Massachusetts, speaking on Attractions for Fairs, said the fair represents the finest and the best of the community and therefore the entertainment program should present the best products of the soil and the best of the community as exhibits show best products of agricultural and industrial life. Vice-president of the Fair, Tompkins Fair, conducted a forum after luncheon which dealt with concessions and ground rentals.

New committees announced by President Sheard are board of appeals, consisting of W. H. Hepsaly, Bradford, Eastern States Exposition, Springfield, chairman; Ralph H. Gessell, Topsheld; Whitman B. Wells, four friends; Mrs. Stevens, Cunningham, and Mr. Sheard.

GOV. JOHN MOSES of North Dakota, who will take a prominent part in a two-day historical pageant marking 50 years of Statehood at the 1939 North Dakota State Fair for Minn. He will officially open the ceremonies at the Pioneer Hotel and Secretary H. L. Finke, Big Berneau-Caruthers news and grandstand acts have been booked and the midway will be enlarged for presentation of the Royal American Shows.

work on buildings and grounds and more space for exhibits.

LITTLE ROCK, Ark.—Col. T. H. Barton was re-elected president of Arkansas Livestock Show Association here. Other elected: Fred Brulz, John H. Chambers, Blaise Gration, Clyde E. Byrd, H. Stebbins Sr., William Johnson, vice-president; Raymond Reheaman, treasurer. Raymond Higgins was re-elected secretary. Senator Byrd was elected general manager for the second annual show.

WEST MONROE, La.—Coushatta Valley Fair Association re-elected G. D. Bell, president; J. H. Birdsong, general manager; E. S. Byrd, secretary.

HAMPTON, Ark.—Calthoun County Fair Association elected Floyd Park, president; Alvin Hopkins, vice-president; George Bond, secretary-treasurer.

ROSHOLT, Wis.—Alvin Mathison was re-elected president and J. H. Hanson, treasurer of Rosholt Fair Association. Other officers: Lester Peterson, vice-president; W. A. Jensen, secretary.

ATHENS, Wis.—John Regale was elected treasurer of Athens Advancement and Fair Association, succeeding F. H. Easid, who moved to Sheboygan.

Grand-Stand Shows

MARQUO free acts are preparing for the 1939 season, reports Minnie Marlow, show cop. Roster includes Eugene and Freda, rope spinning, and Alia, contortionist.

KLEIN'S Variety Revue will be feature two nights at Cambridge Springs (Pa.) Fair. C. A. Klein, Klein's Attractions, will present about 20 entertainers with a 10-piece band under direction of Jimmy Harrison.

GENK and GLENN (Jake and Lena), WTAM, Cleveland, radio pair, have been contracted for afternoon and night on the act, succeeding at the Canadian National Exhibition, O. reports Fair Secretary E. R. Canfield.

GASTING DILLON, John Hammers, Anthony Capaldo and Jimmie Debo, report they have added a man, Robert Hugg, formerly of the Gusting Six, to the act, succeeding at the Canadian National Exhibition, O. reports Fair Secretary E. R. Canfield.

Dr. Waters' Book on History of Fairs, Expositions Is Out

A book entitled *History of Fairs and Expositions*, written by H. W. Waters, Ph. D., ex-governor of the state of the Canadian National Exhibition, has just come out of the press. As the title indicates, the book is a history of fairs and expositions beginning of fairs in the world, and as the

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 1938 Attendance Over 15,000.
 HARRY W. HODDIN, Secretary.

State relations committee, Fred B. Dolé, Shelbyville, chairman; Ernest H. Sparrill, Newell; Frank H. Kingman, Brockton, and six other members; Judging L. B. Boston, Springfield; classifications, Paul C. Campbell, Amherst. Many women attended and several speakers commented on the high quality of the interest shown in fair work by them.

Henry Rapp signed Greenfield Fair for American fireworks displays. Frank Kingman said no amusement contracts have as yet been signed for Brockton Fair. The members of the state secretary-treasurer of the association, greeted many friends. Few attraction representatives were on hand, most of them being busy at the World's Fairs. Gov. Leverett Seltonstall, a fair fan, sent greetings.

Regret was expressed over the illness later reported that he was recovering rapidly.

Harry Eddie said a survey conducted at Minnetonka, Toronto, Ottawa, Rutland and some other fairs showed that 29 per cent of the people attending the midway, "and that," he remarked, "is people."

SECRETARIES

News and chatter about the bands and acts that will draw more people to your fair appears in The Billboard each week and every week in the

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Roller Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

VAQUARD of arrivals indicated large attendance at the second annual national in the Roller Skating Rink Operators' Association of the United States in Lincoln (L. L.) Rink on April 29, and continued in the national amateur skate-dance championships under sanction of the B.R.R.O. Rooms and courts are in the spacious rink operated by Earl Van Horn and H. O. Bickmeyer, who presented talent in the national figure-skating championships in Arenas Gardens, Detroit, on April 19-22. Details of business meetings and results of the competition will appear in the next issue.

BEFORE 800 spectators, members of Detroit Fancy Skating Club took first of 13 medals, including the three first-place awards, in the first United States roller figure-skating championships in Fred Martin's Arenas Gardens Roller Rink, Detroit, on April 19-22 under sanction of the Roller Skating Rink Operators' Association of the United States.

Respective first, second and third-place winners 'in men's singles were Walter Stockos, Hugo Lane and William D. Best, Detroit. Women's singles: Jane McCombie, Detroit; Margaret Alt and Annie Burrows, Dayton, O. Pairs skating: Edora Anderson and William D. Best, Detroit; William Opatry and Dorothy Koeb, Pittsburgh; Lloyd O. Young and Virginia Monte, Detroit.

Among other cities represented in the meet were Baginaw, Mich.; Cleveland; Mineola, L. I.; and Lake City. Special medals were struck off by Detroit Fancy Skating Club for Lois Marie Oester, 11-year-old of Lake City, and Lillian Schroeder, 10-year-old of Detroit, for outstanding work in their first major competition. Miss Oester was sixth in women's singles and Miss Schroeder seventh.

Fred Martin awarded medals and his son, Robert D., was chairman of competition. Judges in singles competition were: William Muller, Olympia Skating Club professional; Oscar Klamaner, Detroit Fancy Skating Club, and G. J. Phillips, Elyria, Skating Club, Cleveland. They were assisted by referees Dr. V. Whitlock, Salt Lake City, and R. L. Hudson, Chicago. Harry Decker, Detroit, and James L. Lowder, Olympia Skating Club, assisted in officiating in pairs competition.

LEE GOPFINS, of Muncie (Ind.) Skating Association and a victor in Philadelphia, reports that Societys Valtz Club, Cicero Roller Rink, Philadelphia, is active, having recently participated in waltz contests in Philadelphia under sanction

of Venator, N. J. Carman and Circus Gardens rinks, Philadelphia, and Great Leopard Rink, Chicago. Members are Charles Pearson, Mr. and Mrs. George McLaughlin, Tommy Sadvy, Ruth Proff and George and Beatrice Cannon.

WINTER GARDENS Roller Rink, Boston, closed for the summer on April 30, seventh anniversary of its founding.

BAUMGART ROLLERS, operators of Sunset Park roller rink, Williamsport, Pa., celebrated the third anniversary of their entrance into roller skating on a party on April 20. Sunset skate club held its first meeting recently, 25 members attending. Plans are held for a Mothers' Day skating party on May 13.

ROLLETTETTE and Bop's clubs, Bell's Roller Rink, Fort Wayne, Ind., plan to visit Ivy Wild roller Rink, Marion, Ind., on May 7 and Cincinnati rinks late in month, reports Ralph Layman.

GEORGE LONG, of Davis-Long Roller Rink, Monroe City, Ohio, reports business good despite unsettled weather.

ARENAS GARDENS Figure Skating Club, Detroit, scored another success with its skating carnival on the night of April 18. A seat sum was realized for ice skating which will be sent to the 1940 Olympics. Show opened with a ballet of 26 male and female members. Then came H. Johnson and Alice Manion in an artistic pairs number of free skating. Jane Holcomb, 1939 Michigan champion, followed. John Puckett and Lottie Geisler, Lexington Rink Club, Pittsburgh, skating dancing champions, demonstrated they are entitled to their honors. Ladina Twelve, of the Detroit Club, skated a best ensemble, "Waves of the Danube," with precision and grace, followed by Jack Taylor in a comedy number, "Cocaine," in two-armed skates. A. H. Weir and Jane Yearick, of the Detroit Club, and Michigan State dancing champions, followed.

In a gay 70 number, "The Apple Baskets," Alice Manion and Edora Anderson had specialties in sketches with some classy comedy. William Opatry and Dorothy Koeb, Lexington Rink, were called carried off honors of the show with their execution of pairs free-skating, introductory to the grand finale, "The Merry Carriage." In the 16-act three couples of the Detroit club skated a beautiful show. The Club Bop Ballet. 10 women representing the Advanced Skaters Club of Toledo, demonstrated with precision and timing a beautiful military number, "Right About Face," followed by Albert Davis, Detroit, with a neat display of free skating. Harry

Martin and Laura Jane Brown, 1930 Michigan Mid-western ice championships in pairs, did single skating, demonstrating they are as much at home on rollers as on ice.

George Kelly, John Fenebel and Louis Bernick, Pittsburgh Lexington Rink, nearly stole the show with their comedy number, "The Bop." Paul Brown and Edora Best, an unattached amateur and beautifully costumed, executed a novel variety comedy number, "Musical Ballet," proved delightful. "Go-Koo Koo Koo," a comedy number by Edora Best, Marion and Joseph Barish, was original. Lloyd Young and Virginia Monte, Michigan, showed a new routine for two men, which were well received and showed clarity that the title fits. Walter Stockos, 1939 "Bop" champion, introduced Lillian Schroeder, Detroit's 10-year-old skating wonder who can hold her own with much older and more famous skaters. In a display of the same age attired in full dress and topper. Both of a size, they readily appealed to a large audience. Reported by E. M. Moor.

NO ANNOUNCEMENT has come from owners of the roller rink in Meyers Lake Park, Canton, O., razed on April 24 by a fire which completely destroyed the building with damage of \$70,000, as to whether the rink will be restored. It was constructed by Harry Young, who is reopening seven nights a week and two afternoons under direction of Harry Young, who is reopening seven nights a week and two afternoons under direction of Harry Young and other equipment were destroyed.

MELVIN W. CRAWFORD, who died on April 23 in Blaine Hospital, Detroit, of cancer of the appendix, was former president of Michigan Skating Association. Details in the Final Curtain in this issue.

BUSINESS continues good as Chicago roller rink, despite bad weather, and Manager Letzer plans to operate the rink this summer, reports Bill Henning.

METROPOLITAN waits contest in Fordham Roller Rink, Bronx, N. Y., as to whether it will be reopened. It closed on April 10, reports George A. Florida.

NANTASKET Rollerway, Paragon Park, Nantasket Beach, Mass., will open its summer season on Saturday, May 6. The rink will be open on Saturdays and Sundays.

CYRIL JANORIK, manager of Raywood Auditorium Rink, Youngstown, O., reports a fine business schedule after use of the building for the annual Junior Chamber of Commerce Indoor Skating. Several promotion features are planned for spring and early summer, including a roller-skate revue with cast of 25.

MOONLIGHT White, a club staged a roller show which was popular with patrons of Moonlight Gardens Roller Rink, Springfield, Ill., on April 14, reports Cyril Janorik. The show, which was performed on skates of a circus date, was a success. The show was held on April 22 at club members and their guests. The show was held at Crystal Roller Rink.

WHIRLING ACES, featuring their Flashing Bullet stunt, completed a show-down at the Crystal Roller Rink, Springfield, Ill., last week and are playing night clubs in St. Louis and vicinity. They have been booked for another engagement in the Springfield rink on May 20 and 21.

Current Comment
By CYRIL BEASTALL
Derby, England.—Warmer weather is having the usual effect upon rink attendance and also upon the number of skaters in the New Rink, Belper, where patronage is still at capacity every season. The rink has never more than been let out over \$300, which is good going for a small rink with low admission.

William Alton, owner, is a live wire and constant attractions have been staged at the rink. Rink was previously used as a theater, and the revue, variety, and other entertainment were held in turn, each flopped. To quote The Derby Telegraph of February 19, 1930: "Belper about to be converted into a skating rink and this applies to a district which is reputed to pride itself upon its taste for

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GOOD DRAMATICS. Resident Manager Harrison put on a show equal to anything in view in the provinces with least breaking returns.

Two talented people from show business are on the start at Delper rink, Eric Pansley, box office, was with Chapman's (Birmingham), Ltd., Circus and A. D. Chapman's Circus for over 20 years and was manager of Miss Chapman's Royal Bengal Circus on theater tour prior to his present engagement. Eric is also a capable magician. Leonard Harrison, a former manager of the London and England's largest show, starting his career as an actor in 1907, has been in England with all the leading "top-ups" of Great Britain (one-night shows) and eventually became acquainted with the best-dressed heavy man in the biz. He toured Britain with such dramatic companies of renown as Walter A. Frank, Kitch (Lycium, London), Fred Maxwell, Sam Lacey, etc. up to 1914. He was with the colors by 1907 at the age with the R. M. A. in the East. During the war period Harrison organized dramatic performances and on one occasion had the distinction of reading word for word the well-known play "The Great Game." Upon demobilization he turned to resident repertoire and specialized in character acting. He went to Belper to stage "The Great Game" and "The Great Game" every kind of theatrical entertainment proved a total failure, despite excellent shows. Alton Harrison as a manager of his new luxury rink and results suggest his confidence was not misplaced. The show shows first-rate manager and skating business gains a talented organizer.

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R. & C. Shows Off in Paducah

Inclement weather fails to hurt attendance—midway catches patrons' eyes

PADUCAH, Ky., April 29.—The 97th annual tour of Rubin & Cherry Exposition got under way here with a six-day engagement, beginning Monday. Despite inclement weather, shows attracted an excellent crowd of spectators and management was complimented on new attractions and general magnitude of the mid-
(See R. & C. on page 48)

Weather Hurts Strates in N. C.

Opening week stand gives three good nights—radio, press co-operate

CHARLOTTE, N. C., April 29.—James E. Strates Show concluded the opening week's stand here last Saturday under Veterans of Foreign Wars Post auspices, after chalking up only three good nights of business for the engagement. Saturday's opening drew well and both newspapers and Station WSOO co-operated.
(See WEATHER HURTS on page 48)

Gooding Greater's Springfield Debut Marred by Elements

SPRINGFIELD, O., April 29.—Gooding Greater's opening here, the fifth consecutive year, on April 29 was marred by rain and cold on the first three days. Disabled American Veterans Post sponsored the stand. Some of the shows and concessions were late in getting under way because of the long haul here, but everything was under way the middle of the second week. Show, ride and concession business was fair.
Unit is under the direction of P. E. (See GOODING GREATER'S on page 48)

Lee Bros. Combo In Okeh Beginner At Topeka, Kan.

TOPEKA, Kan., April 29.—Lee Bros., a new organization under management of Coleman Lee, concluded its opening week's stand of the season here last Saturday to cold and rainy weather. The 100-year-old Coleman Lee, said L. W. Peavy, All rides and equipment are in good condition and the management has a 100-year-old, 100-horse outfit for
(See LEE BROS. on page 48)

Champaign Debut Satisfactory for Tilley Amusement

CHAMPAIGN, Ill., April 29.—Rain which threatened to hamper opening activities for the Tilley Amusement Co. subsided in time to permit a fair middle matinee and good opening night here last Saturday, reports George E. Moon. Shows worked without a hitch and the management owns and operates the corn aisle, band-organ, radio, gallery and pop.
(See CHAMPAIGN DEBUT on page 48)

B. & V. Gets Off To Smooth Start In Garfield Park

GARFIELD PARK, N. J., April 29.—Getting off to a smooth start despite the cool weather, B. & V. shows opening here today attracted a good crowd.
(See B. & V. GETS on page 48)

NSA Cemetery Is Approved At Final Meet as Club Honors Delegation of Palisades Park

NEW YORK, April 29.—Less than two years after it came into being, the National Showmen's Association has its own burial ground for departed showmen. At its final pre-season meeting last Wednesday, which drew one of the biggest turnouts on record, the body approved Perndiff Cemetery, Sleepy

Hollow, N. Y., a beautiful spot in Westchester County, about 45 minutes from Times Square. The Association has taken 102 graves, with an option of another 102. There will be an NSA monument, and each grave will bear a club marker.

Cemetery and burial committee consists of Joe McKee, chairman, who was acclaimed for his fraternalistic in industry work, Arthur Campfield, Arthur L. Hill, Aaron Hynes, Art Lewis and George W. Thayer.

Hogan Will Resign From Staff of ACA

ST. LOUIS, April 29.—L. B. (Larry) Hogan, a general agent for the Amusement Corp. of America, has given notice to J. C. McCaffery, general manager of the corporation, that he will resign his position effective May 15.

Hogan, during a visit to The Billboard office here today, advised that he had other plans, and which his present position would conflict.

Prior to his connection with the ACA he was general agent of the Rubin & Cherry Exposition in 1938 and before that for about 12 years was general agent of the Beckmann & Grey Shows.

HARVEY (DOC) ARLINGTON, well-known entertainment circuit executive and who has handled theaters during earlier months for many years, recently signed with Gooding's American Exposition shows to do special press and publicity work ahead of the organization. He joined the shows in Springfield, O.

Flower Festival Good to B. & G.

Weather aids San Antonio opening—streamlined midway bright with color

SAN ANTONIO, April 29.—Battle of Flowers celebration here, accompanied by good weather, sent the Beckmann & Grey Shows away on the 1939 tour to west coast, entering business in all departments, said George W. Western, As in the past, the Adams and Main (See FLOWER FESTIVAL on page 48)

J. J. Page Clicks In Premiere Date At Elizabethton

ELIZABETHTON, Tenn., April 29.—Citizens turned out in flocks for the premiere of the J. J. Page Shows here. Date marked the first time a carnival exhibited inside the city limits in 10 years, reports R. E. Savage, general agent.
(See J. J. PAGE on page 48)

Snow, Rain Curtail Ind. Inaugural for Bloom's Gold Medal

JEFFERSONVILLE, Ind., April 29.—Snow and rain prevailed during Oscar Bloom's Gold Medal Show, opening stand here until the last day, April 18.
(See SNOW, RAIN on page 45)

Big Crowds Mark Bazinet Combo's Minneapolis Bow

MINNEAPOLIS, April 29.—Sponsored by the Police Band and with Ideal Weather, William Bazinet & Sons Show's 15-day opening stand got under way here April 29. The show opened at 10 o'clock in the midway. Sunday brought out an estimated 5,000, with all rides, concessions and shows in the area well patronized. Shows are enlarged over last season and the midway presented an attractive display. Because of the weather of the lot here it was necessary to leave early.
(See BIG CROWDS on page 49)

McGregor Begins '39 Trek in Iowa

DATTON, Ia., April 29.—Donald McGregor Shows inaugurated the 1939 tour in the business district here last Saturday, with Mrs. Roy McKenzie at the helm in place of the late Roy McKenzie, who was also known as Donald McGregor. Because of McKenzie's death little was done in quarters, but the crew is busy getting all rides and show fronts in shape.
Building Henry arrived in time to open (See MCGREGOR BEGINS on page 49)

Honest Bert Season Starts in Illinois

ROCK ISLAND, Ill., April 29.—With ideal weather, Honest Bert's Wonder Show (See HONEST BERT on page 49)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR O'WELLS

Dear Bill: We found the Century of Profit Shows maintaining with the Honorable Title of World's Fair in the center of Atlanta County, boasts of a population of 10,000 that includes every one of our country's four childless boys and girls.

The greatest boast is that it is the home town of General Agent Lem Trachlow. Several of the town's centennarians spoke of his boyish pranks and his rise from a corn barker and horse swapper to the high position of general representative of the world's largest bare-knapping and non-cash-collecting midway.

As the four sections of our Childless Special steamed into the yards the dirt was terrific. Whistles were blowing, bells were ringing and several rural boys were hitting the hay in the straw. The town was decorated from one end to the other, flags fluttered from every pole and a band of 400 bandmen reading "Welcome Home, America" were stretched across the streets, and every man, woman and child was at the depot to greet the Redeemer of the City Funds.

As quick as an open ear could be unloosed and our minstrel band could wash out their shirts the parade from the east to the west square was started. Seated beside the mayor, six aldermen and five of our coach dancers in wardrobe (this last addition guaranteed a

(See BALLYHOO on page 48)

Jones Starts Auspiciously

Midway at Washington best in Phillips' career—press lauds attractions

WASHINGTON, D. C., April 29.—Much enlarged and enhanced, the Johnny F. Jones Exposition made its debut here of the season here on April 29, with Owen's Special Midway, the Lawrence Phillips presenting patrons with the outstanding midway of his career, showing himself supreme in new ideas and modernity.
(See JONES STARTS on page 48)

State Fair Under Way in Favorable Style at Phoenix

PHOENIX, Ariz., April 29.—State Fair Shows were greeted by good crowds and weather at the opening here on April 29, with gate receipts above expectations and all shows, rides and concessions doing fair business. Shows are motivated and with addition of new equipment, purchased previous to opening organization is being transported on 30 trucks and 20 trailers. An order has been placed for two new Diesel power plants. Staff includes: Mel H. Vaughn, owner.
(See STATE FAIR on page 45)

Dick's Paramount Off Well in Mass.

WEBSTER, Mass., April 29.—Dick's Paramount Shows started the season here with gate receipts above expectations on April 21 to cool weather but good business, reports Cliff Younger. New Goodie and marionette shows were added and presided over by Mrs. Ella Lynch, cashier, marks entrance to an improved Paramount midway. A new show front and brightly decorated rides greeted
(See DICK'S PARAMOUNT on page 49)

Kilonis Shows To Hit Road Under New Title

MANCHESTER, N. H., April 29.—John D. Kilonis, owner of the shows bearing his name, said last week that his organization will be re-named and will start on May 4 under the title of Queen City Amusements. He has obtained the services of Joe Ott, former manager of the
(See KILONIS SHOWS on page 49)

Lachman Greater Expo G. A.

ST. LOUIS, April 29.—Dave Lachman, veteran showman, arrived here last week to take over the general agent duties of the Greater Exposition Shows. Lachman has been in the outdoor amusement field for the past 25 years and formerly was
(See LACHMAN GREATER on page 48)

Seattle Launching of American United Proves Successful

SEATTLE, April 29—Following two months of plotting and overhauling quarters here, American United Shows completed their nine-day opening stand on April 16, under American Legion best auspices, to good results. Commander Dore and committee reported they were very pleased with the show and business. Flying La Claire arrived in plenty of time to present their free act. Owners H. H. Avery and O. H. Allen and they were satisfied with business. Rides did well, with the new Rolloplane and Ocelos trying for top money. Jerry Lewis, Merry-Go-Round, Loop-Track, Kiddie Ride and Pony-Back also were popular.

Hal Compton's Side Show led the show, while Midge Holden's Girl Show was a close second. The Conklin Athletic Show did well considering the cool weather. Concessions also reported good business. Mr. and Mrs. Bill Clark, formerly of Nightly Shereley Midway, joined with high show and cork galaxy. Ray Holden was called to Seattle City because of the death of his father. Allan will rejoin the show soon. Mother Allin's ride is in charge of Village Show. Visitors included W. O. (Spike) Higgins, Harry Kroyne, Blinn McClain, Joe Alford, Herman Olson, G. D. Smith, Eddie Flynn and D. Nolin, W. C. Huggins Show; Mr. and Mrs. Earl C. Tomlin, Douglass Lisco-Person and wife and Frank Kirk, Douglas Greaser Show; Jim Barbour, Justice Jackson, Clarence McNair and Harold Cottle, Pacific Coast Show; Charles Ziegler, Zigzag Show; Mrs. A. D. Miller and daughter, George Eubaker, Ralph and Bert Sweeney, Mrs. Nicoll and William Rainwater.

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TEN YEARS OF EXPERIENCE
TEN YEARS OF SATISFACTION
Keep up-to-date with annual improvements. A new line of roller coasters.
SPECIAL MANUFACTURING CO.
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WANTED FOR SUMMER COUNTRY FAIR AND RODEO

MAY 2 TO 13, AT WEBSTER, PA.
One-man Grand Shows, Also Legitimate Concessions. Write or call
JOHN H. DAVIS, Webster, Pa.

Wanted Girls

SPECIALTY DANCERS, STRIP, DOUBLE ANY NEW OR NOVEL DANCES.
Nightly Ladies' Shows, including including Toronto Exhibition, Izeris, Ginger Al-...
WHITEY WOOD, CONKLIN SHOW
Write May 7, 1939. Care...
Week May 8, St. Thomas.

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Ill., April 29—Last regular meeting was held April 27, with President J. C. McCaffery in the chair. With him on the program were Fred Kraus, C. H. Pabner and Ernie A. Young. Spring Party Committee Chairman George W. Wynn presented a report of about 400. Membership committee presented a report of Joe Coyle, credited to Brother Kraus. The business meeting was held at 7:15 and will make his regular address in Chicago on Tuesday and keep the board of governors advised of the opening.

Chair announced that the Chicago Fall meeting will be held on October 5. Rooms will be open every day from 11 a. m. to 5 p. m. during the summer. President McCaffery is planning a number of conferences with officers and committees to plan a campaign to keep in closer touch with the membership. The next speaker will be the "Michigan" group: Robert E. Hickey, J. T. Green, Frank P. Duffield, William Schrader, William Krennman, Sam J. Lev, William Orosky, Lew Kailer and R. H. Fisher.

Rube Liebman was a timely caller after a long absence. Earl Taylor is back in town for a few days and visited with the members. Ed Strabshaw, another guest, Irving Maltz, taking a short leave. In a regular caller, Brothers E. C. Maltz, M. J. B. C. and William Orosky returned from a business trip to the West. Tommy Reed and Manny Stillman, of the West Coast, waited on route to join the Conklin Show. Relief committee reports Brother G. D. Odum is confined in the Washington Boulevard Hospital. President McCaffery and several members visited him. Others on the sick list are Col. J. Evers, Tom Rankine and Tom Vonnager, all confined in hospital.

Brother and Mrs. Mike Rosen were here over the week-end on business. Strenuous efforts are being made to bring the roster of paid-up members up to date and an extensive mailing campaign is in progress. All those in arrears will be notified in the hope they will be able to attend the next annual audit. Please give these letters your attention.

Ladies' Auxiliary

Club held its regular meeting on April 27 with an attendance of 20 and the following officers presiding: President Edna S. Hartz, Vice-President, Edith Chase. Second Vice-President Edith Streblich, Third Vice-President Maude Johnston. Secretary, Cecelia Carney and Secretary Elaine Miller.

After adjournment work was served. Rummage sale will be held May 5 at 1002 W. Madison street. Call Sister Gene Helmer for pick-ups. May 31 has been set aside for a dinner card party at the Sherman Hotel for members only. All members are cordially invited to attend. Club was delighted to have Miss Lucille Hirsch, Mrs. Beiden, Mrs. Al Miller and Cleora Helmer back again. Sister Mrs. Charles Driver is still very ill.

Members were grieved to learn of the death of Sister Mrs. Ed Hoek's sister, Mrs. John Phillips. She was the first wife of the death of Sister Evelyn Mueller's grandmother. May 4 is the date of the social with ten speakers. Plans are being made to attend and bring your friends.

Filler Gets Weather Break

SACKEVILLE, Ill., April 29—Futer Durr, president of the showmen's union, April 24 to ideal weather, have enjoyed good business all week. Shows came in social with ten speakers. Pleasant weather at East Alton, Ill., where they were able to open on only three nights. Rides are Steve Eyer, Red Dyer, and Fondo and Gladys, Tramp. Sam Golden has the side show; Bill Christy, athletic show; Bob White, girl show and Fry Lorraine and Chuck Connors the big snake show. Harry Beech, in addition to the Rolloplane, also is operating his cork game. Jack Conroy has the corkhouse; Bill Bartlett, the diggers. Among others presiding were: Ed Strabshaw, Fred H. Yegia and Roy T. Duffy. New marquee and entrance are attractive, and the show houses are clean and bright and fronts on all shows. All rides have been repainted and redecorated.

American Carnivals Association, Inc.

By M. COHEN

ROCHESTER, N. Y., April 29—With warmer weather and movement of members north, it is essential that we give attention to the American Carnivals Association's development. It was comparatively easy to plan and carry out last year as the membership now consists of 48 shows. It is rather difficult to carry out a short notice, but by this means especially requesting member shows to send their names to the office if they are interested in having their shows visited in behalf of the association.

Also our visitation does not ordinarily start until after June 1, but may find that because of the large number of visitors required due to increased membership we will have to begin these activities earlier than usual. For the benefit of new members who may not be familiar with the purpose of these visitations, we desire to point out that the proper manner of visitation is critically adopted and has been continued with a view to affording an opportunity to our showmen to discuss their personal affairs with the representative of the association at first-hand problems pertaining to the fair industry at the same time it affords the association an opportunity to discuss their personal situation on subjects which are uppermost in the minds of its members during the period of visitation.

Heart of America Showmen's Club

Hold Motel

KANSAS CITY, Mo., April 29—Leo A. Sullivan, of the Ell Bridge Co., a new member of the club. Brother Sam Benjamin, special agent of the Fairly & Little Shows, was here last week visiting everything ready for opening at Kansas and Packer streets, Kansas City, Kansas. Ed Strabshaw, who has Sammy the Educated Ape, was here waiting arrival of the Fairly & Little Shows. Brother Henry Duncan reports he and several others who attended the J. L. Landau funeral stopped over on their return trip here and visited over the Lee Bros' Shows in North Topoka, Kan. Duncan says the show looks good. Communication letters were received from Brother G. J. Velaz, concession manager of the Rural American Showmen's Fair, and Brother W. (Duke) Conklin, owner of the Conklin Show, Hamilton, Ont., Canada, pledging their support to it and their wife, Broder P. W. Deem, owner of the Waide Mig. Co., is still confined in his home from injuries sustained several weeks ago. Brothers Fred Buehmann and D. S. Carey and Harold Elliott visited last week. Brother Frank Cappa, of Baker-Lockwood, left last week to attend the opening of the Russell Bros' Circus at Holic.

Sorrow overwhelmed the club last week with the passing of Brother Toodee Repple, who had been confined in St. Mary's Hospital here for several weeks, and Brother J. & Landau, owner of the Landau Shows and first president of the club. Landau was esteemed by the club as one who had worked hard and supported it as was the first president to offer a cash prize to the membership drive. During his administration he had been confined in St. Mary's Hospital by his present body. Many of the members attended the funeral in St. Albans, Minn., April 19. Those who showed up attended the services: Mr. and Mrs. Willie Fairly, Harry Elliott, C. E. Hutchinson, Mr. and Mrs. W. E. Foster, Mr. and Mrs. Charles Kotol, Mr. and Mrs. Bud Lane, Mr. and Mrs. Sam Grammon, Mr. and Mrs. George Nolan, Charles Elliott, Cliff Martin, Frank McKeown, Mr. and Mrs. J. E. Bussam, R. E. Huger, Mr. and Mrs. Happy Lott, Mr. and Mrs. J. & Campbell, Mr. and Mrs. Roy Coon, Mr. and Mrs. Harry Duncan, Mr. and Mrs. J. E. H. Meade, Mr. and Mrs. O. B. Garton, Fred Webster, Dutch Leach and W. W. W. B. and Mrs. J. J. G. G. Norris B. Crowell, Mr. and Mrs. C. L. Levin.

Glen L. Hyder, Eddie Leggett, George J. Sullivan, Mr. and Mrs. Martin, Myrtle Schrieber, Harry Velt, Morrie Venting, J. B. Rind, Mrs. Doris McMahon, Mr. and Mrs. George Nolan, P. J. Burkholder, Conrad E. Price, Merlin Finley, Bill Gordon, Bill Beard, Mr. and Mrs. J. W. Wood, Neal Walker, Mrs. Brandon, Mr. and Mrs. W. L. Strader, Mr. and Mrs. W. L. Mellott, Elmer Elick,...

Mighty Monarch

Fair Whitmore Bow

WHITMIRE, S. O., April 29—Mighty Monarch Shows started their 1939 tour here with a fair week's stand ending May 1. Operating at a large fair, the crowd but business picked up the latter part of the week. A good crowd turned out to see the exhibition and a large number of the showmen and riders and shows reported good business.

General Manager N. P. Roland left on a trip to Virginia after opening Line-up of the Fair at the Virginia State Fair, and Chesapeake and W-Drive-It. Shows were at Kent Haven, Serpentine, Snake and Plantation, Fair Hill, Mountain View, and Coffee. T. J. Murphy, J. C. Bud Freeman, T. Shorty Stahl, S. P. W. Shreve, J. J. W. Maize, H. E. Morgan, T. George Seattle, I. J. Davis, J. D. and Mrs. Alma Flynn, A. E. Chester Hutchinson, Mrs. Harry Oldham, Mrs. Ethel Luck, Rita Davis, Betty Davis, Robert Lincoln, Mrs. Al. Sponen, Mr. and Mrs. W. H. Bruck, Dave Zepherjohn, Lloyd Anderson, R. R. Prall, Mr. and Mrs. J. H. Biddle, Mrs. J. H. Biddle, family. Fallbearers were Glenn Hyder, Harry Duncan, G. L. Levin, Lloyd Anderson, W. L. Mellor and W. Frank Delmatine.

Opening May 6-13, LONDON, OHIO

W. S. O'RL SHOWS

Plan second band on Fern Whirl. Must be 15 years old and over 45 lbs. Must be able to ride and own transportation. Can use two horses. Shows must include Rolloplane, Merry-go-round, Snake and Ocelos transportation. Senders Show Photo with. Openations May 6-13, 1939. Write W. S. O'RL SHOWS, London, Ohio.

W. S. O'RL SHOWS

May 27

JONES STARTS

(Continued from page 43)
title fronts, innovations in lighting effects, new canopies, window, wardrobe, stage and seat settings.

Over 10,000 responded on opening night with Friday and Saturday's attendance showing a daily increase and setting an opening attendance record for this city. The fact that simple parking space was available was a big factor in pushing the crowds, where in the past many around the city and then to their homes after the extra space was filled.

Midway from front to back made an impressive appearance. Nelson Bell, dramatic editor and columnist for The Washington Post, called the show "Modern World's Fair." Towering 31 feet high and 80 feet long, new front arch deck a Grecian yet modern design features pilasters, arches, modern ticket booths and booths one of the largest single installations of fluorescent tubing on record.

New show fronts are revelations in indirect lighting, neon, chromium, art and elevations, and adorn the fronts of the Royal Russian Midges Theater. Polite of 1939, Plantation Revue, Nudists Hawaiiana and Motormen Casino. Five new fronts, designed and built in quarters, were up and in use for opening. Several fishing launches are to be added.

Roland's new Race-O-Drome opened with six riders, but because of the shortage of time in building, additional's front was not ready for the opening.

All ride devices galvanized with paint, chromium and neowest. Leo Cuddy's new Rollopians being set up with added lighting effects. Electric stringers have been supplied with modern indirect lighting systems, the latest in settings. "The Circus Parade" in plush, ceilings, travelers and the latest wardrobe designs. Mason Peters, city editor for The Washington Times-Herald, wrote, "It is Broadway Brought to Main Street." Much money has been spent to bestow many attractions and to obtain talent of the highest caliber. Owner Phillips gives much credit to his manager, T. Allen, and his designers and builders. Joe McKennon and Bert Minor, chief electrician, Dave Sorpe, and Maxwell Bob MacLeod and Fred Ferguson, Blacksmith C. L. Hall, Stage Designer Walter Dell Lamkin, Stage Designer William L'Orange and their assistants.

STATE FAIR

(Continued from page 43)

manager: Charles White, assistant manager: Louis Rago, general agent: Bert Vaught, treasurer: Sidney B. Benedict, secretary: C. O. Leasaur, advertising manager: J. D. Burners, concession manager: Everett M. Tuttle, chief mechanic: Elmer (Shorty) Wells, lot superintendent: Archie L. Hill, chief electrician: A. A. Dudley, ride foreman: Thomas Bishop, painter: Bill Stewart, in charge.

Show is carrying 12 rides. Four Ferris Wheels, Virgil Green, foreman; Merry-Go-Round, Chris Mc Long, foreman; Tilt-a-Whirl, Clarence La, foreman; Ride-O-Hugh (Jack) Martin, foreman; Lindsede-Loop, Carl Savindra, foreman; Kiddie Atoll, George Barker, foreman; Double Loop-O-Plane, Octopus and Merry-Go-Up are being managed and operated by Ralph Koutzke, ticket woman, Mrs. Charley Scofield, main gate; Mrs. Cans. Betty C. Hill, Tilt-a-Whirl, and Mrs. Thomas Bishop, Kiddie Atoll.

Show, Circus Side Show, operated and managed by Shaver and John Crutcher; No. 1 with Dick Taylor; Roadside, The Theater, singers and dancers; Natureland, Catherine Mason, bird monkeys, -a-Night in Mexico, Bordeaux's stingers, dancers and musicians, Athletic, Francis Leavitt and stable of horses and wreath; the Jitterbug, Mechanical Punch, boys and girls, charge, and Mother Nature's Mistake, operated and managed by Mr. and Mrs. Leroy Corbett, Catherine Mason, Red D. Westphalen, dogs and lamps; Charlie Moore, Charles McCarthy, wheel; J. D. money manager; F. O. Gregg, bingie; Mrs. F. O. O'Grady, penny-pitch; Shorty Wells, hoop-in; palmtree; Henry Brown, W. L. Deane; J. L. Hill with two ball game; Ann Summers, pop corn

SAVE MONEY MOTORIZER SAVE MONEY SPECIFIC FINANCE PLAN SPECIAL WRITE CHAS. T. INGALLS WITH STANDARD CHEVROLET CO. EAST ST. LOUIS, ILL.

and candy flow: J. D. Summers, blow-up, roll-down and glass; Edna Tacklington, ham and bacon; Edna Tacklington, photo gallery; Booz Mahon, milk bottles; J. V. Vetter, balloon store; Al Taylor, Mason, cigar shooting gallery; Mr. and Mrs. William and Staff are operating and managing the midway; circus house; Bowling alley, Blackie Scofield, Manager Mel Vauhat has signed 7, 0. (Photo credit to furnish the view attraction.)

J. J. PAGE

(Continued from page 43)

Some rain and cool nights were encountered but not enough to dampen the tide of people. The new show front, Fire Department, sponsor, was under direction of Mack Fleisher, chief.

The lot was aglow with lights and this in conjunction with all repainted fronts and several new tents made for an attractive midway. All new ticket booths as well as the front boxes prevailed. Only disappointing note was the late arrival of the new marquee. Bert Melville, who shows money, with the Motordrome trailing. Twin Ferris Wheels were best rides, with the Loop-O-Plane and Tilt-a-Whirl trailing. All concessions did well. Staff remains almost the same, with J. J. Page, owner-manager; Billie Soper, assistant manager; Mrs. R. E. Savage, secretary and Billboard agent; Mrs. J. J. Page, treasurer; R. E. Savage, general agent; Chris Jernigan, special agent-sound car operator; Virginia Bentor, free act; Roy Franz, lot superintendent; and trammaster; J. W. Danieles, in charge of electric service; MacDon Boyd, general utility.

Rides: Twin Ferris Wheels, Elmer Jackson, clutch No. 1; Earl Denora, clutch No. 2; Mrs. A. A. Dudley, poppy tickets, Tilt-a-Whirl, Robert Waring, front ticket taker, Willie Drake, clutch; Trevor Montgomery, tickets, Chairlains, Tilly Brooks, clutch; Elmer Harty, tickets, front ticket taker, Willie Drake, clutch; Merry-Go-Round, Frank Oowina, foreman; Raymond Calk, clutch; Frank Thomas, tickets; Loop-O-Plane, George Coffman, operator; Jim Minster, tickets. Shows: Motordrome, Herman Pendergrass, ticket seller; Richard Woods, ticket taker; Donald James and Dorothy Thompson, riders; Knoot B. Jones, pit; Bob MacLeod and Fred Ferguson, Hollywood Revue; Bert Melville, manager; Will W. Brownley, talker; Jess Smith, tickets; The Dutchland, pit;intendent; Odgon Payne, electrician; Helen Walter, Jessie Hill, Frances Tippels, ticket taker; Edna Tacklington, Elizabeth Thompson and Opal McGuire, Ticket and Models, Mrs. Bert Melville, manager; Edna Tacklington, ticket taker; superintendent; Sammy Lawrence, electrician; Laura Brown, Josephine Birmingham, ticket taker; Edna Tacklington, Cluza, Dillon Hulligame, manager-tickets; Frank Foster, assistant, Snake exhibit; Leo Crane, manager-tickets, satated by Tommy Moore. Ten-in-One, Frances Thompson, manager; Tom Calvert, knife throwing and whip act; Wanda, sword host; Pop-eye, entertainer; Madam Velma, mentalist; Rex Kidd, tickets No. 1; Joe Johnson, tickets No. 2; Charlie Weaver, carveman; Athletic, Jimmie Allen, boxer-wrestler; Kid Blass, boxer; Mickey Tyle, wrestler-boxer; Johnnie Davis, boxer; Mrs. Willie, tickets; Alvin, ticket taker; Hall, ticket-tickets; Rusty Jones, stage manager-coordinator; Verdell Brown, William Duvall and Billie Montross, showgirls; Mrs. Leona Jones, Ruby Boyd, Helen Braham, chorus and appealing; Edna Tacklington, Fred Hood, Melvin Jones, Willie J. Busham, Richard Moore, Miles H. Briggsworth and Gladys, Daisy Williams, canvasser.

Concessions: Charlie Phillips, El Roy Carey, 3; Levi Blass, 1; Edna Tacklington, 1; Frank H. Swain, 2; E. B. Motter, 1; Clarence Sorpe, 1; Vernon Moore, 3; Billie Soper, 2; Elmer Jackson, 2; Pann, 2; William Bartlett, 1; Jack Bailie, 1; J. D. Phillips, 1; Barney Sloan, 1; and A. A. Vase, 1.

SNOW RAIN (Continued from page 43)
The rain is falling long enough to permit a capacity crowd to gather, giving all a few hours' business, reports Elmer J. Page, Director. Shows are featuring moderate fronts, numerous light towers, a Dance of the Doves, a penitential, new and renewed rides and neatly finished concessions.

Motordrome proved highly popular here despite inclement weather. Gilbert Terry joined in time for opening of the new ride, Side Show. Hindu Will Johnson has the reptile exhibit, titled Wild Galgo.

"PROFITS BY THE CARLOAD"



WEEK 15, TRASS. THE PORTABLE OVAL TRACK IS 50' X 95' AND CAN BE SET UP IN JUST A FEW HOURS. SCORES OF SATISFIED OWNERS—INVESTIGATE—NOW—TODAY. Portable Stage—Rides—Auto Speedway—Carnivals—Light Towers—Hi-De-Ho, Fun, Spillman Engineering Corp., North Tonawanda, N. Y. World's Largest Builder Of Amusement Devices

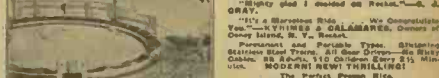


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YOU SURE HAVE A WINNER



Says Jack Rosenthal of Palisades Park, N. Y. "ROCKY RIDE has what it needs for next business... D. E. CRAFFTS SHOWS... GRAY, Manager of the Showman's Side... YOU... WINNERS & CALIBRATED, Owners of the... Promotional and Portable Tent... Modern NEW THRILLING... BY ALL MEANS GET "ROCKY"... ALLAN HERSCHELL CO., Inc. North Tonawanda, N. Y.

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S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P. OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU." 701 North Sangamon Street (Phone: Haymarket 0466), Chicago, Ill.

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FRUIT FLAVORS

FOR SOFT DRINK AND ICE-BALL STANDS We have two new products for the Concessionaire this year! A double-strength Creamy Soft Beer and a new Cold Drink. If you can't carbonate beverage don't pass this up. Send for our 1939 Price List today, giving low prices on complete line of Fruit Flavors, Beer Cans, Spoons, Certified Cakes and everything the Concessionaire needs.

GOLD MEDAL PRODUCTS CO. 113 E. Pearl St., Cincinnati, Ohio

WANTED LEGITIMATE CONCESSIONS, SHOWS, ETC.

Also Chiropractors, for 7-Day Camp, Peabody, Mass. starting Saturday, May 6, to Saturday, May 13. Wire at your own expense. SHUMAN INGALLS 1421 Birch Street, Westmoreport, Mass. Telephone, Brasher 5421.

ZIEGLER AND POLIE SHOWS

MONROE, MICH., IN CITY UNDER LEGION AUSPICES, WEEK MAY 6 THROUGH 14 AND LONG SEASON IN BEST TERRITORY Can place show with outfit and transportation. Also Legitimate Concessions. Ex. sold on Cash-Show, Bingo, Diggers. Can place Octopus or Rollopians. Also Penny Arcade, Toy Track, Yeoman, Mfg. this week.

Miller Shows, he reports from Pocatello, La. He'll also have tattooing.

CONTRACTS for United Amusement Co. to furnish midway attractions at Wintergreen, West Virginia, at East Hartselle, W. Va., have been awarded to United Amusement Co., reports General Agent R. E. Hochman from Welch, W. Va.

WEARING hats became a bad weakness at the Wintergreen attraction, says John Barlowen. Summer will soon be here.

GENERAL AGENT J. A. Oentach of Buckeye State Shows recently made a brief trip to Jackson, Miss., where he visited Governor Hugh White, Secretary of State Walker Woods and Tax Commissioner "Uncle Jim" Cully.

FUNLAND SHOWS' midway notes by Ted C. Taylor: Conditions in East Kentucky are "shaking the shows' route some, but all are hoping the situation will be settled soon. . . All-American Dand is proving popular.

LEAVING FLORIDA recently after wintering there playing fair, Mr. and Mrs. Hemminger, gambler and showman, chautoula, La., where they signed their impalement and sword swallowing acts with Wally Blair's Modern Museum.

SHOWS that open and close in one very short time may use the word "Ex-Royal" printed at the top of their letterheads.

FOUR FREE ACTS, including the Beesting Cannon, with Merio and Manual Zacheisi, Riefensch's Riding Act, the Gaitchou and Ross Family will be presented by the Zachelini Bros. Shows this season, reports Bill Katon.

AFTER TURNING in a good job of billposting and billographing in Statesville, N. C. for the last 21 days, Eddie Stone (Shifty) Orphen was placed in charge of the billing crew, comprising himself and two helpers, reports Carleton Collins.

"AFTER playing one-night stands in Florida for a week to good results, we worked Thomsville, Ga., Food and Auto Show, Ft. Payne, Davie, to one of our best dates in years," letters Mabel Mack, of the Mabel Mack Mills. "We are headed north with our unit."

WHY advertise for help if help isn't needed? Many a treasurer has made a leap to show, believing that employment could be had.

PARADISE REVUE cast on Cettin & Wilson Shows includes Julie English, the queen of productions, Julie and Doc Carroll, Tely Rymer, Miztie Miller, Martha Lucas, Buzette Waters, Ross Marie, Boots Brown and Pauline. Orchestra is in charge of Art Parent.

FIRST RADIO broadcast of the season for Cettin & Wilson Shows in High Point, N. C. on April 29 had these performers from Paradise Revue participating: Art Parent, piano; Paul Lewis, vocal; Boots Brown, drums; Tely Rymer, Brown and Julie and Doc Carroll, songs.

A FIVE lights behind show tops are essential. Light scans over the grounds, the sidewalk and those who have other mischievous ideas.

HERBERT A. DOUGLAS cards from Wilmington, Del.: "Jerry Lewiston's Circus side show on Ideal Exposition Shows has a swell program. Shows are full and are not the familiar type on Ten-in-One. Acts are on elevated individual platforms."

WITH O. J. Jacob Shows last season as manager of the billing and copy department, Joseph Hoyer planned to return to the same capacity this year. However, after a short detour to the Statesville Show last year, will prevent him from going on the road for a long time, he writes.

DEATH'S HOLIDAY, free set owned and operated by Capt. Frank Cushing on the Eric B. Epple Shows, includes cowboy shows, high pole, Captain Cushing, fire crew, Arthur Dunn, cloud sewing, and a party for the night. Capt. Cushing, Prather and John Mansfield, Roman Hays.

MEDICAL PICTURES
ON SOCIAL DISEASES AND OPHTHALMIA
In Natural Color, 20 Pages, 4x6 in. Size, 112 Illustrations, 75 Cents. **THE PHOTO BOOK CO.,** Dept. 112, 1120 Broadway, New York 10, N. Y.

WONDER if newspapers will now start printing "Implementation on Upward. More Than 1,000,000 Canned Cigars and Pops Every Put Back to Work!"—Cousin Pops.

MOE C. EBELSTEIN letters from Mobile, Ala., that he and his son, Curtis K., will operate two unborn shows this season. Curtis has the usual old Johnny J. Jones Exposition, while Moe will personally operate the one on Rubin & Cherry Exposition.

MEMBERS of Pussell's United Shows were tendered a pinocchia party in Fiat River, Mo., during the shows' recent stand by W. J. Dunne. Leonard Hand and Florence Pratt were grand prizes, while Mrs. T. H. Hall and Jerry Brownling obtained the booby prize. A delicious luncheon was served.

EDITOR of The Wilson (Miss) Times, accompanied by his son, Walker, George Woods, paid a hurried visit to Buckeye State Shows during their engagement in Greenwood, Miss., where he was the guest of his boyhood chum, General Agent J. A. Oentach, and Publicity Director Ted Johnson.

attend the funeral of their oldest brother, Tom Martin. Mrs. Johnson reported the shows in Greenwood, Miss., and Ray remained to aid in settling the estate.

CONDITION of Harry Bamah, general superintendent of John H. Marks Shows, strikes two weeks ago and how a patient in Memorial Hospital, Richmond, Va., is much improved and attending physicians report they have hopes of a speedy recovery. During his illness his duties will be taken over by James J. Batters, assistant manager, and Walter D. Nealand, press agent.

"FOLLOWING many months of study and effort, I have broken into print with my fiction stories, which are appearing in several magazines," cards Claire Newman from South Boston, Va. "Altho I have not forgotten the carnival life, I'm devoting all my time to writing. Have joined my husband, Fred Newman, who has connections with the Model Shows here, and expect to continue with the organization all season."

MIDWAY comfort stations, kept clean and open at all times by the public, are valuable assets. In the past several days have seen a lot of fire due to absence of these accommodations and carry with them many dollars which would have been spent on the hot bed show contractors here available.

PICK-UPS from the Darfield County Showman Shows' midway by Kenneth Phillips and Francis joined with his custard concoction. . . Mrs. O. E. Bradley, wife of Ollie Bradley, pop-over concoction, left a pop-over concoction in park in Knoxville, Tenn. . . Joe LaSelle and partner have added a food pond. . . Frank Jacobin, aide-show



EVANS'
WORLD FAMOUS
ATTRACTIONS
DRAW THE CROWDS

EVANS'
MERCHANDISE
WHEELS
Finest wheel made! Designed for the professional concessionaire! Built double, perfectly balanced, uniform percentage steel. 75¢ made in all standard sizes. \$1.50 and combinations.



EVANS'
ALUMINUM
MILK
BOTTLES
Made on the patented siphon principle! No need for stopper! Perfectly balanced, uniform percentage steel. 75¢ made in all standard sizes. \$1.50 and combinations.

CATALOG
FREE I WRITE TODAY!
H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago
Leading Makers of Amusement Devices.

WANTED AT ONCE
I am looking for a man who has had experience in the show business. He should be able to handle the show, and be a good manager. He should be able to handle the show, and be a good manager. He should be able to handle the show, and be a good manager.

G. W. NAIL SHOWS
OPTIMUM HOME, LA.
WANT
Concessions! Bill Catcher, Bill Pond, Case Rock, Cuffed, Ueno, Bowling Alley, Chess Pans, WANT your Grand Show! Also Man to take charge of Asheville Show. Write outside. Address: G. W. NAIL SHOWS, Hope, La., week May 11-13, 1939, La., May 8.

CHARLES T. GOSS, "The Match King," of Standard Chevrolet, East St. Louis, Ill., and Tools, Ireland (ship the) of Circus Day in Montevideo, a feature of Doc Lang's Famous Shows, just after Clark and headed the clamp a package of matches. Tools joyfully accepted the gift and are enjoying a smoke with the photo, submitted by C. F. Armstrong, now enamped during the shows' stand in Statesville, Ill.

HELPFUL had to those who aspire to become carnival showmen. Spend a year in hotel lobbies waiting on the jobless. That should interest you enough to be eligible.

LINE-UP of the Walter Lankford Dand includes Frank Brooks, cornet, who has signed for the unit's string of fairs; Doc Olive, tuba bandman; Harold Langford, first cornet; and Lester Lankford, drum. Last two will join after finishing school in Centralia, Ill.

GENE THELMA MARKS, daughter of John H. Marks, of the shows bearing his name, celebrates 11th birthday anniversary with a party during their stand in Richmond, Va., at which a number of juvenile friends were present. Many gifts reportedly attended to her popularity, reports Walter D. Nealand.

TEX PUTENANT has signed his attraction, Louis-Louis Loggans, with Tom Mackin's Bellers II or Not Odditorium on Rubin & Cherry Exposition. Louis Louis will be featured in the annex, while Tex handles animal operations, he reports. Recent additions to the odditorium are Alfred Green and Capt. Ringwood.

WHAT is a good concession location? Every concessioner on the Gate & Banner Shows claims, "I was always given the poorest location by the post season. The under they beat, the worse they are given." Lightning Red Sifu, who had the ex-butcher.

CONCESSIONER with Buckeye State Shows, Pearl Johnson recently made a hurried stop to Columbia, Mo., accompanied by her brother, Art Martin, to

THAT MRS. JOE SPARKS, of the L. J. Meth Shows, was thrilled over catching her first fish in Lake Harber, Leeburg, Fla., during a reception there is evidenced by the above. Mrs. Sparks' husband is concession manager on the Harber Exposition. Photo by Lester Parish.

OWNER of the shows bearing their name, Mr. and Mrs. Thomas A. Weer were tendered a surprise party in their home in Cassopolis, Mich., recently in celebration of their 17th wedding anniversary by many friends. The Weer home was appropriately decorated and the honored couple were recipients of many gifts. A big dinner was served and remainder of the evening was spent playing cards and enjoying numerous musical reunions.

STAFF PHOTOGRAPHER of Life magazine, J. B. Moore, spent two days and nights shooting scenes on the John H. Marks show during the stand at West Broad street, Richmond, Va., for a layout to be published in "The Carnival Progress of the Busy House," in the issue dated September 25, 1938, in the same publication.

NEAT-LOOKING makes are not there in the C. W. Nail Show, and are responsible hooding for showmen, red operators

Cetlin & Wilson

High Point, N. C. week ended April 22. *Auspices, Spring Poultry and Flower Show. Location, Airgrounds. Weather, cold and rain. Business, fair.*

Opened here on Saturday to fair business and continued until Friday, which was rained out. Closing day was the best. All enjoyed a little business, with Paradise Revue topping the shows. Miss America second and Wall of Death third. Shooter was top ride, Ride-O second and Octopus third. Five new semi-trailers have been added. Speedy Merrill's cookhouse is the showfolk's rendezvous, and the Jackpot Club has been organized. On Sunday night Mr. and Mrs. J. W. Wilson and six, and Mrs. I. Cetlin tendered Charles Cohen and his bride a wedding dinner.

Newspaper and radio station co-operated. Jerry Kohn, of Fulton Bag and Cotton Mills, and A. T. Drex, Drex Jewring and Blunt Co. received orders for new canvas from different individuals. N. Y. Chambliss, of North Carolina Fair Operating Co.; Tom Bloom, Winston-Salem Forsyth County Fair; Mr. and Mrs. Charles Farnell, Mehane (N. C.) Fair; Mrs. C. S. Farnell, Mehane; D. L. Daininger, White Thompson; Max Lindeman, of World of Mirth Shows, and L. Pickles visited. Audacious Santelco,

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

free attraction for the first two weeks, will be replaced by Zucchini May 1. Ted Miller will report for duty May 1, as will Dave Rosenberg, billposter. G. A. Dunn arrived from Florida with a new house trailer. E. V. Baker is in charge of all motor equipment, with Len Gibson as master mechanic. Neil Hunter is trainmaster. GEORGE HIRSBERG.

Dee Lang's (Motorcade)

Bellefonte, Pa. Week ended April 22. *Auspices, American Legion Post. Location, Airgrounds. Weather, cold and rain, with snow Thursday morning. Business, fair.*

Cold and rain thruout the week with snow flurries on Thursday gave the shows their lowest gross of the season during their second week here. A warm Saturday coupled with children's matinee brought out some customers in the afternoon and night. Many colds and light flu attacks were reported by a large portion of the personnel. Many relatives

of the members of the shows' personnel visited from St. Louis. The News-Democrat and The Advocate, local dailies, co-operated. With the weather man giving the ride boys a break, all rides and shows were down in record time. O. F. ARMSTRONG.

Wallace Bros. (Bussape cars and trucks)

Hopkinsville, Ky. Week ended April 22. *Auspices, Disabled American Veterans. Location, Bell Park parking lot. Weather, cold and rain. Business, far beyond expectations. Pay gate.*

After experimenting at Mayfield and Paducah, Ky., everything that could possibly happen to a traveling organization, including two deaths at Paducah, it was a welcome relief to place this stand on the right side of the ledger, altho Monday and Tuesday were lost to rain, and the rest of the week was suitable for overcasts only. Rides and front gate did satisfactory, but shows and concessions did not fare so well. Commanders

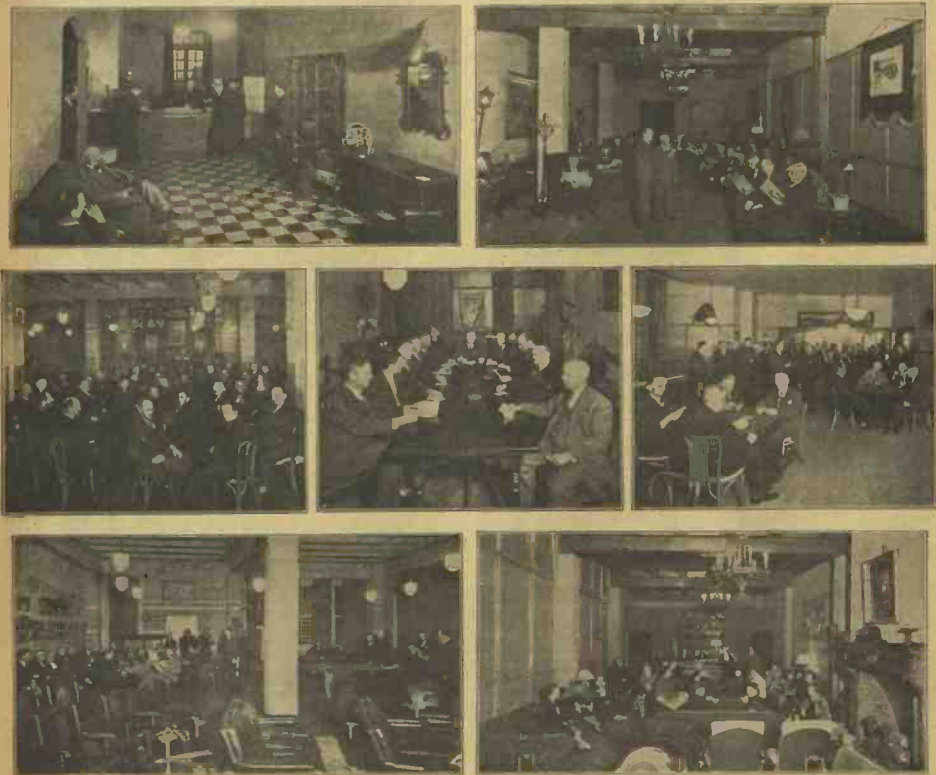
Fred S. Radford and Finance Officer W. B. Tucker, old friends of the writer, took care of local details in a showmanship style and were in no small manner responsible for a smooth-running performance.

Business Manager Jack L. Oliver was confined to his room Friday and Saturday with a heart attack, but recovered sufficiently Sunday to leave with the shows. Leo S. Wintrow, former police chief and well known to many of the personnel was an almost daily visitor. Mrs. Ross Crawford was called to her home in Arkansas because of the serious illness of her daughter, Charles Q. Troop made hurried business trip to Nashville. Visitors included Mr. and Mrs. Furd Smith and L. (Pease) Hoffman, Rubin A. Cherry Exposition; Will T. Hatch, Match Show Print; Bob Parker, field manager for Barlett Diggers; Phil Rocco, Mr. and Mrs. Heintz Price, R. K. Weaver and Mr. and Mrs. Whitefield. WALTER B. FOX.

Kane Exposition (Bussape cars)

Raleigh, N. C. Week ended April 15. *Auspices, Hospital Tubercular Fund. Weather, cold. Business, fair.*

Week opened with cold weather and continued cold and windy until Friday. Warm weather the last two nights



LAYOUT OF THE NEW CLUBROOMS of the Pacific Coast Seamen's Association, South Grand Ave. at Wilshire Bld., Los Angeles. Top, left to right: Foyer and office; reception room and lounge. Center, left to right: Members' assembly room; board of governors' room; buffet. Lower, left to right: Library and recreation room; Ladies' Auxiliary quarters.

At Liberty Advertisements

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AT LIBERTY ACROBATS

LEAPER FOR FLYING REEF—Singing Orchestra—Featuring Arlene Ray. Just completed twelve weeks at College Hop Club. Non-union, young, entertaining, costuming available for loan. See us at **CHAS. WALTERS, 623 W. 170 St., N. York.**

AT LIBERTY BANDS AND ORCHESTRAS

ATTENTION, HOTEL RESORT BOOKERS!—Smooth-working Six-Piece Orchestra, now playing Florida spots in large engagement. Get vocalists. Attractive music program available for loan. See us at **BOB CLEGG, 150 Broadway, Cincinnati, O.**

CHARLIE WALTERS—"EMOOTH, SOPHISTICATED, SINGING ORCHESTRA"—Featuring Arlene Ray. Just completed twelve weeks at College Hop Club. Non-union, young, entertaining, costuming available for loan. See us at **CHAS. WALTERS, 623 W. 170 St., N. York.**

DIXIELAND BAND—SIX-PIECE, UNION. Engagement after lunch. All special arrangements. Can play floor shows. Well rehearsed. See us at **EDDY BOULBAIS, 32 Sheffer St., Worcester, Mass.**

SIX-PIECE ORCHESTRA AND ONE MALE VOCALIST—Have a new and interesting program. Trumpet, Drum, Cello, Violin, Bass Viol. Singing, female soloist. Excellent vocalists. All special arrangements. All men young, sober, respectful. Will buy new wardrobe. Well organized, experienced. Entertaining. Play Cowboy Songs, have Singer who Yodels. Will have Cowboy Instruments. **JOHN W. COLWELL, 19 Burlington Ave., Depew, N. Y.**

FIRST-CLASS FIVE-PIECE BAND—Desire hotel club, resort location only. Completely styled music, sweet and swinging. Organized five years. Union, exclusive arrangements. Free from modern equipment. Location, p. a. system, references that date back to 1925. **WALTER W. BROWN, 100 W. 170 St., N. York.**

HIGHEST CLASS ENTERTAINING DANCE BAND—Available May 26. Five entertainment, vocalists, one Singer and four instrumentalists, doublers and arrangers. Best type location work collected. **BOB C-119, The Billboard, Cincinnati, O.**

KELLY MILLER and his ORCHESTRA—Singing Hotel club, resort location only. Completely styled music, sweet and swinging. Organized five years. Union, exclusive arrangements. Free from modern equipment. Location, p. a. system, references that date back to 1925. **WALTER W. BROWN, 100 W. 170 St., N. York.**

MODERN SIX-PIECE BAND—SWING OR sweet music, featuring Hawaiian Electric Cello, Solo Singer and four instrumentalists, doublers and arrangers. Best type location work collected. **BOB C-119, The Billboard, Cincinnati, O.**

STRING TRIO—GUITAR, VIOLIN, BASS. Also vocals, solo and trio. Union, location work collected. **BOB C-119, The Billboard, Cincinnati, O.**

WILL-ORGANIZED 18-PIECE COLLEGE ORCHESTRA—Two arrangers, equipped, play floor. Will augment. Can furnish good singing. **BOB C-119, The Billboard, Cincinnati, O.**

FINE HOTEL ORCHESTRA—Solo Arlene Ray and reliable. Costume shows, sparkling. Modern equipment. **BOB C-119, The Billboard, Cincinnati, O.**

BOB TOMLINSON—Singing Soloist. Will play in different restaurants. Also Club and Big Bands. **BOB C-119, The Billboard, Cincinnati, O.**

CLAYTON HANBUR and his 11-Piece Orchestra—Detailed floor show. Will augment. **BOB C-119, The Billboard, Cincinnati, O.**

TRIO—Solo, solo and trio. Union, location work collected. **BOB C-119, The Billboard, Cincinnati, O.**

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AT LIBERTY BILLPOSTERS

LITHOGRAPHER AND BILLPOSTER AT LIBERTY fee circuit. Can anywhere. **W. D. JONES, 20 Dris St., Saginaw, Mich.**

TWO FAST-STEPPING COMBINATION BILLERS (Solo, reliable and experienced). Contract and Comfort Annex, E. St. Louis, Ill.

AA BILLPOSTER—Long and short bills. One-man job. See us at **W. D. JONES, 20 Dris St., Saginaw, Mich.**

AT LIBERTY CIRCUS AND CARNIVAL

SIDE SHOW MANAGER OR Magician. 412 Reservoir Ave., Madison, Conn.

AT LIBERTY—KING OF THE BOUNDING BOYS and Side Show Attraction, Cannonball and Punching Gun. Enter receives free ticket money and heavy cash reward. **HEARTY LINDSEY, 720 W. 4th, Nashville, Va.**

CIRCUS CALLOPE PLAYER—EXPERIENCED. Available now. **EUDY CRISS, Route 2, Coddwater, Mich.**

ELECTRICAL WOMAN FREAK ACT—LIGHTS, fire light bulb on person, real. Perfect vocal. Any west of Kansas. Write for particulars. **EDDY BOULBAIS, 32 Sheffer St., Worcester, Mass.**

RIGIDULOUS TRIO—Three men. Clean, low cost. See us at **BOB CLEGG, 150 Broadway, Cincinnati, O.**

AT LIBERTY COLORED PEOPLE

AT LIBERTY—Colored People. Experience. **W. D. JONES, 20 Dris St., Saginaw, Mich.**

AT LIBERTY DRAMATIC ARTISTS

STROBO ORCHESTER MAN—Strong enough to handle the most exacting of all jobs. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

AT LIBERTY MAGICIANS

FEATURE MAGIC AND ILLUSIONS—WITH special effects. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

FEATURE MENTAL ACT—Also Magic Program. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

AT LIBERTY MISCELLANEOUS

AT LIBERTY—Solo Road Driver. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

AT LIBERTY M. P. OPERATORS

PROJECTIONIST—AGE 36, years of experience, sober, reliable, good reference. **UNION, but no objection small towns. DON W. HINES, Frankfurt, Mo.**

AT LIBERTY MUSICIANS

AT LIBERTY—DRUMMER, UNION, SINGLE. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

ALSO SAX AND CLARINET—HARVE BAND. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

DRUMMER—VIBRAPHON—YOUNG, UNION. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

FINE TROMBONIST—WANTS JOB NOW OR later. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

GUITAR MAN—DOUBLE PIANO. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

CLARINET GUITARIST—UNION, SINGLE. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

TENOR SAX—DOUBLING CLARINET and Alto. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

TENOR SAX & CLARINET—WANTS STEADY job with swing band. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

TENOR SAX & CLARINET—ARRANGE— **BOB CLEGG, 150 Broadway, Cincinnati, O.**

TROMBONE MAN AND **TENOR MAN**— **BOB CLEGG, 150 Broadway, Cincinnati, O.**

TRUMPET—LOOKING FOR LOCATION. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

VOLINIST AT LIBERTY—BARITONE VOCALIST. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

VIOLA AND ELECTRICIAN—PLenty Experience. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

VOLINIST—UNION, SOBER, RELIABLE. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

ACCORDIONIST—ALONE. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

AT LIBERTY—Solo Road Driver. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

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AT LIBERTY—Solo Road Driver. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

TROBROBE—Solo, solo and trio. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

WORLD'S GREATEST—Solo, solo and trio. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

AT LIBERTY—Solo Road Driver. **BOB CLEGG, 150 Broadway, Cincinnati, O.**

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Wholesale

PRIZES NOVELS PREMIUMS SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

BIG LAMA

Ad Budgets Up Much as 75%;
New Models, Low Price Stressed

Greatest year in photography is hailed by Agfa, Kodak, Quality and Universal—bingo, saleboard and concession men see profits from wide publicity

NEW YORK, April 29.—Predicting the biggest year in the history of photography, leading camera firms are boosting advertising budgets to new highs in national campaigns according to a review by *Advertising Age*. As part of a huge promotion plan, one of the largest companies will insert advertising in 220 newspapers. To provide for the anticipated boom in business they are building a new plant for camera and photographic material. Particular importance is placed on prize and premium merchandise in view of results of similar promotions in the past. The most spectacular response experienced in recent years among saleboard and bingo ops followed nationwide exploitation of electric razors. Just as camera manufacturers are now staging a general bombardment of the public with camera copy, electric shaver people loomed similar campaigns. The experience of new handling shavers as premiums was that they almost always get a quantity of sufficient number to meet the terrific demand.

Several years ago when the photography bug bit the American public premium and novelty men found candid cameras one of their hottest moving items. Camera began to take with little pushing and pulling. The trend with its attendant full advertising, prize lowering and manufacturer sponsoring was exploited in the way it is paved for a second season.

Manufacturers plan to base campaigns on the following merchandising techniques:

1. Emphasis of new low prices.
2. Emphasis of new models.
3. Stressing supremacy of American-made cameras.
4. "Flashy picture" for the new season—the time of world's fair—the greatest of picture-taking years," reads copy of one of which exploits the two great photographic possibilities on the East and West coasts.

New Models
A built-in flash synchronizer will be featured by Utility Bfg. Co. in its Palom Flash-Flash, providing a long-standing need by permitting users to take good indoor photos. This camera has already been outstandingly successful in saleboard deals.

De Luxa Moviematic is put out by Teader Syndicate, which claims only combination camera taking both 16 mm. movies and snapshots. Its ready-to-use picture and snap. It is marketed only thru premium users make it a particularly profitable deal, the firm says.

Low Prices
Kodak in particular is stressing price reductions, showing illustrations of its lower priced cameras with latest models scratched out and the new price in heavy type. Agfa Anco has also dropped prices sharply in the cheaper field, including its Readyset, Clipper and Pinar.

Universal Camera Corp. is expecting cash in on the personal tariff recently clamped on imports from Germany. This is especially true for camera makers. Stressing the high degree of precision workmanship now employed in the manufacture of German-made cameras, "Here's the camera that was only a vision a few years ago! The only completely all-german-made camera that gives you speed, performance and prize-winning results you expect only in expensive foreign ones. Think of having a 300-mile-per-hour racing automobile! A shutter with 1/1000th-of-a-second speed that makes you clear! Think of taking perfect night-time shots—indoor or out! The built-in

Slum Jewelry Blooms

NEW YORK, April 29.—There aren't many flowers blooming in New York to indicate arrival of spring, but there is another sign that's as reliable and equally colorful. The same day Forsythias burst into bloom a wide variety of slum jewelry blossomed just on coats and dresses of thousands of women.

The greatest variety of gaudy and gimmicks ever put out is swinging from women's coat laps, including umbrellas, shoes, hats, mittens, wooden animals and celluloid figures. Among newer items are gold ion tugs with piece of glass attached, tiny leather-covered date books and diaries with pencil, little pins with a real thermometer.

Flashy are new vegetable and fruit bracelets and necklaces. These clusters of "garden goods" come in brilliant colors along on a gold or silver chain. The same item is put out despite the fact that the goods are imported twice over by swank diamonds on Park and Fifth avenues.

It's interesting to note that despite the term "slum jewelry" a surprising number of these novelty items imported twice over by swank diamonds on Park and Fifth avenues.

photoflash synchronizer makes it easy."

Aiming to thoroughly saturate the public with the idea of taking pictures on week-end days, the great novelty line imported part of the ad baggage is scheduled for May and June. This strategy is expected to play into the hands of saleboard ops. These men find their strongest appeal lies in offering an item that is new, great of outdoor recreation utility.

With advertisers leveling big guns on a little the great of show-up businessmen for camera, prize and premium users are looking forward to a gala year, thinking in on the way of the largest scale campaign in the history of photography.

A COLUMN FOR OPERATORS OF
TRADE SIMULATORS,
SALESCARDS, SALESCARDS AND
TRADE STIMULATORS.

By BEN SMITH

TRADE STIMULATORS

Several years ago trade stimulator deals were popular with many boys. As most trends run in cycles, the time may be ripe for a new run on stimulators, especially so since the type of promotion has recently received extensive support from premium manufacturers, who have prepared elaborate deals of their own for distribution thru retail outlets.

The trade stimulator deal differs from the recent deal in that the latter in the former is accorded the privilege of buying a valuable piece of merchandise at its low wholesale cost instead of making a purchase in the hope of winning that merchandise. There is a sharp distinction between the two reactions. One is therefore necessarily different.

As the trade card's main job is to stimulate sales, the customer must purchase a predetermined quantity of goods out of the storekeeper's stock before he obtains the privilege of buying the premium offered. The amounts of individual purchases are punched out on the border until the card shows the remaining quantity, usually from 10 to 25, but in some cases as high as 25. When the card is completed the automa-

Chi Concessioners
Pick Plaster and Fur

CHICAGO, April 29.—"Stuffed animals and plaster dolls get the heaviest pick in our line," carnival concessioners conducted in and about the Loop stated last week when interviewed by a representative of *The Billboard*.

"Although occasional new items have a big run over season's latest bet year in year out, it is a flashy line of plaster and fur. People always look for them on the midway, so we try to supply their favorite," one man reported.

Two of the most popular items from crowds are clocks, lamps, cameras and radios. These items are said to add value and quality appeal that draws crowds to a stand. On ornate games, blankets, aluminum and chrome wear get the biggest call.

Concessioners with large caravans—most of which have already hit the road—blankets, radios and table covers are reported to head the list as prizes, with lamps, clocks and electrical toasters.

Of the stuffed animal groups, the plaster and plaster dolls are the mainstay of concessioners to bank on plaster dolls and furred animals again this year runs their favorite in a class by themselves. Almost no other item on the market can claim the continued popularity that these items have with concessioners year after year.

Commenting on this repeating quality of plaster and plaster dolls, one man said: "I guess there's something about the shiny dolls and furry animals that people like up with the carnival atmosphere. The young boy with his best girl makes up his mind to buy a plaster doll and always gets to go for these items. Then, too, manufacturers do pretty well supplying plaster and plaster dolls with a novelty character. When Popeye begins to gather a little dust Ferdinand moves in and grabs the play. So we pick them for the next year, and sure enough, they go big again."

er turns it in and with an additional card. Premium receives the same treatment. Manufacturers have found that the trade-card plan of merchandising has opened a new and liberating market for the sale of products and there is no reason why operators cannot develop a volume premium business along the same lines.

The trade card offers many advantages to the retailer. It stimulates loyalty of patronage. It promotes buying from practically his whole line which presumably carries normal profit. It is anationally good form of advertising, attracting attention of everybody who enters the store or sees its display window. It gives the dealer the boost of bargain advertising without cutting prices on regular stock.

It gives him a powerful and independent selling mechanism that usually only pays its own way but usually yields a small margin of profit besides winning sales on store-owned goods.

It rewards old and faithful customers in a manner very agreeable to them, as well as bringing many new faces into the store, attracted there solely by the seasonal bargain offered as the trade-card incentive.

It increases turnover.
One trade-card promotion may follow another, and the storekeeper may be giving something new, thus insuring the store with the atmosphere of real news for customers.

More on this next week.
HAPPY LANDING.

FIRST WITH THE LATEST RADIOS

Just Out! The New STEWART-WARNER AIR-PAL

Smaller Than a Croak Phone! The "Mighty Mite" of radial radio performance... \$7.44

G. B. NOVELTY CO. 1551 S. MOORE AVE., CHICAGO, ILL.

Ingersoll Mite. Lot of 15 or more \$1.20 each. Blythe Street, Chicago

N. SHURE CO. 200 W. Adams Street CHICAGO

MAJESTIC PORTABLE RADIO. Red Hot! EVANS NOVELTY CO. 866 Division Street, Chicago

Largest, Bushiest, Genuine TRAILS. Cash In On Harvest Fair from 10¢ to \$1.00

CONCESSION OPERATORS. Something new, Good for all concessionaires. SACKSON BROS. MFG. CO. P. O. BOX 624, OCEAN PARK, CALIF.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opea Place, Cincinnati, O. for address of companies in this department supplying the items which interest you.

The Pope's Voice. Their workers will be interested in a phonograph record carrying the voice of Pope Pius XI. Recording was made when the Pope spoke over a world-wide radio hook-up and contains his benediction and blessing.

Glint. A new item and just in time to cash in on the spring-cleaning fever in Glint, the new polishing cloth marketed by Glint Sales, Inc.

Glint. The new polishing cloth marketed by Glint Sales, Inc. Special absorbent texture. Special absorbent texture. Glint Sales, Inc.

Parachutes

Apex Novelties, specializing in aerial toys, now has two items which are reported to be going well with pitchers. The "Bio-Globe" is a small parachute which is blown from a tube by the breath.

Flipper

A new automatic parachute flipper has been put out by Bangor Products, Inc. The device is operated simply by pressing the handle the firm reports. It is said to be a great bumper for homes or for restaurants and will sell after a five-second demonstration.

The Right Scent

Charley Bauer, perfumist and cosmetic expert, is launching a new line of perfumes and specialties, including a men's package called Downing Street, which is a shaving ensemble containing a regular lotion, hair lotion and an English-type shaving foam.

BIG MONEY MAKERS FOR THE SPRING. \$4.50 UP. SACKSON BROS. MFG. CO. P. O. BOX 624, OCEAN PARK, CALIF.

MEET FOEY FACE THE HOTTEST NOVELTY OF THE YEAR

BE THE FIRST TO OWN THIS NOVELTY. LIST PRICE \$2.95 Ea. WRITE FOR YOUR DISCOUNT FOR QUANTITY SHIPMENTS

BACKED BY --- \$1,000,000.00 WORTH OF PUBLICITY

GADGET STICKS OUT TONGUE AT NOISY DRIVER NEW DEVICE GIVES "RAZZ" TO SILLY AUTO HORN TOOTERS. Gadgets are laughing at Foey Face. Imagine a device that will express contempt for all horn tooters...

IT'S A PRACTICAL FUN-GAME "GADGET" AND AN EFFICIENT SAFETY DEVICE. AUTO RADIATOR MFG. CO. 2909 INDIANA AVE. (DEPT. F) CHICAGO, ILL.

WILD WEST SINGING LARIAT (Pat.). The Finest Action Toy on the Market in Assorted Colors. SPOTSWOOD SPECIALTY CO., INC. BOX 389-L LEXINGTON, KY.

BE THE FIRST WITH THE LATEST ACME BINGO - PREMIUM - SALESBROAD OPERATORS. ACME PREMIUM SUPPLY CORP. 3139 OLIVE ST., ST. LOUIS, MO.

ACME SPORT GOGGLES! U.S. FULL VISION LENSES - ASTERO, COLORS - ENGRAVED FRAMES - UNBROKEN ROSE TINT. GET SAMPLE CASE FREE WITH FIRST \$7.50 ORDER

SPECIAL CARNIVAL BULLETIN JUST RELEASED. HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. MIDWEST MERCHANDISE CO. 1012 E. BROADWAY, KANSAS CITY, MO.

FERDINAND the BULL INFLATABLE TOY

Season's Fastest Seller

Here's the novelty that leads the parade at the opening of the season of school, sports, garden, and it's the same top money getter all over the land.

Made of heavy white rubber, printed in black and red. Comfortable hanger in tail. Over 14" long; 8" high. Filled 1 dozen in envelope.

Sold by Leading Jobbers.

Copyright 1934
 Made in U.S.A.
 Patent Pending
The OAK RUBBER CO. RAVENNA, OHIO.

SELL... ACE RAZOR BLADES

Ship Double Edge, Safety Razors, LOWEST FACTORY PRICES.

ACE BLADE CO., 60 N. Buffalo, Des. I., Duffalo, Mo.

NEW 1934 LINE OF PENS, SETS AND COMBINATIONS

Write for Book Pencil-Mk.
ARGO PEN-PENCIL CO., Inc.
 230 Broadway, New York, N. Y.

FREE CATALOG

Showing complete line of jewelry, watches, pens, pencils, etc. Catalogs available in English, Spanish, German and French. Send for yours today. **JACK FISHERMAN**, 407 7th Ave., New York City.

UNDERWOOD

PENS • PENCILS • COMBOS

BUY DIRECT FROM MFRS.

For Dealer Order Form See BRODIE PEN CO., 453 Broadway, New York City.

SOCIAL SECURITY PLATES

100 Plastic	\$1.50
100 Paper	1.00
100 Metal	2.00
100 Enamel	2.00

HART MFG. CO.

PITCHMEN'S DEMONSTRATOR SHEET WRITERS

Write today for samples and most complete literature. This is the only sheet writer made in America. It is the only one that is so simple and so easy to use. **STAR PEN CO.**, Dept. 18, 300 W. Adams St., Chicago, Ill.

REX HONES 3c Each

Now Less Than 3c
\$4.95 a Gross

Write today for samples and most complete literature. **REX HONES**, Dept. 18, 300 W. Adams St., Chicago, Ill.

MEDICINE MEN

Write today for our catalogue of Tablets, Oils, Caps, Drops, Tablets, etc. See prices—most complete. **GENERAL PRODUCTS LABORATORIES**, Manufacturing Department, 187 E. Spring St., Columbus, Ohio.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Men, Agents, Streetmen, Others

by **BILL BAKER**
 (Cincinnati Office)

HENRY HOWARD is announcing a line of pitchmen and wall pads that pedlers, grates and wall pads are being worked to fold takes in Chicago. He says: "Goldbluffs had sharpshooters in the basement and it was almost impossible to get a cover. Passports were very poor."

GIVE THE PUBLIC what it wants and you'll have little difficulty getting the best.

LOUISIANA'S LAW regarding the use on out-of-State sales agents and firms for displaying samples, models, goods, wares or merchandise in the basement and it was almost impossible to get a cover. Passports were very poor."

W. H. (BILLY) KNOX, bludge from Wichita, Kan., "I'm back from Texas and framing a new layout. If it clicks like the Item I selected before from The Billboard columns I'll be satisfied. I enjoyed Mr. Kiehl's article in the Spring Special issue."

MR. AND MRS. SAM LEVY, also with partners and item with corn rods, are reported working a chain store in Wichita, Kan.

G. STROUT, an oldtimer, has passed up the game and is in the lumber business in Wichita, Kan. reports W. H. (Billy) Knox.

THIS SEASON will be just as good as you make it.

ROY WYANT, drummer and entertainer who worked the Joy Theater, Oklahoma City, this report, informs he will hit the road this summer.

HOT-SHOT AUSTIN means a pipe from Antlers, Okla., "I'm feeling fine today, but making no money. Eight weeks out this season and so far it's the worst since '32 for me. Lots of blame in the cards, but all report poor business as compared with '28. The wife and I recently spent an evening with low and little newspaper, paper folks, who are still biting-it up in a big way. I will work the deals in Duncan, Okla., next week, then head for the berry country."

of North Oklahoma and Missouri for a few weeks. It sure is no prize in Texas and Southern Oklahoma at this writing."

NOTES to the column say that Joe Starr and family had their road show in Antlers, Okla., week of April 24, and that the outfit has 20 people; but business was nil. Evelyn Control is reported with the Starr show.

HATTIE McCART, wife of the late J. Ordway McCart, of the show bearing that name, and Joe Kelly were recently in Antlers, Okla. The latter was en route to Buffalo.

IT'S STILL RAINING in Indiana, according to Bob Poney, but it's possible to make one between shows. He says, Poney would like to read pipes from Montana, Idaho, North and South Dakota; also from A. White, Al and Ann Deuster, Dr. B. H. (White Cloud) Barlow and Dee Colby.

FIRE THOSE opening guns, fellows, and get gone.

KID CARRIGAN, "the show-lane King," worked Indianapolis week of April 17, says reports factories alike. Bay streets are closed inside the mile zone. From there he went to La Fayette, Ind. He'd like to see's pipes from Al Rosa.

DOC RATES and Grape Kettle are pitching in Piedmont, Mo. tells Louie E. (Roba) Collins, who informs a plan on opening their platform end show soon.

ED AND MARY EAGLE recently visited Lobs (Roba) Collins at his home in Patterson, Mo. They will be with Tom Dean's Show again, says Collins.

REGINALD B. SMITH writes from Plainville, Tex.: "With my wife I've finished a profitable winter through Texas and Northern Mexico, working pedlers. I worked the Houston fat stock show and rodeo at Ft. Worth is a good lake. At the latter spot I had a beautiful bomb in the merchants' display room. Ft. Worth seems to be closed to all pitchmen. I also worked the fat stock show at Abil-

SOCIAL SECURITY PRICES SLASHED

ON ALL SOCIAL SECURITY PLATES, WALLETS, BILLFOLD, ETC.

Write Immediately For Price List.

Complete line of Automatic and Non-Automatic Stamping Machines. Also Die Sets with Grains.

ROOVER BROS., Inc.
 Dept. L,
 230 Broadway, New York City.
 Dept. L,
 1891 Main Ave., Brooklyn, N. Y.

NEW WORLD'S FAIR MODEL

Just Out - The Pan of Tomorrow.
 Scientific See-See

PEARL PLUNGERS, \$18.00 Gross

PENS & PENCILS A COMBOS
JOHN F. SULLIVAN
 NEW YORK CITY, 454 Broadway.

BIG PROFIT MAKER DU PONT GLINT

Glants will give you the most profit product. Use the chance for clearing money, money, money. Write for complete information on terms. **DU PONT GLINT SALES, 512 8th Ave., N. Y. C.**

We Manufacture & Complete Line of Fountain Pens, Mechanical Pens and Gift Sets.

SOUTHERN PEN CO.

Manufacturers Since 1918.

18 N. Union St., Dept. "F", Petersburg, Va.
 Send \$1.00 for Samples. Prompt Shipment.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

See Sample Book at 116 East 107th St. Express Book at 116 East 107th St. **ELGIN CO.**

WORLD'S FAIRER VAL-VE

See Sample Book at 116 East 107th St. Express Book at 116 East 107th St. **ELGIN CO.**

E. Z. WAY AUTOMATIC STROPPER

W. M. MFG. COMPANY.
 Sandwich, Ill. Sample, 35c.

Key Check Stamping Outfits

Key Check Stamping Outfits. Key Check Stamping Outfits. Key Check Stamping Outfits. **REM-F**, New York City.

ARROW

Key Check Stamping Outfits. Key Check Stamping Outfits. Key Check Stamping Outfits. **REM-F**, New York City.

SOCIAL SECURITY PLATES AGENTS

Key Check Stamping Outfits. Key Check Stamping Outfits. Key Check Stamping Outfits. **REM-F**, New York City.

Look What's Coming!

A Series of Articles Entitled "Pitchmen's Rights as Citizens"

No itinerant merchant can afford to miss it — Starts in May 13 Issue of The Billboard

What is the lawful and real nature of Pitchmen's taxation? Do "foot-loose" itinerant merchants pay taxes? Can a Pitchman be convicted and sent to jail unless he pays an exorbitant reader rate?

Who has the priority right on the street, the Pitchman or the automobile? These and many other questions of paramount importance to all who sell will be answered in a series of articles in The Billboard. The author, E. L. Kiehl, is well known in demonstrating pitch circles throughout the nation.

The first article of the series, entitled "Pitchmen's Rights as Citizens," takes one back to the days of the Yankee Peddler, America's first itinerant ambassador of commerce, of whom pitchmen and demonstrators today are the echoes. It will appear in The Billboard dated May 13. Other installments will be published periodically.

Do not miss a single installment. Be able to intelligently discuss your inalienable rights as Citizens!

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

before to clean them. Since January 1 I've rumbled over 8,000 miles thru five States—Georgia, Florida, Alabama, North Carolina and Tennessee. I find business here better than in '38. This is my 40th year of traveling and preaching the gospel of good health."

TRIPLO OFFICIALS: "The pitchman's good points are usually perfectly overlooked by prejudiced men who constantly seek establishment of goals."

WANT
TO JOIN OR WIRE
... [Text regarding advertising and business opportunities]

Buckeye State Shows
Concessions, new style Rides, Three new Parks. Especially Rat Game, High Acts.

McCASLIN
123 E. Baltimore St., Baltimore, Md.
BRESNET AMUSEMENT CO.
WANTS
... [Text regarding personnel needs]

Wolfe Amusement
WARE SHOALS, S. C. ALL WEEK
... [Text regarding show details]

Pryor's All-State Shows
Wanted
... [Text regarding show recruitment]

EDDY BROS.' CIRCUS
WANTS
... [Text regarding circus personnel]

NYE AMUSEMENT CO.
WANTS
... [Text regarding show personnel]

Harry Six Attractions
... [Text regarding show details]

SILVER FLEET SHOWS WANT
... [Text regarding show recruitment]

Pitchford Five Years Ago

William J. Handley was clicking with novelty on Travis street, Houston. Arrives on the pitchford show, playing Georgia, were Mr. and Mrs. Charles and Pop Reed. ... [Text continues with show history]

Events for 2 Weeks

- CALIF.—Stanford, Rodeo, 5-8.
L.A., Little Dixie, 8-7.
Los Angeles, Dog Show, 6-7.
HOL.—Altoona, Circus, 3-4.
Chicago, Bull Premium Expo, 1-4.
IND.—Indianapolis, Dog Show, 8.
MICH.—Detroit, 7 Years of Progress, 1-6.
M.O.—Columbia, Dog Show, 6-7.
N.J.—Jersey, Apple Blossom Festival, 3-4.
N.Y.—Buffalo, Dog Show, 8.
TEX.—Dallas, Dog Show, 8.
ARK.—Fayetteville, R. Moore Show, May 2-4.
ALA.—Birmingham, Vulcan Shows, 6-17.
CALIF.—Los Angeles, S. Calif. Home Show, 1-21.
Yonkers, Dog Show, 14.
San Francisco, Home at Golden Gate Park, 1-21.
ILL.—Chicago, Mill House & Garden Expo, 1-21.
Rock Island, Legion Celebration, 1-21.
IND.—Indianapolis, Dog Show, 13-21.
N.J.—New Jersey, Dog Festival, 13-21.
N.Y.—South Orange, Dog Show, 13.
OKLA.—Oklahoma, Dog Show, 14-15.
Horse Race & Celebration, 10-12.
N.H.—Nashua, Dog Show, 11-12.
Wash. D.C., Dog Show, 11-12.
Memphis, Cotton Carnival, 5-12.
UTAH—Salt Lake, Rodeo Show, 11-12.
WASH.—Seattle, Rodeo Show, 10-12.

Philadelphia

PHILADELPHIA, April 29.—Mike Ziegler opened his unit at Lakewood, N. J., and immediately proceeded to Philadelphia. Sam Freil visited last week and consulted Tom Mason on various matters before returning to Philadelphia to operate his motordrome at Wildwood this season. Chief White Cloud closed his Indian show at Lakewood, Pa., and arrived for a short stay before opening with Tom Elliott's Dude Ranch in Allentown. Plenty of carnivals in the city and vicinity this week. Eddy Brock Shows opened in Philadelphia and will continue 10 days. World Exposition Shows opened in Philadelphia and World of Mirks got under way in Philadelphia. Joseph Humanic left, appeared this week as

free attraction at exposition in Allentown, Pa. Mike Seigler unit, appearing on Upper Merion, one of the following concessions: Curly Ingram, pitch-tilt, with bumper, ender apples, pop corn and other concessions. The following: Mrs. Spence, mentalist; Carl Wilson and wife, ball game; Fred Barnett, ham and sausage; Fred Higgins, Jr., and Ed O'Brien, who winters here, will open his amusement unit in Ocean City, N. J., on May 10. The Dan Haslam concession bookings for the season, he will not open until about June 1. EDGAR STEEL, who has cracked and rope spinning; Musical Johnson; Hm, Jack Reed; Rose Paul; and Higgins, Jr., the amateur dancing girl. South Street Music will open this season tonight. Last week had Honey Boy. George and Fred Dragg, singing. Mrs. Camille, pianist, and dancing girl in the amuse.

Missouri Show Women's Club

ST. LOUIS, April 29.—Chub's final special meeting was held in the clubrooms here on April 29 as a combination business and social meeting. President, Mrs. A. C. Wagner, presided. Mrs. Goss, Treasurer Gertrude Laug and Past President Nell Allen and Kathleen Riebe were in attendance. After the salute to the flag and invocation three minutes of silence was observed for the late Mrs. Riebe who was enrolled on the Final Curtain Memorial. The late Mrs. Katherine Riebe, who died April 11, was a well known and valued friend of many members. The sick committee reported the sad illness of Mrs. Cooper Lape, of Jackson, Mo., and a letter from Mrs. Mary Francis for the new typewriter she presented to the publicity department. ... [Text continues with club activities]

As it was Irene Burke's turn to act as hostess, business was concluded in a few minutes. A letter from Chicago was filed with first prize going to Kathleen Riebe, second to Milliebt Navaro and third to French Deane. One of the Gertrude Laug won the no-nation prize, while Grace Shaw won the same prize. Alliebt Navaro won the blind award donated by French Deane. It proved to be a most successful meeting, the conclusion of the games the doors were opened and members of the International Association were invited to share the lunch. These present were Mr. and Mrs. John Franklin, Mr. and Mrs. J. W. Brown, Mr. and Mrs. and Mrs. Leo Lang, Mr. and Mrs. Francis Deane, Mr. and Mrs. Arthur Guillain, Mr. and Mrs. Crawford Francis, Mrs. Anna Jane Pearson, Mrs. Milliebt Navaro, Mrs. Kathleen Riebe, Mrs. Irene Smith, Mrs. Irene Burke, Ray Balzer, Elmer Brown and Powell Leonard.

St. Louis

ST. LOUIS, April 29.—Royal Amusement Shows will open here at Grand and Lafayette streets, St. Louis, Mo., on May 1 until May 14. Mighty Showley Midway starts a week's engagement in East St. Louis, Ill., on May 1. The Zoachiel Bros. Shows opened today at Kingshighway and Patterson streets, St. Louis, Mo., for two weeks. Other smaller shows are playing this sector. Dave Leach arrived today for manager his duties as general agent of the Greater Exposition Shows, L. E. (Larry) Hoyt, general agent of the American Corp. of America, has been establishing in readiness for the Royal American show, appearing in St. Louis, Mo., special agent with that show, arrived Thursday to put the finishing touches on the show. The show will be managed by Macon E. Willis, general agent of the Mighty Showley Midway, left for the North after meeting with the American Legion Post at East St. Louis, Ill., where he was the manager while carnival owner, made a hurried trip to Jefferson City, Mo., this week on some legitimate business. ... [Text continues with show details]

among other Hillboard ventures Thursday. Bob LeBaron, well-known agent, is visiting in St. Louis. ... [Text continues with show details]

Mr. and Mrs. Louis Cutler came in last week and joined the Greater Exposition Shows with their concessions. Mr. and Mrs. May and Mrs. ... [Text continues with show details]

Los Angeles

LOS ANGELES, April 30.—Outdoor shows are being held in the clubrooms here and large and fairly good spenders. All have reported a pick up business. ... [Text continues with show details]

In this column in the same dated April 29, it was reported that the ... [Text continues with show details]

St. Louis

ST. LOUIS, April 29.—Royal Amusement Shows will open here at Grand and Lafayette streets, St. Louis, Mo., on May 1 until May 14. ... [Text continues with show details]

Lily Wong, Child Performer, Killed When Struck by Auto

NEW YORK, April 20.—Circus people were mourning the passing of one of the most beloved children (the profession thus says), little Lily Wong, daughter of Jim Wong, head of the acrobatic troupe, by a fatal automobile accident last night when struck by an auto here at 24. Also last six years old when he was killed by a truck, had been an executive from Columbia Records and was a favorite in the trade who performed in the "Shirley Temple of the circus world."

Seeking Jay Williams

CINCINNATI, May 1.—Sam Hawkins, in a wire to The Billboard today, from Elizabethtown, Ky., asked that anyone knowing the whereabouts of Jay Williams, Jimmie Williams and his mother, be contacted. Williams' mother is seriously ill.

FLUSHING FRONT—

(Continued from page 31) office workers to blanket themselves. Rained the day before, too, but today it's a clear, bright day, dealing with Air Force boys.

Harry Patterson has the puppets in Merrick, Queens Village.

Dufour & Rogers have arranged for combination Illinois-Illus service direct circuit.

Thirty-odd warships of the Atlantic Squadron of the U. S. Fleet—steamed into New York Harbor yesterday.

Warren's Mishak Frak ensemble will have a show-off of a three-year-old two-headed girl, at the National Shrine.

Mrs. Ina Glass Center caused about \$100 damage. Laugh of the week came when she said she had damaged a one-million bucks. Slightly exaggerated.

Agave will be presented in four acts at the National Shrine.

Frank (Jungleland) Bick is challenging the pigeons owned by Ella Bradins.

Madame Bradins used the pigeons in her act for a couple of decades or so, but she was finally dropped by the act.

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Frank (Jungleland) Bick is challenging the pigeons owned by Ella Bradins.

Madame Bradins used the pigeons in her act for a couple of decades or so, but she was finally dropped by the act.

The Queen of England... in an attraction in Merrick England Village.

Rehearsal and Protective and Completely... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

Amusement scope on opening day will be enhanced by a group of staffs near the parade jump, main pole being the last.

Midwaylans were pitted against women... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

ALBANY, N. Y.—Four corners of the Earth, Inc., Queens County, and Exhibits, Inc., New York City, New York City, have been chartered by the secretary of the State.

CLEANING—

(Continued from page 31) free to spectators, but it is a consummate comedian and master salesman.

Surprisingly successful Police Berge... holding forth in the Auditorium, had to spend four days to make way for the Japanese.

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presented under direction of Leo Singer... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

Left side of the Gayway on the ocean... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

Arthur Hoffman resigned as manager... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

BOARD OF CA—

(Continued from page 31) rapacious and give girl performers and Exposition.

Exposition, it is learned, is not getting a penny out of the Police Berge.

Police Berge... holding forth in the Auditorium, had to spend four days to make way for the Japanese.

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Police Berge... holding forth in the Auditorium, had to spend four days to make way for the Japanese.

West altered marriage of four of their number... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

Don Lee has taken over management of Florida... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

OHIO VALLEY SHOWS

PLAYING OHIO AND WEST VIRGINIA WANT... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

SEASIDE HEIGHTS CASINO, INC.

ON THE SEASIDE... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

CONVENTION SHOWS WANT

For Material... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

WANTED

Several Shows... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

RODES WANTED

HAVE THE LOCATION... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

WANTED

APPROXIMATELY... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

G. W. NAILL SHOWS WANT

FOR COLORED... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

DUAL LOOP-O-PLANE

Guaranteed... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

LEW HOFFMAN

3108 50th Ave... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

WANT

CAPABLE ATHLETIC... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

WANTED SET OF RIDES

Have... of the Red Smiths of America will hold its annual banquet at the May 20, "Red Smith Day."

Philadelphia's Exposition Shows

Wanted—Assistant Manager. Must know how to locate lot. Interested in the best. Must be sober. Wanted—Manager for Monkey Show with or without monkeys. Have beautiful framed show. Can place Double Loop-o-Plane, Kiddie Auto Rides and Roll-o-Plane. Have fourteen Fairs, including New York State Fair, Syracuse, N. Y. and... to the best. Wanted—Candy Butchers. Write MAX GRUBER, Philadelphia, Pa.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

FLORIDA

If it were not for the fact that so many intelligent church people and editors were acting silly the amusement games machine industry would have witnessed one of the most amusing anti-slot machine crusades in Florida recently that is on record.

It all came up about a unique bill which proposed State-owned slot machines to raise money for old-age pensions and other charities. The bill would require an official 60 per cent payoff award basis and limit the number of machines to not more than 1 to each 100 inhabitants. Such bills have made their appearance before but still are considered unusual. The coin-operated machine trade generally has little interest in them and hence can laugh at the furor stirred up by such proposals.

Florida tried licensing slot machines and other amusement devices for two years—1935 to 1937. So there is a little history back of the recent outcry against another proposal to bring the machines back.

An unusually strong anti-slot machine crusade came into being during the 1937 legislative session, so strong that the slot license law was repealed. Back of the anti-slot machine crusade were some rather powerful editorials in a Florida newspaper published by Moe Annenberg, publisher of racing news services.

The Miami Herald, under its former ownership, joined in the editorial crusade, evidently feeling that it could not stay out of so moral a cause. But shortly before a city election The Herald evidently discovered something and began to criticize Annenberg in front-page editorials set in bold type. If the staff discovered at the last minute that racing interests were the inspiration of the anti-slot machine drive, they were unwilling to come out and say so.

Meanwhile, The Herald political reporter at the State House was being sending in timely reports that the two most active lobbies against the slot machine law were the church and the bolits lobbies.

Here was a strange coincidence that a church lobby should coincide with big-time gambling interests in fighting a form of petty gambling. But the strangeness of the coincidence never seemed to impress the church people nor the editorial crusaders.

In the recent anti-slot machine crusade The Miami Herald was back on the job and this time seemed to be leading the way. By cartoon, editorial and feature story it pounded away at the machines. A little girl was posed at a slot machine to show how women and children once went for "the gambling craze that in one case led to suicide."

The Knight family, who own The Herald, are known for their courage and editorial spirit, but apparently they have never carefully weighed the fairness of the present crusade.

By coincidence the Florida Legislature had bills to ban racing at the same time the anti-slot machine crusade was going on. In an editorial, April 19, 1939, The Herald said of legal racing: "Unless something is done in this session towards some measure of restriction and better regulation, it is only a matter of time until the people themselves kill racing in Florida. And the people do not want to kill racing.

Properly regulated it could be of great value to the State."

Every man who ever owned a slot machine will agree that Florida should have legal racing. But newspapers that become so partial for certain forms of gambling should read carefully the grand jury report made by the Sangamon County, Illinois, grand jury on the subject of gambling and newspaper partiality. This grand jury charged newspapers with deliberate fault in showing partiality to racing and crusading against slot machines. In other words, there are signs that people are beginning to wake up at last to how one-sided newspapers can be on the subject of gambling.

Or to put it as The New York Daily News recently said editorially: there are a lot of newspapers crusading on gambling that don't seem to let the editorial page know what their sports pages doeth. The Herald tells its readers how to "follow the ponies," a daily education in a very popular form of gambling.

Other inconsistencies could be pointed out in the crusading Florida papers, but let's look at what the church crusaders are doing.

The churches supposedly are represented by the Florida Anti-Slot Machine Association which recently had two ministers traveling over the State and swearing out warrants against devices supposed to be the one-armed slot machines. But if this crusading organization raised a cry against racing in the recent squabble, the papers didn't seem to know it.

A lot of people outside of Florida have wondered about this crusading organization supposedly supported by the churches. Following the ban on slot machines in 1937, a reporter for a New York paper said that there had been a pretty open and successful season of gambling in 1937-'38. But the church crusaders were missing. Then still more strange was the voice of the crusaders following the tourist season of 1938-'39. About two weeks before the close of the season proper the head of the church crusaders suddenly broke into the papers with a plea to close the gambling places. Some people would like to know why the delay.

That some people in Florida are getting suspicious is indicated by a recent Associated Press dispatch. It reported that the St. Johns County Commission had sent a bill for hauling and storage on 83 slot machines to the head of the anti-slot machine association supposedly supported by the churches of Florida. The bill was sent to the minister, a commissioner said, "because he was responsible for incurring the expense by swearing out a warrant that failed to hold water in the County Court."

These are matters that intelligent church people and editors should consider seriously before indulging in crusades against a petty form of gambling. Florida is a great State but as long as it caters to the tourist trade gambling seemingly will be a part of its business. As Westbrook Pegler wrote, following the slot machine ban, if anybody thinks they can keep gambling out of Florida they have something to consider.

If Floridians don't like one particular type of device, there are other types of coin-operated games less pernicious morally and politically than racing or other big-time gambling. These can be licensed and regulated just as racing can be.

NEW PAYOFF TABLES
Masthead...
Used Payoff Tables
Three...
Bank...
Crown...
Excelsior...
Fairy...
Fountain...
Globe...
Horn...
Lucky...
Navy...
Payoff...
Prize...
Royal...
Sage...
Sham...
Singer...
Star...
Tiger...
Village...
Wagon...
Win...
Zodiac...
New Novelty Games
Ball...
Bally...
Crown...
Fairy...
Horn...
Lucky...
Navy...
Payoff...
Prize...
Royal...
Sage...
Sham...
Singer...
Star...
Tiger...
Village...
Wagon...
Win...
Zodiac...
Consolids
Trials...
Prize...
Bally...
Crown...
Fairy...
Horn...
Lucky...
Navy...
Payoff...
Prize...
Royal...
Sage...
Sham...
Singer...
Star...
Tiger...
Village...
Wagon...
Win...
Zodiac...
Phonographs
Vocalion...
Prize...
Bally...
Crown...
Fairy...
Horn...
Lucky...
Navy...
Payoff...
Prize...
Royal...
Sage...
Sham...
Singer...
Star...
Tiger...
Village...
Wagon...
Win...
Zodiac...
MAYFLOWER NOVELTY COMPANY, INC.
1207 University

NEW NOVELTY GAMES
Ball...
Bally...
Crown...
Fairy...
Horn...
Lucky...
Navy...
Payoff...
Prize...
Royal...
Sage...
Sham...
Singer...
Star...
Tiger...
Village...
Wagon...
Win...
Zodiac...
CONSOIDS
Trials...
Prize...
Bally...
Crown...
Fairy...
Horn...
Lucky...
Navy...
Payoff...
Prize...
Royal...
Sage...
Sham...
Singer...
Star...
Tiger...
Village...
Wagon...
Win...
Zodiac...
PHONOGRAPHS
Vocalion...
Prize...
Bally...
Crown...
Fairy...
Horn...
Lucky...
Navy...
Payoff...
Prize...
Royal...
Sage...
Sham...
Singer...
Star...
Tiger...
Village...
Wagon...
Win...
Zodiac...
MAYFLOWER NOVELTY COMPANY, INC.
1207 University

San Francisco, April 29—Business in San Francisco was quiet this past week with the exception of a few jobbing houses... The large plate glass windows. The second floor has been turned into business offices... The office is a casual street-photograph division.

New Orleans

New Orleans, April 29—Coin machine distributors and operators of this area are now certain that the passing of Lent has been the turning point for the better in this southern paradi-

The Elber Novelty Co., headed by Leon Sarnstein, has taken up new quarters on Capitol street over last week's... to make coin machine history and the best way will afford him better tool for expansion.

Mrs. William Rabbit, wife of the president of International Detective Hood took in the Fair this week while on tour of the Western States.

Leo Gerkeles, president of the Digest Association in San Francisco, is deep in plans for a series of meetings with his fellow members...

Leo Gerkeles purchased a new home in Oakland April 29... an Italian restaurant known as the Isle of Capri and is doing a fine business.

Madame Olga Norely this week placed in Oakland a new dice recording machine in the Walgreen Drug Store.

Phil Robinson, factory representative for the La Crosse Corp. in Los Angeles this week filled with pep talks about his new machine...

Dale Dulmar is the victim of back-slapping, for the popular operator died-aided it recently with Ruth Magen. He was busy purchasing new equipment this week in order that he can live cheaper than one.

A. Berman has opened the Berman Sales Co. on coin machine row and will go into the coin business in the same field. Berman has operated for 15 years in all parts of the country.

Charles Fey, grand old man of the coin industry, has recently been the victim of severe colds this month and as a result has been staying up in his bed... He flatly refuses to accept the good advice of his relative and doctor.

Millie Sales Co., Ltd., in Oakland, Cal., headed by David S. Housley has taken over the distribution of Mills' phonographs... A specially built sound-proof booth is being set up in the plant in order to facilitate demonstration of the phonographs.

The grand opening of the Wolf Sales Co. in Los Angeles this week was held to the illness of George Wolf Heilite. However, the occasion was devoted to the grand opening of the new plant was celebrated.

At least Wurlitzer operators of this area are qualifying or very close to doing so... Julius Preis, head of J. H. Preis, Co. Wurlitzer distributor here, names some of the names of his partners.

Sam Genthlich, head of the Dixie Music Co., Seeburg distributor, is still in the market for the first shipment of Seeburg remote phonographs...

6 JENNINGS MULTIPLE RACERS
Was Advertised Two Weeks Prior at \$12,000. Only 4 Copied Into Circuit, Fullproof One Sold.

JENNINGS MULTIPLE RACERS
Grand Stand...
Jennings...
Grandstand...
Patented...
Jennings...
Patented...
Singer...
Patented...
Jennings...
Patented...

IBRIT MUSIC SERVICE
Bank Referring Station Train Co., Marble and Linden.

the past week with praise for the new Seeburg.

The K-C Vending Co. reports that the Bigge Vender will undoubtedly be the biggest money maker in the coin machine field.

Joe Siebel is combining his machine business with a newly opened chain of lunch cars which are now operating all over the Bay Area.

Perni Brown, daughter of Max Brown, celebrated her 12th birthday on April 13.

Larry H. Klains has bought several new Wurlitzer phonographs for his store and reports more nickels popping into his beautiful machines since they were placed on his route.

Israel Steinberg has purchased many more machines since the opening of his store and reports that Exhibit's Contact, Gottlieb's Lot-O-Run and Chicago Coin's Stars are the most popular machines now on his route.

Eddie Sherman, the Mutual music machine man, will continue to promote dance, his first venture in staging the jitterbug partying sensation has having netted him a comfortable profit.

Bill Gross, who gave his fiancée a rock throw bit, will celebrate at an engagement party which was held at the Irving Bergelson and Sam Zametachnik have re-opened the pinball game after an absence of seven years.

Irving Bergelson and Sam Zametachnik have re-opened the pinball game after an absence of seven years, having taken over the business from Harry Hal. Their first official act was to join the Philadelphia Coin Machine Operators' Association.

The bow and arrow feature, perfected by Bob Cress, is now ready for distribution and he will soon be making the world wide via an advertising campaign in the Chicago area.

Phil Rothstein is all aglow at the prospect of becoming an uncle. His doctor, Al, is expecting a little one come Christmas time.

Jack Sheppard, of the United Music, has bought new Wurlitzers and expects to start his own business. Even the jitterbug's stomping can't rival Wurlitzer's phonograph, is Jack's boast.

Business Better; Less Unemployed Than Last Year

NEW YORK, April 29—The number of persons unemployed in the United States showed a slight decline from 13,460,000 in February, dropping from 13,160,000 persons to 13,044,500, according to the Alexander Hamilton Institute.

Morley Leads Ad Films

LOUISVILLE, April 29—J. Kenfield Morley has been re-elected president of the Advertiser Co., Inc., according to reports. The firm manufactures the Phonie motion picture continuous program to offer service for advertising and public purposes.

Philadelphia

PHILADELPHIA, April 29—Operators of this city are proud of the fact that California coin machine men are patrolling their association along the Pennsylvania coast.

Joe Siebel, of Atlantic Novelty, is entering his eighth year as an operator. The machine he has bought has not only kept him in business but has kept the interested. Our organization has been able to maintain its position that I'd hate to leave the business for fear of losing my contacts.

Frank Engle and Mike Specter, of the Automatic Amusement Co., will open a distributive office in Baltimore on May 1.

Mike Specter will be married 36 years on June 10. The affair will be quietly celebrated among members of his family.

Harry H. Brown, popular distributor, became the proud father of a daughter when the Louise Brown was born Monday, April 12. The girl was named Irene Beth Brown and Harry declares, will be a constant for most beautiful baby bones.



Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.



Sharing Pan Is Biz Builder

Drink vender operator shares profits with customers—profits higher

HOUSTON, April 26.—O. T. Crosby, operator of more than 20 electrically cooled machines that vend milk, chocolate milk and fruit juices, has a profit-sharing plan that serves 400 hotels and locations. Most of his locations are large industrial plants.

He has arranged it so that employees who patronize his machines get the location's share. For example, a double-throw machine, vending milk and chocolate milk, at Consolidated Chemical Industries plant, one of the major industries of Texas, maintains an "employees' flower fund." Primarily, in case of severe illness or death, employees contributed for flowers. Now when machine is checked the share due location goes into the flower fund. Other plants allow the money to accumulate until their anniversary or dance or buy athletic equipment, etc.

Crosby stated that the plan induced workmen to patronize machines freely and did much toward eliminating evils of stage, puffing and other damage.

J. G. Suor To Head Hamilton

KANSAS CITY, Mo., April 20.—Announcement has been made of the completion of a deal whereby Joseph J. Suor has become president and treasurer of Hamilton Enterprises, Inc., mechanical machine manufacturing company.

Company officials declared, "Suor, with his wealth of executive and merchandising business experience, has been brought into this new field because he has been intrigued by the opportunity in this growing industry. His ingenuity has been challenged by the many possibilities he envisions for improving the equipment offered and merchandising methods employed."

Arthur T. Hamilton, former president of the company, continues in the new set-up as vice president. Dr. Hugh Joseph, Hamilton is secretary.

JOSEPH O. SUOR
JOSEPH W. HUDSON, Dr. T. A. KYRSE and Dr. Carl Bryant Schurz complete the board.

It was announced that an entirely new Hamilton product which had been in process of completion for some 18 months was ready to be offered to the trade. It was described as a combination machine, adjustable for dispensing gum, candy or nuts, holding of a single serve, said officials, immediately adapts it to handle any type of suitable confection.

Features, they say, "are a new type coin slot accepting only one penny at a time and takes only coins of the one size and weight. Also a device that prevents money from being shaken from the cash box back into the mechanism."

"They further described the machine, 'The Three-in-One Merchandise Vender' is made entirely of porcelain enamel and stainless steel. It has an attractive brilliant green body and a durable and water-tight lock, stainless steel trim and

inherently sound and practical qualities—designed to create a truly high-grade trouble-free product—the commercial value of the new Hamilton machine is greatly enhanced by the tremendously valuable franchise to manufacture it and feature exclusively the lovable little fanciful characters created by Walt Disney—Mickey and Minnie Mouse, Old Duck, Pluto the Pup, Emmer Elephant, Snow White and the Seven Dwarfs and such other characters. Walk Disney may from time to time develop."

Food, Drug Act Postponement to January 1, 1940

WASHINGTON, April 20.—The House passed on April 19, and sent to the Senate, the last bill extending the Federal Food, Drug and Cosmetics Act of 1938, making the act effective as of January 1, 1940, instead of June 23, 1939. The act's provisions cover the use of local tar colors and labeling requirements.

Under the act, the name and address of the manufacturer, packer or distributor, together with information as to the name and contents of the particular product must appear on the package. Another provision of the act deems a product misbranded if the container is so made, formed or filled as to be misleading. These two provisions are important to merchandising machine operators inasmuch as in some cases operators are packing their own candies in their own containers and therefore, as a distributor, they will have to meet packaging requirements. Also, due to the fact that merchandising machines have a certain limited capacity, packages in some cases must be of required shapes, and special fillings might also be required.

Other sections deal with the adulteration of foods in manufacture, shipment and distribution. Inasmuch as they spread in its effect, the authority being given the right to deem the product adulterated should any insanitary factor enter into the picture from the time of manufacture to the point of delivery.

Principal reason for the postponement of the effective date of the act was the fear that label manufacturers would not be able to take care of the tremendous business which would be incurred in changing effects types of labels. According to some manufacturers in the manufacture of candies, the industry had been under the impression that there would be broad exemptions in labeling requirements; consequently, doing nothing about these labels. It has now been made clear that these labeling requirements must be met. Too tremendous stock would be required for the old food and drug act are still in stock. The amendment will give manufacturers a chance to complete their stocks and thus avoid huge losses which might have been met by the outwailing of the old label.

Hart Goes to Town on Venders

NEWARK, N. J., April 20.—"Riding the tide of a definite inclination toward merchandising machines," declared Frank Hart, head of Eastern Machine Exchange, Inc., is said to be doing a land-office business in his bulk, gum and nut vendors.

Commercial machines are the backbone of the coin machine business," is Hart's opinion. "Operators who are recognizing the value of steady, day-in and day-out income have greatly increased the interest in vending equipment. They see all kinds of equipment and schemes and want to get their pass on, but vendors go on forever, keep-



Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.



Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Vends everything—candies, peanuts, photographs, chewing gum. Ball Capacity approx. 200. Refills easy. Capacity Merchandise 2 lbs.

\$6.75
Special introductory offer:
1 Topper
10 lbs. Candy
1 Set Keys
All for \$6.75.



Recommended and Distributed by
TORR
2047A-SO. 68
PHILA., PA.

EXTRA PROFITS Tom Thumb Vendors

Thousands of operators are taking advantage of Tom Thumb's famous line. Please apply to us and get this extra profit. It's a fact... a share of the big profit in YOUR vend where you can show this new money maker without your own extra operating expense.

- Compact.
- Rest to appearance.
- Attraction.
- Easy Care.
- Provenly built.
- 1½ lbs. and 3 lbs. capacity.
- Adjustable.
- Maple Oils Sealed gum and other features.

Largest price independent booklet at the market. Ask right for labels. 6 1/2" x 5 1/2" size. No operating expense. No candy ball reg. stamps. Write Torr, 18 1/2 1/2 Franklin Ave. Toronto, Ont.

FIELDING MANUFACTURING CO.
CLINTON STREET JACKSON, MICH.

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

EXPERIENCED OPERATORS WILL TELL YOU TO BUY Northwest BULK VENDING EQUIPMENT

Operators who know machines and know the business inevitably advise you to buy Northwest when choosing bulk vending equipment. Their experience has proved Northwesters are not only fine, dependable machines, but they earn more money. Its credits to meet every requirement. If you are an operator or interested in this profitable business, write today for literature on the complete line of THE MODEL 39 of Northwestern Vendors.

THE NORTHWESTERN CORPORATION
118 E. WASHINGTON ST., MOBILE, ALABAMA

Used Cigarette Machines—Low Prices—Exceptional Values

National No. 8-30, Endwood Stand	\$82.50
National No. 8-30, Endwood Stand	68.00
National No. 8-30, Endwood Stand	32.50
National No. 8-30, Endwood Stand	22.50
National No. 8-30, Endwood Stand	22.50
National No. 8-30, Endwood Stand	22.50
National No. 8-30, Endwood Stand	22.50
National No. 8-30, Endwood Stand	22.50
National No. 8-30, Endwood Stand	22.50
National No. 8-30, Endwood Stand	22.50

TERMS: 1/3 Cash, Balance C. O. D.
HENRY WERTHEIMER
800 FORTH AVENUE, NEW YORK, N. Y.

SAVE ON STANDS

FROM NEEL COUNTERS

MADE IN U.S.A. QUALITY VENDORS \$9.95

AUTOMAT
4205 Fullerton, Chicago, Ill.

low profits sure and continuous. Years of doing business the square way have earned a fine reputation for the Eastern Machine Exchange. I'm proud to say, and that reputation is resulting in a very handsome turnover these days."

Rumor Rock-Ola Counter Model

CHICAGO, April 29.—"Yo, yo, yo, yo," blared the words of the "Rock-Ola," the "Rock-Ola" is soon to offer a counter-size model phonograph. So we may as well get used to the idea of the "Rock-Ola" as beautiful as the big de luxe and standard 1930 luxury light-up phonographs. This new model is being introduced to make them the most popular among operators. In addition, there will be exclusive features never before offered in counter-size model phonographs.

"We have been asked if Rock-Ola is coming out with a luxury light-up counter-size model, distributors and operators have long asked for such a model with moving colored lights and aluminum coin chute. These requests have been especially persistent since the new 1932 model appeared.

Jack Nelson, who is vice-president and general sales manager of the Rock-Ola Mfg. Corp., continued: "The engineering department has been working on this model for some time, and we are sure, however, we will not be able to make deliveries until around the middle of May."

"We didn't intend to let this news slip out until we were ready to release our new model," Nelson said, "and we don't deny it. But we don't want to disappoint anyone by making promises, and we are sure that we will be able to fill orders until we are ready to formally announce the counter-size model. And, believe me, it's worth waiting for."

N. J. Music Assn. Declares Itself

Determined to succeed in all their aims, the Automatic Music Association (AMA) has recently declared a bulletin to all operator members:

"The ability to succeed is merely the desire to succeed. The board of directors of the association should be congratulated for the stand which they have taken in their decision to place the association should go forward as a stabilizing factor in the automatic music industry. Their decision is correct only with those members who warrant their confidence is an action which requires great courage. The unprecedented growth of the association (from 8 baker's dozen to three score and five) is an indication of the need for the association in the State of New Jersey. Its co-operation with associations in neighboring States and its desire to spread the experience of other associations throughout the country will help build a solid foundation which will enable it to grow steadily. The less than three months in existence, it has already become a factor to be reckoned with in the industry, and as it continues to grow in size, numbers and strength it will become a major influence for the good and welfare of the entire industry. All eyes are now focused on our association and we are confident that to place the association into a body of which the entire industry may be proud. Let us therefore realize that the confidence in the association and in ourselves which no temporary storm may uproot from its foundation.

Whirliter Announces

"To the Editor: I wish to advise that Robert B. Bolles, who has been our advertising manager for the past several years, has resigned as of April 15, 1939.

"Bob, as he is known to the trade, has decided to enter the advertising field. He will be operating a agency here in Buffalo.

"I know that all of you, as I do, wish Bob success in his new venture.

"M. C. HAMMERGREEN,
Gen. Sales Mgr., North Tonawanda Division, Rudolph "Whirliter," Co."

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of their catalogues also are considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

And the Angels Sing, the top machine tune of the week, and an item that no operator can afford to overlook. It really shouldn't be necessary to advise you to put it in at their machines early, playing it already, but the song came up pretty quickly and some phonos may have been caught napping. Benny Goodman's disc is the one that started the number on its way to popularity, and it continues to be the most in demand. Bing Crosby will have a platter out any day now, and Count Basie's version is expected momentarily.

Hayes Car Wain, still riding along nicely, in either the Glen Gray Chas. Loma arrangement or Chick Bullock's record. The song is likewise still pretty solidly introduced as a sheet music seller and as a favorite with band leaders with network wires.

Sunrise Serenade. Of a slight bit this week, this lovely instrumental ballad should nevertheless be kept around for a while longer. There are still several versions coming about to join the Count Basie disc, notably Bing Crosby's, the Andrews Sisters' and Hal Kemp's. Glenn Miller has one out now, and on the reverse is the Miller theme song, Moonlight Serenade, a beautiful tune and one whose familiarity with Glenn's band, thru his broadcasts, will want to hear.

Our Love. More potent over the sheet music counters and on the air than the machine version, this record of the Glen Gray and the Four Tones and Juliet music still makes important phono fodder, with enough favorable reports coming in from ops to justify its position up there among the favorites. Tommy Dorsey's recording is particularly in demand, with Red Nichols not far behind.

Little Sir Echo. No. 1 sheet music seller this week again, according to The Music Business, and a little more so, too. It's been there some weeks now. As long as they're buying it, they'll want to hear it, and with either Guy Lombardo or Billie Holiday to do it for them on wax it won't be waiting space on the turntable.

COMING UP—BITTER STOCK THEM

Three Little Fishes. The fastest rising novelty of the moment, it occupies a growing longer and longer position on the turntable, and is practically a must for every phono right now. Hal Kemp's record, with the Smootheries doing a great vocal job, is right at the top of operators' reports, and Hal Kemp's platter is the one which is being most widely purchased, especially around Chicago and the Midwest. Either disc is well, and one or the other is absolutely imperative for the boss.

East of Eden. Critic's little gem that is anticipated, this little tune from Bing Crosby's new Universal picture will be increasingly necessary for operators as the film winds its way thru the hinterlands. Bing's own recording is the one to watch, and Guy Lombardo or one of the best dance record jobs of the numerous waltzes available.

Sing a Song of Siam. At the moment, this looks like the best of the remaining trio of numbers from the *East Side of Heaven* picture. It seems to have the jump on *That Old Fashioned* and *Happy You Heard* on a flickery limb, but this department is of the opinion that they all will eventually have their day. Two Crosby platters give you the whole four of them, so be prepared.

Tears From My Inkwell. This looks definitely like a No. 1 hit before long. The song jumped from nowhere into second place on *The Billboard's* List of Songs with Most Radio Plugs, and the sheet sale is starting pretty hotly. It is an original title and an original work, comprising a couple of Tin Pan Alley veterans—Harry Warren and Mort Dixon—will undoubtedly get it up there on top soon. Glen Gray and Dick Jurgens made it a record to watch.

OPERATORS' SPECIALS

Little's covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful records.

Beer Barrel Polka. In spite of the fact that many people think this is a German import and therefore prefer to have nothing to do with it, the fact is the beer barrel is an original title and an original work. The number does not come from Germany, its popularity in Europe having stemmed from a French record made by Willie Clabe. Disc is now being heavily advertised and is finding its way into the hands of the nickel-droppers. Other records in polka time are by the Bee Bee Tavern Band and Jolly Jack Rabbit, while *Little De Lange* and *Horace* are still the best of the best.

Hot Pretzels. This can be found on the reverse of Orlane's *Beer Barrel Polka* platter, and it's likely to be itself. Several reports seem to indicate that it may make the mark in America. It's a new record, and it's a new record. The Chevrolet Tree. Still no sign of sheet music activity or much air indication, but nonetheless a very worth while entry in the machine. In addition to its great success by the Nickelodeon and the planters of the Three Little Fishes, it can be had from Glenn Miller and Lawrence Welk. Miller's version is particularly on the attractive side for a tune like this.

1 Didn't Care. The Four Ink Spots are still wringing pleasurable tons out of beer-sippers and nickel-droppers with a sentimental a disc as has been heard in some time. Bob Crosby adds a dance arrangement, but this far from any reason for operators to have seen slightly published toward his disc. It may catch on, however.

Chew, Chew, Chew (You'll Be Able Gum). This rather repetitious little novelty to follow the lead of the last two machines re-appears at Chick Webb and Ella Fitzgerald. It's in their usual groove—which means good—and while it is not far from a little or nothing to ops, we put it in there on the suggestion in the belief that it could turn into a profitable item.

(Double-meaning records are purposely omitted from this column.)

Tells of Phonos In Puerto Rico

PHILADELPHIA, April 29.—Joseph Eisen, executive of the Penn-Coto-Orpheo Co., who has recently returned from the island of Puerto Rico, expressed the opinion that operation of coin machines and phonographs in Puerto Rico would be definitely stabilized since the defeat in the territorial election would prevent the island would have placed an exorbitant tax upon coin-operated phonographs. The Penn-Coto-Orpheo Co. operates a chain of Whirliter phonographs in the territory of Puerto Rico.

Part of the credit for defeat of the measure in the Lower House of the Puerto Rico Legislature belongs to Eisen, who aided in persuading the legislators that the coin machine industry in the islands would be immeasurably harmed by enactment of such a measure as they contemplated passing.

Eisen had explained to the legislators that the tremendous financial investments carried in the coin machines and phonographs in the territory would be jeopardized by the enactment of a tax which would obviate the opportunity for making a profit on such machines. Other operators also used their persuasion to show the legislators that the tax would be detrimental to an industry employing many men and already paying a heavy burden of taxes on the island.

After a period of discussion by members of the Lower House the bill was defeated in a recent vote preceding adjournment of the Legislature.

Giv'er To See Wis. Rock-Ola Distrib.

CHICAGO, April 29.—Wendell S. Olivier, Rock-Ola factory representative, leaves on the last of this week for Minnesota next week-end, according to the Rock-Ola Mfg. Corp. He will stop in St. Louis to see the distributor, the Badger Novelty Co., Rock-Ola distributor, is located. He will also call upon other distributors in the territory before going on into Minnesota, where he will make a stopover at St. Paul. Badger Novelty Co. Co. is located in St. Paul.

St. Louis Music Men Talk Costs

ST. LOUIS, April 29.—Nearly 100 owners and service men attended the regular monthly meeting of the Associated Phonograph Owners on Monday evening, April 24, in the Daniel Boone Room at the Hotel St. Louis.

The board of directors and special committees have held several meetings during the past month to perfect the revised Phonograph Owners' Loyalty, Loyalty Working Agreement with IBEW Local No. 718. Both this schedule and working agreement have been adopted by the membership at the April 23 meeting. The communication schedule will not take effect May 1.

As this was a joint meeting of the owners and service men, A. L. Wegener, IBEW international representative, in charge of local union affairs, presented his expressed views on the general good of organization and his assurance of support and co-operation of IBEW was made. All those present heard a letter read from E. C. Steffen, international president, reporting the activities of the international association and the results being obtained by it.

At the general information of all members present owners were asked to supply information on their operating conditions. Local No. 718 has advised they happened to be two of the largest in St. Louis. One showed a net cost of \$2.75 per machine, the other exclusive of commission to service men. The other company showed a net loss of \$1.00 for each phonograph for the year 1938.

DECCA

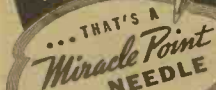
Hot Tunes for Operators

THESE "BEST SELLER" DECCA PLATTERS ARE ROLLING UP BIG PROFITS FOR OPERATORS EVERYWHERE!

- 2218 **HOLD TIGHT—HOLD TIGHT.** BILLY HAY, with Jimmy Dorsey Orchestra.
- 2264 **DEER HARBOR POLKA.** THE NEW CITY CORNET POLKA JOE JACK, ROSEL and HIS BUNCH.
- 2260 **GOLD LIPS, AMERICA.** THE STAR SPANGLED BANNER KING CROSBY with John Ford Trio, Orchestra and Miss Tony's Band.
- 2200 **AND THE ANGELS SING.** ST. VO. CHORUS and QUINCY HUBB PT. VO. JIM SAWYER and HIS YAKERS.
- 2265 **EASY SIDE OF HEAVEN.** THE BOND OF RUBENS AND THE CROSBYS with John Ford Trio.
- 2240 **WHEAT ALL OLD CENTENNIAL.** HARRY VALE HEARTY ON A HICKORY TREE. COBURN with John Ford Trio.
- 2208 **LITTLE SUE ECHO.** WHITE, VO. I CAN'T GET YOU OUT OF MY MIND. FT. VO. GUY LOMBARDO and HIS Royal Orchestra.
- 2288 **IF I DIDN'T CARE.** THE BIRD SONGS. RAL. INK SPOTS.
- 2217 **THREE LITTLE FILIGIES.** PT. VO. HOP AND THE. FT. VO. THREE WHITERS' Swing Band, Famous Four Quartet.
- 2221 **DAVY GUNN AND THE COSS LOUIS.** FT. VO. AUBREY SERENADE. INK PT. VO. DAVE GUNN and The Cass Louis Or. Ukulele.

Decca Records Inc. NEW YORK

- ★ BETTER MUSIC
- ★ LESS SURFACE NOISE
- ★ LESS RECORD WEAR
- ★ LONGER LIFE



... THAT'S A Miracle Point NEEDLE

ASK YOUR DEALER
N.A. GIBBY CORP.
185 W. 14th Street • • • • • NEW YORK, N.Y.

- RECORD MONEY MAKERS WINNERS OF THE WEEK
- The Big Surprises Hit-of-the-Moment!
- CHEW CHEW CHEW** (From Your Favorite Song)
- with **CHICK WEBB** and his Orchestra with **ELLA FITZGERALD** (Decca Record 2388)
- Dressing Like Rapeseed in New England! Watch It in Your Territory!
- The "Comeover" is "Hot Tonight!"
- Exclusive Publications, Inc.** 9410 Broadway, New York City.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operator. When contributing to this column, be sure to include the name of the recording, the name of the artist and the type of location the recording costs best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING COMPANY, 1564 Broadway, New York City.

Danville, Ill. April 29, 1939.

To the Editor: We find that by sticking pretty close to the Lucky Strike Hit Parade as long as they've turned out by good banias we don't have many lessons on our hands. Being by the by, we're glad to see errors they are following this policy pretty closely also.

Present-out best nickel pullers in our higher class spots are *Deep Purple*, by Jimmy Dorsey and Larry Clinton; *Let's Hear It for the Old One*, by Casa Loma Band, and *Little Sue Echo*, by Guy Lombardo and Horace Heidt. I Get Along Without You Very Well, by Jimmy Dorsey and Red Norvo. There's a Hold in the Old Oaken Bucket, by Humphrey Bate, Penny Serenade, by Horace Heidt, and *Gotta Get Some Shut-Eye*, by Glen Gray, Old Folks and The Penny Old Hits, by Bing Crosby, are also enjoying a good play.

Hold Tight, by the Andrews Sisters, is starting to grab the nickel now after a few weeks of plunging to get it started. We predict it will be a second Music Corp. "Round and Round." *Chief Hunter's It Makes No Difference Now* has sure been pulling in the nickels. It's a good bet in most all our locations except the colored ones. It's one that wears out before you have to remove it. We have some locations where we have to replace it with a new one about every two weeks. *My Little Girl*, "Love You," by Jimmy Reavid, and *Beer Barrel Polka*, by Glenn Muester's Orchestra, are also a couple of good bets.

In our college and high-school spots they demand them plenty hot. Hotter the better. In fact, you're just wasting your time by pulling on any other kind. Tommy Dorsey, Artie Shaw and Larry Clinton are our bet as bet there. Once in a while one of Bing's recordings will go over.

Hot Harlem spots take to Count Basie, Chick Webb with Ella Fitzgerald, the Four Ink spots, Jimmy Lunceford and Louie Armstrong, Duke Ellington, Fats Waller and Cab Calloway don't have a chance around here. *If I Didn't Care*, by the Four Ink Spots, and *The Saints Go Marching In*, by Louis Armstrong, and *Blame It on My Last Affair*, by Count Basie, are best nickel pullers in those spots at present.

We'll have to hand it to the record companies for the way they've turned out so many good money-makers in the last few months.

FRANK MILES, Miles Amusement Co., Danville, Ill. Natchez, Miss.

To the Editor: April 29, 1939. They say variety is the spice of life—and I say it's also the best way to keep your locations satisfied. The cash customers who keep the machines running around and around—in my experience spots want something new and varied, and I try always to supply the demand. That's of the nature of the business. Some like the sweet, sentimental music, others want it hot, and so to please everyone I try to keep my machines up to the minute with the newest tune whether

or not I like the numbers personally. Right now I'm getting lots of 5-cent pieces on *Hold Tight* by the Andrews Sisters and Jimmy Dorsey's *ink*, and *Deep Purple* and *Sue Due* by Bing Crosby. Bing always a fine song plucker and our No. 1 nickel getter in the majority of my locations, also does well with his *I Hate You* and *Penny Old Hits*, *Little Sue Echo* and *Old Bless America*. Bing is a bang-up favorite and so in Artie Shaw, Tommy and Jimmy Dorsey, the Lombardos, Fats Waller and Blue Baron.

Tommy Dorsey's *Blue Moon* is a fine tune and is selling well. Larry Clinton's *Study in Red* and his *Deep Purple* get me plenty of business as the better locations, while in the colored sections, Fats Waller, Jimmie Lunceford, Benny Goodman and Guy Lombardo are very popular, as are the Andrews Sisters, Frances Langford and, of course, Ella Fitzgerald. Cab Calloway and Louis Armstrong (who was born here and passed in New Orleans, La., which is less than 200 miles from this Deep South Mississippi river city.

Artie Shaw seems to be the "fair haired" top now. His *Begin the Beguine* is top and so is *Albion of Music*. All of the locations like platters by Shaw, and I'm stocking up on his new and other discs. There are a number of novelty numbers going well including *Three Little Fishes* by Hal Kemp and Roy Kynne. The way, King is a big favorite around here, and there's *Beer Barrel Polka*, the new, novel, okay, okay polka tune, which goes over in a big way as played by Jolly Jack Lombardo band. Other top tunes now are *East Side of Heaven*, by the Angela Sing Haven Co. with Penny Serenade, by Horace Heidt, and *I Get Along Without You Very Well*—and I guess with it I'd better get along, too. DAN TUCKER, La-Ark-Tex Co., Natchez, Miss.

DICK TODD

Bluebird Record Artist
will make more profits for you... because he's an ace on record heat seller lists... because he's one of the highest rated stars... because people are willing to pay and pay to hear him!

- ★ LAST MINUTE FLASH
- ON VICTOR AND BLUEBIRD RECORDS
- Wary is a Brand Old Name
- City of New Orleans.
- Sung by Dick Todd.
- Victor Catalogue No. 87019E.
- Bluebird Catalogue No. 87019E.
- The Chevrolet Tree
- Will sing and its Orchestra.
- Victor Record No. 8526E.
- Little Belgium
- Red Hot in the Night
- Dick Todd and His Orchestra.
- Bluebird Record No. 81018E.
- The Blues is a Bitter Sweet
- King's King and His Orchestra.
- King's King and His Orchestra.
- Victor Record No. 26180.
- East Side Blues
- King Your Heart on a Hickory Leaf
- Victor Record No. 81019E.
- Showered Record No. 81019E.
- Old Blues, America.
- Old Blues, America.
- Some of My Friends.
- Victor Record No. 26180.

It Pays to Use **VICTOR AND BLUEBIRD RECORDS**
Victor Gramoph. RCA Mfg. Co., Inc., Camden, N. J.
A Service of the Radio Corporation of America

OPEN HOUSE

Four Days and Nights

To meet and greet our many friends coming to Louisville for the Derby, we will have Open House Thursday, Friday, Saturday and Sunday, May 4, 5, 6, 7.

Southern Hospitality Will Be In Order
Special Showing:
SEEBURG REMOTE CONTROL
WALL-O-MATICS
SPEAK-O-MATICS
OPERATE WITHOUT WIRING

Complete Seeburg line of MARBLEGLO CLASSIC and VOGUE to be on display. Also new revolutionary Rayrite Guns.

SOUTHERN AUTOMATIC MUSIC CO.
LOUISVILLE, KENTUCKY
WHERE OPERATORS, DISTRIBUTORS AND MANUFACTURERS WILL MEET FOR AMERICA'S GREATEST SPORT EVENT.

LOWEST PRICES! EVER OFFERED!
ON ALL RECONDITIONED PHONOGRAPHS
★ WURLITZER • HOKOLA ★
★ HILLS EVERY MODEL ★
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES
WIRE OR WRITE
BABE KAUFMAN MUSIC CORP. 250 W. 54th St., N. Y. C.
\$5—Probably Best Buy of 1939
\$4.95
\$25.00
\$50.00

is a watch for Smooks

ARCADES, PARKS & SPORTLANDS

Table listing prices for various amusement machines like Phonograph, Basketball, and others.

BEST NOVELTY CO.

1947 St. Clair Ave., Cleveland, OH, 6

BARAINS FROM DAVE MARION

3 Mills 1 to 4 and 5 1/2 Cts. \$22.50 set of 25,000...

Pittsburgh

PITTSBURGH, April 29.—Louis (Lukie) Grossman has been going around with a big smile on his face of late...

Al Kiddell, music operator, has also been adding a lot of new music boxes to his route...

Fred Laidin, who is one of the best prettified fans in the vending machine business in Pittsburgh...

Hymen Leaf is very busy these days as he is constantly increasing his operations...

Sam Chaban has just returned from Florida with his wife and family.

Stedley Engelhart is another Pittsburgh operator who is adding constantly to his already large operations.

Candy Expo Correction

CHICAGO, April 29.—In a recent issue of The Billboard it was related that a candy industry exposition...

Further reports reveal that there will be little if any candy displayed. It is not expected that any vending machine manufacturers will exhibit...

Expositions featuring candies will be held in later months and The Billboard will inform operators as to what dates these affairs will take place.

Edmore, his able assistant, is constantly on the go.

Leon Paschales is very proud of his new home on the north side in Pittsburgh. He likes to see it hard to find him away from home.

George (Butch) Glusauer is making preparations for a trip to New York with reference to his concessions that he runs at South Park.

Sam Shapiro is just moved to larger quarters so that he may be in a position to take care of his increasing business.

Ralph Wetmore, whom everyone in Pittsburgh knows as "Schultz," is the able head mechanic. He always has a smile on his face and a hearty handshake of goodwill-fellowship.

Art O'Malley, sales manager of Atlas Novelty Co., has just returned from quite an extensive trip and reports that business is picking up. All of the operators are looking forward to a very busy spring and summer season.

Phil Greenberg has just returned from Chicago after attending a meeting with Atlas executives. He claims that everything is looking whatever he has been as far as music is concerned.

Rufus Jackson has recently bought a lot of new music machines and is constantly enlarging his business.

T. J. Harrison, one of the oldest and most popular music operators in the Pittsburgh area, is all smiles these days. It seems as the collections are picking up right along.

Bill Thompson, of New Wilmington, still is adding music to his route and it is hard to talk to him about any other game.

Dave Smith, of New Castle, Pa., is making between Pittsburgh and New Castle and he is always on the alert for new machines.

Mr. and Mrs. D. W. Burnside, of New Castle, believe in keeping the collection up to date. Every one of their used machine looks as good as new regardless of age. This certainly helps the cash boxes," says Mrs. Burnside.

Detroit

DETROIT, April 29.—Mas Marston, secretary of the Michigan Music Operators Association, has announced the headquarters of the association to Room 520, Penobscot Building.

Harold C. Hauxny, who operates as the A. H. Amusement Co., and Andrew Banks are two of the latest music operators to join the association. Mr. O. A. Hauxny is represented thru A. H. Lang, who does the active management of him.

Leatha Donovan, cast side music operator, has appointed George Owens an assistant of his route. Owens has established headquarters on Mount Vernon Avenue.

Wayne C. Stearns, who runs the White Horse Inn in River Rouge, south end route, has joined the ranks of the music machine operators. Steve Davis is his service manager, having active charge of machine operations.

Wayne C. Uppers, Detroit operator, is organizing the new Gold Star Mfg. Co.

Officers and directors of the Automobile Mechanics' Association of Michigan held a closing session at the Detroit-Leland Hotel here. Current legislation and other activities were the chief subjects of discussion, according to R. E. Turner, president.

R. E. Paul, formerly an independent

LOOK!

Following Games with Free Play Slot available for immediate delivery, BALLY'S FIFTH INNING AND SPOTTEM, EXHIBIT CONTACT, GENCO'S RINK AND CHICAGO MAJOR, DAWG'S BOX, ACE, PACE, SAVATOA, WESTERN'S HOLD TIGHT, COTTLEBIE'S LOT-O-FUN AND LOT-O-SMOKE. Operators and jobbers, we are Manufacturers' Distributors. Order immediately or wire for prices. T. O. S. Richmond.

The Machines List Below Are Slightly Used and Like New and Offered Below to Prime Sale.

Table listing various game machines like 1 Even Ball Fall, 2 Party Lavender, etc., with prices.

CONSOLES

Table listing console machines like 1 2 Ball America, 1 Quinola, etc., with prices.

COUNTER GAMES

Table listing counter games like 4 Jovial Grandstands, 10 20 Party Grandstand, etc., with prices.

All items used by accompanied by 1 lb. deposit in the form of P. O. Express or Telegraph money order. Wire and ask us to put you on our mailing list. The above prices are effective May 6, 1939.

MOSELEY VENDING MACHINE EX. INC., 100 BROAD ST.

Day Phone 3-8111 Night Phone 5-3320

THE HIT OF THE SEASON 2400 HOLES PLAY BALL

Advertisement for Play Ball machine, including details about the game, prizes, and contact information for the manufacturer.

AJAX MANUFACTURING CORP.

110-125 R. 4th St., Philadelphia, Pa. WHITE PAPER 1936 CATALOG.

WE BUY, SELL AND EXCHANGE

Table listing items for sale or purchase like CONSOLES, PAYOUT TABLES, NOVELTY GAMES with prices.

CLEVELAND-CHICAGO AMUSE. SALES CO.

2725 Prussell Avenue, Cleveland, O. 5 North 11th Street, Birmingham, Ala.

operator, is now representing DuCrenier, Inc., with offices in the Penobscot Building, as distributor.

Music machine business in Western Michigan is going very good these days, reports indicate. Particularly lively is the town of Kalamazoo, with 2 or 30 operators, each with fair-sized routes.

Kirk Sullivan, executive of Mills Automatic Merchandise Co. is expected in the city in a few days by George H. Lightner, local manager.

chased credit vendors of the Mills Novelty Co.

The Greater Detroit Vending Machines Operators' Association held a fairly well attended meeting last week and it is becoming more active, as the need for a regular trade association in the territory is manifest. S. B. Paul is withdrawing as vice-president, as he has discontinued his vending machine route.

W. E. Mattie Marchant, who is also president of the parent A. M. A. of Michigan, has taken general charge for the time being. A new election of officers is to be held, soon, and prospects are that this will again become one of the liveliest groups in the industry.

Cover More Spots WITH LESS MONEY

HAMILTON Person-Weighing SCALES

Most profitable of all legal vending machines are Person-Weighing Scales. . . and Hamilton is the biggest producer of such Scales in the field. Why should you buy Hamiltons?

LOWER FIRST COST ENABLES YOU TO PUT OUT MORE SCALES FOR THE CASH YOU HAVE TO INVEST

Stabilize Your Earnings

You just can't tick HAMILTON SCALES for year-round service, and steady, day by day earnings. It's a common experience for Hamilton owners to collect \$4 per month from each scale. . . place 100 Hamiltons and you have \$400 coming in just like clockwork. . . with just a few hours' work a day making collections.

If your distributor can't furnish Hamilton Scales write direct to

Dept. B
**THE HAMILTON
SCALE COMPANY**
1910 VERMONT AVE.
TOLEDO, OHIO



EVERYBODY
LIKES TO
SHOOT!

NEW!—STEADY MONEY MAKER!
THE ALL-SKILL TARGET

With "Check-Up!" Award Feature

The new Skill Game is a fast Penny Game! Penny coin from each ball stop when ball hits. Hit 10 times in 100 shots. All hit balls are recorded. Ball each round is \$2.75. 50 rounds \$137.50. Cash weekly. \$27.50 per 100 balls.

Each Year Over! \$28.00
D. ROBBINS & CO. 1418 R. ODELL AVE.
BROOKLYN, N.Y.

New Penny Arcade Travels With Show

BANDUSKY, O., April 29.—Harry Suhren, manufacturer and operator of amusement machines, who with his penny arcade has played carnivals, fairs and celebrations in this territory for the past several years, reports he has completed a new de luxe penny arcade which he will have with the J. E. Edwards Shows out of Wooster, O. For many years Suhren has operated this concession with the Edwards shows, remaining until late summer when his fairs and celebrations start.

Suhren framed arcade is said to be the ultimate in this type of coin-operated machine concession. Canvas is all new, and much been evidence on the front, which has an attractive marquee. New trucks for conveying the concession this season also have been purchased, Suhren said.

Suhren said the new arcade would be moved into Wooster for the opening of the Edwards Shows Saturday, May 20.

Tourists Seek Slot Locations

ANTIOCH, Wis., April 29.—The chairman of committees of the Organization for Rebuilding Northern Wisconsin at a meeting here April 24 indicated the

Players Ride New Track Time Plays

CHICAGO, April 29.—"Everyone familiar with coin games knows of the more selective number plays embodied in earlier model Track Times," explains J. H. (Jack) Keeney, head of the company bearing his name. "We have created two new selective plays in our new 30 Super-Track Times.

"It is the players' riding these two even or odd plays along with their number plays which is causing this new Super-Track Times to produce one and three times the earnings of previous models of this famous console game," claims Keeney.

"For example, a player may play 3 and 4, then he will also play even and odd, because if a 3 should come up on the first dial and odd numbers on the other two dials he would win (according to odds shown) on both 3 and odd. The same would be true," continued Keeney. "If a 4 came up on the first and second dials and another even number on the third dial. Then the player would collect track 1 and 3 odds on 4 and also whatever the odds were on even."

"This riding even or odd along with number plays has jumped the play rate 8 and 10 to cents per play and consequently has increased earnings by 200 per cent and 300 per cent.

"The Super-Track Times is made in three models, cash (for check payout), skill time and remote control," he concluded.

Taps' Success Alters Plans

CHICAGO, April 29.—Ed Collins, well-known coin machine engineer and president of the Harry Hopps Corporation of the novelty and free-play game Taps, was obliged to postpone his next new game and concentrate attention on quantity production of Taps, the company reports, due to the rush of orders.

"As fast as we try to pull out from under the landslide of orders," said Harry Hopps, president, "there's another avalanche of more orders on top of us. We did not content ourselves with apologies to the trade and requests to be patient, but new methods to speed up production were invented.

"For the present 20 Collins has more than he can do to keep wheels turning fast enough to supply Taps to buyers in sufficient quantity. As for new plans to go on the road have had to be canceled, too, because of the rush. I originally intended to greet my old friends personally in various parts of the country, but that's out of the question at present. It's mighty gratifying that our first introduction has received such enthusiastic endorsement from the trade and become an exceptional almost overnight."

Stewart-Warner New Air-Pal Radio

CHICAGO, April 29.—O. B. Novotny Co., The House of Firsts, again scores a coup, being the first to introduce Stewart-Warner's newest radio success, Air-Pal," declared representatives of the O. B. Novotny Co.

"Known as the mighty mid of radio, Air-Pal is a super compact set, smaller than the previous one claimed to match its outward beauty. Six-tube performance gives it set an unusual degree of volume and power. It is molded of ivory plastic and has recessed corner knobs. It weighs three and three-quarter pounds and can be carried about and played anywhere. Its extremely low price makes Air-Pal an ideal promotional set."

liquidation of slot machines under prescribed conditions.

Under the instrument approved by the group, the machines must be owned by those in whose places of business they are operating. The instrument also in addition pays a percentage of the receipts to the county.

Some county commissioners opposed the idea, while others said tourists who want to play the machines will go only to those sections where they are permitted.

Indiana Meeting



FORMAL GATHERINGS of coinmen before and after meetings are one of the most enjoyable parts of any gathering of coinmen. The above candid shot was taken at the meeting of the Indiana State Operators' Association, held recently at Indianapolis. Photos courtesy Dwyer Novelty Co.—Marion, Ind.



WALTER W. HURD, coin machine editor of The Billboard, was a speaker at the affair. The above picture shows Hurd affecting a Harry Hopkins smirk during one of the more serious moments of his speech. (He affects the smirk to keep his (f) teeth from doing a flitterbug.



C. J. DARLING, Chicago, was one of the speakers. When he is not pulling his hair about the trade papers he is the very busy secretary of the Plano Manufacturers' Association and the National Automatic Merchandising Association.

New Columbus Firm

COLUMBUS, O., April 29.—Incorporation articles have been filed with the Secretary of State for the Ohio Vending and Sales Co., 110 West Goodale street, calling for the issuance of 250 shares of 10 per cent value common stock. Incorporators listed included Raymond Woodward, Herman Geyer and Dale Mowen. The latter is an accountant. Purpose of the incorporation, according to Mowen, is for the sale and operation of amusement and peanut machines in the state.

\$5600 PROFIT PER DEAL
2500 Tickets @ 2c — \$100.00
Take in ————— \$100.00
Average Payout ————— 78.00

Profit ————— \$22.00
1000 Tickets @ 2c — \$20.00
10000 Tickets @ 2c — \$200.00

SPECIAL
Assorted of \$4.250 \$100
Twin Deal, each one
and identical for only
\$2.50 Each Less Tax 2c

1/8 With Order, Send for New 1939 Catalog of
October Wins.

WINNER SALES COMPANY
"Play & Win" With Winner
3007 Franklin Ave. CHICAGO, ILL.

OPERATORS!
GET ON OUR
MAILING LIST!
Receive Weekly List
of Special Buys!
NEW and USED
Machines—Write Now!
**MILWAUKEE
COIN MACHINE CO.**
2816 W. North Ave.
Milwaukee, Wis.

Proving Itself THE GREATEST OF THEM ALL

HOLD TIGHT

*It's thrilling players with its amusing play . . . it's making money for its operators! 4 Scoring Panels—4 Ways To Score. Builds play with its fun-making backboard action—builds profits with its dependable performance.

HOLD TIGHT FREE GAME

\$99.50

HORSESHOES

1-Ball Automatic Payout
With Twin 550 Jackpots

REEL POKER

For Better Counts
Game Results
EMPIRE \$175.00 Ea.

WESTERN PRODUCTS, INC.

925 W. NORTH AVE.

CHICAGO, ILLINOIS

1284 PAYOUTS SACRIFICED

PRICES TOO LOW TO
ADVERTISE HERE

WIRE FOR COMPLETE PRICE LISTS

AUTOMATICS

GRANDSTANDS, THISTLEDOWNS, HAWTHORNES, WINNING TICKETS, SPORT PAGES, POT SHOTS, DERBY KINGS, DERBY CLOCKS, STEPPER UPERS, HI - BOYS, STONER CHAMPS, DERBY CHAMPS, STONER ZIPPERS, KLONDIKES, FAIR GROUNDS, FLEETWOODS, MULTIPLE RACES, BIG RACES, THREE UPS, MILLS 1-2-3, ARLINGTONS, TURF CHAMPS and Many Others.

CONSOLES

MILLS SQUARE BELLS, PASTIMES, TRIPLE ENTRIES, SKL TIMES, TRACK TIMES, EL DORADOS, GALLOPING DOMINOS, ZIPPERS, KENTUCKY CLUBS, PACES RACES, GOOD LUCK CONSOLES, COLORS, RAYS TRACKS, HANGTAILS and Many Others. SLOTS.

A-1 Condition—Used Few Weeks
Wire For Complete
PRICE LISTS

SILENT SALES

Silent Sales Bldg., 635 "D" St.,
N. W., Washington, D. C.

GUARANTEED CONDITION—\$0.50

Amusement Derby Die
Packs/Fishes Marine Parts
Carnival Games Nightlights
Bally Games

MT. ROYAL NOVELTY, Inc.
904 E. Baltimore St., Baltimore, Md.

Pinball at World's Fair

Novelty games to have exclusive location in amusement arcade

NEW YORK, April 29.—When the gates of the World's Fair were open April 30 it is reported that the pinball games will have an exclusive location, where all who come to the fair may play them. It is reported that the new variety arcade operated by the International Microscope Reel Co., Inc., of New York, will provide space for the new variety games made by the Bally Mfg. Co. of Chicago, have been selected for the display. It is stated that these games will be the only pinball games at the fair.

The 14 games to be seen in complete row displayed in the fair will be Spot-On, Fifth Dining, Bally Royal, Bally Supreme, Bally Arcade, Thunderbolt, Paramount and World's Fair. As the new variety games are introduced by Bally Mfg. Co. they will also be exhibited.

The millions of visitors from all over the country will be invited to "Relax a While—Play Bally Games." Signs of this type will decorate the top of the backboard of each one of the games.

Bill Rabkin, president of Microscope, stated, "We want coin machine operators who come to New York to attend the fair to see our display of more than 100 arcade machines, including the novelty action slot games."

It is understood that the arrangement to display the Bally games exclusively at the World's Fair will be completed on the visit of Ray Moloney and Jim Buckley to New York a week ago. At that time, it is reported, they were making arrangements for the use of 4th Bally Beverage Vender at the fairgrounds and that this may be reported any day now.

"The signal honor of this display will help every operator of novelty action pin games throughout the country," it is explained, "and that the games being popularized all the fairground areas should definitely prove of value to all game operators everywhere in the country."

Jim Buckley stated, "There is no doubt in the minds of Ray Moloney and myself that the Bally games at the World's Fair will be of great value to the entire industry. Not only will they help gain public attention for coin-operated amusements, but will also add tremendously to the welfare of the operators everywhere in the country, for the millions of people who are sure to see them and play them are bound to have a more lasting impression of coin-operated amusement and a truly better understanding of its value."

Retailers Plan National Meeting

NEW YORK, April 29.—Retailers will come into their own on May 22 and 23 in New York City, when the Retailers National Forum meets. President Roosevelt will address the forum and it is expected that the National President has addressed retelling as an industry.

Representatives from all parts of the United States will take part in the meeting. The program of the day, including dining industry will be discussed at length.

Representatives of the forum as outlined by the federation president, Dr. David R. Craig, were the double objective of giving retailers an opportunity to become aware of the status of distribution as an industry and to impress upon government officials the place of retailing in the economic system.

not expect anything like the tidal wave of orders that greeted our announcement.

Operators are having remarkable success with Lot-o-Pug and enjoying fine collections of orders. However, they that they should greet its twin game with while-should acceptance. Lot-o-Rug is making a fine record and a variety of prize money-winner and be sure of top collections from each.

PERPETUAL SALEBOARD COUNTER GAME!

Try this marvelous money-maker with these exclusive features:

- * Step-Up JACKPOTS
- * 3 Bally Slotless Fronts!
- * Solid Walnut Covered Game Cabinet!
- * Chest Front and PRICE Front!
- * Guaranteed one-year warranty by Davall!

\$2750

DAVAL MFG. CO.
315 N. Myrtle Chicago

Indiana List

If J. Windl, secretary-treasurer of the Indiana State Operators Association, released the following list of persons who registered in attendance at the state route recital held at the Claypool Hotel, Indianapolis, on April 16, 1939:

Bob B. Silver, E. A. Boswell, Carl Zimmerman, Clarence Kenyon, Frank S. Kobay, South Bend; Rollo W. Poole, Harry J. Arnold, Valparaiso; Jack Nelson, Chicago; Mictia Sampson, Douglas, Mackinon, E. C. Green, Indianapolis; D. M. Branigan, Chicago; William C. Antle, Jeffersonville; Fred W. Hill, Indian; J. E. Bryonia, North Tonawanda, N. Y.; Carl D. King, Elwood; Leo Weinberger, Indianapolis; C. Darling, Chicago; H. M. Ryan, Cincinnati; W. F. Merchant, P. Wayne; National Vending Machine Sales, Cleveland; Southern Automatic Music, Louisville and Cincinnati; I. R. Roney, Indianapolis; John J. Gaffney, Kokomo; Charles Rosen, Louisville; R. G. Snyder, Danville; Mary R. Mitchell, Carrollton, Ky.; Paul Cohen, Cincinnati; Belmont C. Schachtel, Chicago; Ernest Powell, Logansport; Monticello Distributing Co., Monticello; L. E. Spomola, L. E. Parlow, Terre Haute; E. F. Kennedy, Lebanon; L. E. Carter, Cleveland; C. M. Dawson, Cincinnati; Bob Silver, Evansville; Calver Anderson, Jeffersonville; W. W. Robert, M. O. Clevenger, Paris; B. Henry, Lawrenceburg; Albert Prior, Newstead; F. V. Vlach, Delbert E. Vlach, A. Louis; W. D. Littfield, Cincinnati; W. W. Hunt, Chicago; Charles Rosen, Louisville; Wm. H. Cohen, Cincinnati; F. A. Bertram, South Bend; George W. Wisco, M. H. Miller, Indianapolis; B. B. Whelan Co., Logansport; A. B. Borison, Muncie; A. N. Mac-Culler, Ellettsville; Phillip Darrig, Curtis Sutton, La Fayette; Bob Parker, E. C. Martin, Indianapolis; Ouido Bedino, Terre Haute; R. C. Jones, Indianapolis; Robert Kipping, Carrollton, Ky.; Harry H. Cohen, Cincinnati; C. A. Shry, Anderson; J. Zimmerman, Grand Whitehead, Anderson; James A. White, John T. Hogan, La Fayette; Carl Klefmann, Indianapolis.

Reg Your Pardon

In The Hillboard, April 29, 1939, page 91, it was stated that "Charles Fogarty, representative of the Supervisor Mfg. Co.," was in Texas. We beg to report that Mr. Fogarty is with the Harlich Mfg. Co. of Chicago and is the representative of the firm mentioned.

Hold Tight Hailed Tops

CHICAGO, April 29.—"My statement made last week to the effect that our new game, Hold Tight, is destined to become a top-ranking favorite with amusement patrons has had an almost unbelievable verification," says Don Anderson, sales manager for Western Products, Inc.

"Since the first order was shipped from our factory we have been steadily engaged in stripping up production on Hold Tight," he continued. "Not an hour goes by but that we receive either a large initial order or a substantial reorder. Without exception all first orders are immediately followed by additional purchases."

"Popularity of Hold Tight is attributed by operators to the fun-making features of the game. Hold Tight is designed to be amusing, since it is this factor that, in the final analysis, draws play. The appealing backboard action of the dash-tops, who hold tight to their prizes before they are tipped over by skillful shooting of a ball over a switch on the playing field, is a strong drawing card on location, and the fact that the player can score in any one of the four panels giving him four chances to win—and, four times the fun—all these mean big profits for operators, according to their comments."

Lot-o-Smoke Burns Up Wires

CHICAGO, April 29.—D. Gottlieb & Co. report that Lot-o-Smoke, their new cigarette novelty and free-play game, meeting with the above mentioned evaluation of response from the trade as its companion, Lot-o-Pin.

"We've naturally expected a favorable response to our new game," explained Dave Gottlieb, "because it has equal appeal and content and the same mechanical perfection and exciting as its twin game, Lot-o-Pin, which has become a sensational favorite. But we did

British Games Business Slows Up on War Scare

Anxiety keeps crowds near radios to hear news bulletins

LONDON, April 29.—The business of buying and selling coin-operated machines in England in the period immediately prior to Easter was well below average and a long way down from done at the corresponding time 12 months ago. This was not due to operators having no real need for new equipment, but a general disinclination to spend money while the country was overwhelmed by the uncertainty as to how the European "bother" would pan out.

There is still a very big fear that war is imminent, and the public in general is not spending so freely as it would in the ordinary way on amusements. For one reason they feel afraid to part with their money, another is the staying at home to hear the latest news of the situation over the radio.

On Easter Monday, fortunately, in some places people just let themselves go, seeking some relief from what is a bad nervous strain. The annual Bank Holiday Fair on Hampstead Heath, for instance, attracted record crowds. But such instances apart, the story is very much a doleful one, amusement machine operators having a thin time along with the rest of the entertainment world.

The drop in business, being experienced by agents and jobbers mainly concerns imported machines such as table games. Orders placed at the Amusement Trades Exposition for British-made machines like the Unit Prospector prize vender are on the whole being honored.

"Uncle" Frank Gibbons, proxy of British Automatic Machine Operators' Society, reported to be making fair progress after operation for internal trouble.

Last session of the Slot Club for 1938-

39 season took place on April 19 with F. Gordon Lyle presiding. The day following Gordon left London for Liverpool to board liner on his first trip to America. His wife hail from the States, being born in New York.

E. Lewin, whose London jobbing business is, planning an early trip to New York and Chicago. Established originally in suburban district of Golders Green, Lewin moved into the heart of London, taking over the city's first public dart saloon and converting it into a Sportland and sales center combined. This in Tottenham Court road, one of London's busiest thoroughfares frequented by cosmopolitan crowds. Barred from showing at last Amusement Trades Exposition thru having no line of own make or a sole agency, he created some stir by staging his own exposition in Sportland. Open house with beer and spirits ad lib, was the rule until early hours of each month during the four days of the A. T. E., outside of which Lewin had boardmen parading with announcements of his own show.

Palatine is latest addition to export trade list of Coin Amusement Machine Supply, Ltd., agent here for Mills, Genco and Chicago Coin.

Bill Groen, fully recovered after attack of pleurisy, will serve as chairman of British Automatic Machine Operators' Society for another year. No more popular choice could have been made.

Grand Coulee Licenses Games

GRAND COULEE, Wash., April 29.—City of Grand Coulee, Wash., springing up at the building of the Grand Coulee Dam, has recently legalized pinball machines, setting forth rules and regulations of the amusement device.

The new ordinance passed will set the city about \$12,000 in taxes annually.

Can a duck swim?
Can a weed grow?
Can a cat climb?
Can bell reels make money?

★ MILLS FREE PLAY
One • Two • Three



Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.



THE BASEBALL WORLD takes you into the exciting world. Cartoonists set the stage in the Richmond Field Times Dispatch. Coin-operated games with baseball principle was already yielding increased play, reports indicate.

BATTER'S UP

Baseball's here, and Superior is with the greatest baseball board ever made! Symbols in a baseball board, with all the great features of Superior symbol boards combined with the appeal and color of the national pastime. Of each colorful ticket bears symbols that represent the nicknames of major league baseball teams.

BOX SCORE

Jackpot in the form of a baseball diamond. Designated punches advance to each of the four bases. Something new in the realm of baseball boards that assures operators a profitable summer!

We sell operators only. Weekly commitments. Write for full details.

SUPERIOR PRODUCTS

12 N. PEARCE ST., CHICAGO, ILLINOIS

The licensee must pay the fee in advance plus a tax of \$10 monthly per machine. About 50 are installed in the Capital Territory. The city authorities further voted to increase a skill ball game. According to the rules set forth each prize cannot be awarded to winners. Only merchandise prizes can be given.

Amey	81.50	Hot Spools	\$ 8.90
New & New	12.00	Free & Wonder	62.00
Auto Dealer	4.90	Home Strike	6.90
Billy Atlantic	8.90	Lightning	22.00
Big	18.00	Low Bomb	12.00
Billy Atlantic	3.99	Marble	22.50
Billy Atlantic	1.80	With Star Ball	8.90
Dot	18.00	None	20.00
Billy Atlantic	1.50		
Billy Atlantic	20.00	None	20.00
Dot	17.00	New Rocket	14.00
Chicago Flip	15.00	Pain Machine	14.00
Chicago Island	17.50	Pinch	3.99
Dot	7.00	Strip Flush	10.00
Dot	15.00	Stripper	10.00
David Drew	12.00	Stripper	32.00
Edith Benson	12.80	Sun & Moon	15.00
Edith Benson	27.50	Swaps	19.99
Edith Benson	9.00	Swaps	19.99
Edith Benson	99.00	Swaps	19.99
Edith Benson	4.00	Swaps	19.99
Edith Benson	14.00	Swaps	19.99
Edith Benson	8.00	Swaps	19.99
Edith Benson	8.00	Swaps	19.99
Edith Benson	8.00	Swaps	19.99
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Edith Benson	8.00	Swaps	19.99
Edith Benson	8.00	Swaps	19.99

North Carolina Announces June First Licensing

RALEIGH, N. C., April 28.—Licensees for coin machines will be based on and after June 1 and not before, North Carolina revenue officials declared recently. The authorities hold that since the taxes are slated to begin on that date, machines cannot be licensed until that time.

Numerous requests have been made for immediate licensing by North Carolina operators, even though the license might well have expired May 31.

North Carolina gambling device, will allow the State to collect revenue from many machines which were banned under a former act affecting the operation of games.

GENCO'S FAIR

HIGH SCORE GAME with
INTERMEDIATE AWARDS and

"LIGHTS OUT"
BONUS AWARD—
Genco's New Play-
Roasting Ideal

Intermediate awards start at 3800 points. If player "knocks out" all 4 lights on the board, a free game is awarded for each 100 points recorded on the backboard. Player receives free game awards plus intermediate awards.

FREE GAME
\$89.50

F.O.B. Chicago

**GENCO,
INC.**

1431 N. Ashland Ave.
CHICAGO,
ILL.

EASTERN FLASHES

ON TOUR

NEW YORK, April 29.—Eastern Flashes shook the dust of the Big Town from his heels for a few days last week and died himself to the coin city, Chicago. After making the rounds of the factories there he toured thru the Midwest, stopping off en route at The Billboard offices in Cincy before returning home. . . . Every factory is working at top speed in Cincy. Everyone aims to give the ops throutch the country the best possible equipment and in that way to insure the future of the operating business. . . . British orders are rolling in despite the war scare. Manufacturers reported they had received a lot of orders from abroad the past few weeks. . . . In Cincy Bill Mariner is still going great guns. Bill numbered among the most progressive coinmen in the biz. H. P. breakfasted with Bill at the Cincinnati Club.

BACK IN TOWN

We hear that the Billy Beverage Vendors are creating quite a stir at the Stanley Theater, Jersey City, and the Bradford Theater, Newark. Coinmen from both Jersey and New York are reported to have visited the two theaters to see the machines in action. Machines are also installed at the Hill Theater, Elizabeth, N. J.; the Royal Theater, Bloomfield, N. J.; and the Hudson Theater, Elizabeth. Sam Krossburg's party to introduce the new Seeburg phono was a big success. . . . The big ops associations of New England, New York, New Jersey and Pennsylvania are planning a big outing for some week-end soon.

GEORGE PONDER

is doubling up on orders for most of the new games he has received, he reports. The three big game hits of the firm are Daval's Box Score, Exhibit's Sky Rocket and Cal Goin's Topper. Jack Mitchell of the Ponder firm, reports a big demand for the Mills Phono (Throne of Music), which Jim Mangin claims will be the design of the future.

HERE'S ONE FOR THE BOOKS

Dick Steinberg has a Beam Lite game on location in one spot for two years and can't take it out. The owner demands the game remain. So Dick has promised it to the player who has spent the most coin in it during the past two years. "We hope to replace it before it falls apart," he says.

BERT LANE MAINTAINS

that Fair's name is a decided understatement. "This latest Orco creation is a whole lot better than 'fair,'" he states, "in fact, it's sensational. Ops

HERE
ARE THE
BEST

Games in America

Chicoin's TOPPER

Daval's BOX SCORE

Exhibit's SKYROCKET

Keeney's NEW 1939
TRACK TIME

WRITE, WIRE OR PHONE!
BUY WITH CONFIDENCE!
ANGLY EIGHT!

GEORGE PONDER

819 West 47th St., New York
11-10 G. Bumpus Bld. Room 2, N. J.
1430 N. Ashland Ave., Chicago, Ill.
800 N. Franklin, Philadelphia, Pa.

report that the high-score features of the game are putting new life in dormant locations and are skyrocketing the play in good spots. The game, says Ponder, needs to be a whitewind profit-maker."

NAT COHN REPORTS

"Not only do our records show our biz to be greater for this year than for the period last year, but we find the demand is continuing to grow and grow for Wurliters. If this demand continues there's no doubt that we'll be able to call 1939 our biggest year."

DAN CUPID

is fast declaiming the ranks of the coin machine industry, it seems. Two young fads, one George Ponder's and the other Dan's, are making their way in the past few weeks. Billy Lanz and Lou Devo's are first, and then Dan's and Lou Richman's notice of intent to middle-scale it came later. . . . It is also rumored the new game, Henderson may soon take the fatal step.

AROUND THE TOWN

Met up with the letter Booklyn phono op, Charlie Gebba, and received the same greeting (Charlie was being handing out for 15 years—a question "What's new?")

. . . Meyer (Parke) Parkoff, office manager of Modern Vending, returned this week from a short vacation. Garry Karp was in charge during Parke's absence.

At Schlingler (Squires Amusement, Poughkeepsie) just the New York boys a visit on a buying trip. . . . Dave Zensburg, of Genco, was a visitor here last week. Bert Lane asked about him.

. . . Eddie Lane wrote some swell music, we hear, to the lyric Lovely Branches, which may soon prove one of the most popular coin songs. . . .

Harry Pearl is very particular about his operations, but lately he has had a letterhead designed for his exclusive use. . . . Billy Ehrenberg gets up at 4:30 a. m. to play pool. No one else has those great big thick steaks any more than Joe Darwin, of the Wurlitzer org.

JACK PITZONBONS

states sales have stepped up in the past few weeks to look like the days of Bumper and Reserve. Bally's novelty games are clicking in a big way, he states. He also has some ideas in mind which he'll be springing on the boys very soon. Just wait and are, Pitz says.

NEW JERSEY SHOTS

Phono ops from the Boster State, who chose Ray Russell advertising campaign "Up of New Jersey," are very proud of their choice and are challenging the rest of the country to do so as well. . . . Dave Stern, of National Vending Co., Elizabeth, says he's just received a shipment of new salesbooths that are better.

The Amusement Board of Trade of New Jersey is completing plans to continue its newspaper advertising campaign until the end of the year. They have worked out a plan that has the cooperation of leading ops and jobbers in

Mercury



Immediate Delivery.

Mercury Taken Payout.

Our customers find it most profitable to operate. Write us on Geocochon Columbus, Sparks Zephyrs.

POPE DISTRIBUTING CO.

519 Ouachita Ave.
MONROE LOUISIANA

ORDER NOW!

See how many operations you can run on one machine. **\$97.50**
See how many operations you can run on one machine. **\$69.50**
See how many operations you can run on one machine. **\$79.50**

On receipt of order—shipped express unless otherwise indicated. Genco's are delivered subject to inspection. Genco's are delivered subject to prior sale.

RUSH YOUR ORDERS!
AUTOMATIC SALES CO.

416-B Broad St., Nashville, Tenn.

Standard Sales, Spokane, Moves

SPOKANE, Wash., April 29.—Standard Sales Co. will be installed in its new and larger quarters May 1. The new location is South 171-173 Post street, Spokane.

They also announced an open house for all operators and friends on the date of opening. The firm is distributor of phonographs, amusement and vending machines, novelties, premiums, slotboards and phonograph records.



OFFICIALS OF THE LUNCHEONER SALES CORP. gather at party in their new Fifth avenue offices to celebrate introduction of the new Luncheoner Chancing Gum Vender and distributor of Jennings Branding Pecuni Vender. Left to right are Meyer B. Starr, B. G. Tabor, Hal Neeka, Dave Purstone, Ed Johnson, W. A. Kiecker and Albert Bowman.

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

Rescind Tax Is Opp's Plea

Mercantile tax repeal bill introduced by Pa. rep is given support

PHILADELPHIA, April 29.—Harry Wezellblatt, corresponding secretary of the Amusement Machine Operators' Association of Pennsylvania, will ask the coin machine associations through the State to elect a leader of the Central Pittsburgh Amusement Game Association and send a delegation to Harrisburg to enlist support for House Bill No. 426, introduced by Representative Bell.

"This measure reducing mercantile assessments on pinball games is receiving widespread support from all operators in Pennsylvania. This is the only legislative measure introduced at this session which offers relief from the oppressive tax measures now in effect," declared Wezellblatt.

Wezellblatt also related that the case of Nettie vs. the Commonwealth, which was scheduled to be heard in Harrisburg May 8, has been postponed until May 15 and will be heard in Philadelphia instead. The court at this hearing will decide upon the legality of the mercantile assessment taxing operators \$20 for the machines and \$15 for all subsequent games. Bernard B. Coish and Lemuel B. Schofield will argue the case on behalf of the operators.

The passage of this bill reducing taxes to \$5 on the first game and \$3 on the others will automatically help the trade, Wezellblatt declared.

Saratoga Sales Signify Success

CHICAGO, April 29.—William (The Sphinx) Cohen, head of the Bellen Sales Co., Minneapolis, reports that he finds himself in the same predicament as that famous railroad character, Finnigan, who wired that his engine, "On sign—no sign, Finnigan."

Said Cohen, "Finn's new Saratoga Square field has kept me hopping to maintain a lead in new machines from the factory into my headquarters and out again to the operators. I've been hard just to keep up with orders and as fast as the Pace factory ships them in I ship them out. My daily reports to operators who are waiting for their Saratoga go something like this: An operator telephones about the time I receive a shipment and I say, 'They're in!' A few hours later another operator sends in his rush order via phone, and I say, 'They're out!' and I say, 'In!' 'In again—no again, Cohen."

"This demand for Saratoga Square field is fully justified by the results the game is producing on locations up in my territory. And in addition to the terrific construction work it makes profits that much greater for our customers, Saratoga is available in four models for location—correct. There it

"A BIT OF COMFORTING NEWS"

PHILADELPHIA, April 29.—Harry Wezellblatt, corresponding secretary of the Amusement Machine Operators' Association of Pennsylvania, will ask the coin machine associations through the State to elect a leader of the Central Pittsburgh Amusement Game Association and send a delegation to Harrisburg to enlist support for House Bill No. 426, introduced by Representative Bell.



GAHLING ON THE STOCK MARKET is important news, check the daily lives of the people. Carleton's features in The Wash. Post, says: 'Gahlings' copy of comforting news.

FIRST CHOICE! AMONG OPERATORS WHO KNOW!

EVANS' GALLOPING DOMINOS

WITH JACKPOT AND NEW LEGAL SKILL FEATURE!

NEVER SUCCESSFULLY IMITATED!

THE PERFECT GAME FOR RESTRICTED TERRITORY!

Why gamble? Try GALLOPING DOMINOS in a turn which offers by the greatest record ever attained by a coin machine in 2 years its production, exciting action and game in its class! No other game can equal its playfulness and excitement!

Has sweeping new idea—BIC player appeal. Grand jackpot of \$37.15 to \$4.00.

PLUS the regular payoff! Sensational new \$20 feature makes BIC perfectly legal!

AND NEW 1939! HMAK absolutely protects your profits—defers cheating! HMAK stops grid frame slugs, gum, strag, steel strips, etc. HMAK prevents acceptance of new jewelry—B.I.K. slugs, shielded magnets, etc. HMAK self temper appeal.

Discard of loose wire, fly, feathers, etc. Best feature—premium engineering, make it an investment that can't be matched!

At Your jobber or Write, Wire or Phone HATMARKET 7630

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

DEAL WITH GAIL—ALWAYS A SQUARE DEAL

27 Trilobes \$27.50	2 Duplicating Diamond, New York Style \$27.50
28 Grand Bluffs 28.00	10 Royal Game 30.00
22 Metropolitan 22.00	4 Family Bank 30.00
25 Grand 25.00	4 Family Bank 30.00
3 Post Star 75.00	4 Family Bank 30.00
25 Grand 25.00	4 Family Bank 30.00
Rock-Ola Imperial, 18 Round, with Illuminated Grid 75.00		
Rock-Ola Imperial, 25 Round, with Illuminated Grid 75.00		
Rock-Ola Imperial, 18 Round, with Illuminated Grid 75.00		
Rock-Ola Imperial, 25 Round, with Illuminated Grid 75.00		
Rock-Ola Imperial, 18 Round, with Illuminated Grid 75.00		
Rock-Ola Imperial, 25 Round, with Illuminated Grid 75.00		

BRITV AMUSEMENT CO., 2480 Main Street, Kansas City, Mo.

the skill control model with or without built-in slug rejector; use the junker model, similar to the Saratoga regular, with or without slug rejector."

Vending Firm in New Headquarters

PHILADELPHIA, April 29.—Bake Coin Machine Exchange, one of the well-known merchandising machine distributors in the city, will move from its present headquarters at 5436 Woodland avenue to a larger, more modern and centrally located offices at 3-7-23rd Street, just one building south of Market street, on May 1, Joseph Rakovsky announced.

"Our need for greater space has been obvious for quite some time and we have been searching for a choice location which would be centrally located so that operators would have easy quick access to our new offices," Rakovsky said, "After a great deal of investigation of various sections we have selected our new location."

In our new offices we will continue to carry the same complete line of coin machine parts and merchandising machines which we have always stocked. In addition to our regular line of merchandise we have been afforded the opportunity to supply operators with all parts and merchandising machines manufactured by the Columbia Vending Co. We have recently been appointed distributor for the local territory by this company and will continue to augment our stock with merchandise of other outstanding manufacturers and companies.

Also the new offices will be opened for business on May 1 by Rakovsky planned that a formal opening and party

JUST A FEW LEFT!

FAIRBOURS \$22.50
PLESTWOODS \$22.50

MT. ROYAL NOVELTY, Inc.
808 E. Baltimore St., Baltimore, Md.

for operators will be held about 10 days after business is inaugurated at this new office. The early opening will be necessitated by the imperative demand for larger display room as well as space in which to store the increased stock of parts and merchandise machines.

For more than 14 years the ITM has been supplying operators with all types of used and new merchandise. Their clientele is now solely confined to local operators who are maintaining an informed operators thru the country of BA complete stock and varied lines.

Coin Back Rest

PHILADELPHIA, April 29.—Lynn Brown, popular operator whose firm is known as the State Novelty Co., has invented a coin-operated back rest for stadiums and similar halls. A major company is said to be eliciting much interest in the new idea.

The back rest is located under the seat and when a coin is inserted in the coin chute, located in front of seat, the back resting device comes into place. As presently tried out, the invention operates on a dime.

COLUMBIA CIGARETTE BELLS

The original concealed payout bell—with full range of awards—and many other exclusive features.

Write today for Complete Information and Prices

Gretchen Tool Co.

130 N. Union Chicago

the Northern New Jersey territory. Completion of final details were celebrated at a dinner on April 27 at Newark's Essex House.

JOE CALCUTT of Venoco, Fayetteville, N. C., is one man who keeps the Old factories constantly on the jump with his endless orders for equipment. All the manufacturers eagerly look forward to his long-distance phone calls and telegrams.

OFF THE COUP? I. H. (Les) Rollstein, of Banner Specialty, has a great booster for "Bermuda" that is sure to click with the women in his territory. Nat Cohn has purchased a special pair of "crisis pants" for that Bermuda trip. To compete with the low-entry game of employees David allows 10-minute periods of rest at 10 a.m. and 3 p.m. At Douglas says it helps boost p.m. "Bermuda Souvenirs is doing a big job on Omaha, has one of the busiest offices on coin machine row.

MIKE MUNYER reports he's doing a bang-up job with his arcade equipment this spring. Altho he has been selling this type equipment for over 20 years, he is "hope" for 1939, he claims.

HERMAN (CHUBBY) BUDIN is busy these days supervising the building of a bigger and faster private office. Could it be called "the house that Chubby built"? Pearly, Budin's popular secretary, is back on the job again after a short vacation. The firm is to get married and become acquainted with the duties of marital bliss.

CONSORTS... Irving Sommers returned on Monday to the New York offices of Modern Vending Co. He has been away since last November—entirely too long a time for his friends. Jack Rubin, Brooklyn territory, is a great booster for the "Music Machine Operators' Association." Jack Semmel is still the King (thru the Ace, Queen, Jack and Ten, etc.) of the rummy, pinocle and poker-playing ops of Greater New York. ... Fred the Ace, Queen, Jack and Ten, etc.) of the rummy, pinocle and poker-playing ops of Greater New York. ... Fred the Ace, Queen, Jack and Ten, etc.) of the rummy, pinocle and poker-playing ops of Greater New York. ... Fred the Ace, Queen, Jack and Ten, etc.) of the rummy, pinocle and poker-playing ops of Greater New York.

SOLID PAID UP

A Record Run for a Record Breaking Bill Records That's Breaking Bill Records for Profits

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 DIVERSEY BVD, CHICAGO

IT'S HOT!

'AAPS'

SENSATIONAL LAUGH-PROVOKING 5-BALL NOVELTY TABLE

WITH A BRAND NEW PEER-LESS Model
TURNS Amused To Death @ \$89.50
Five Games and Free Game and
Free Ball Hole @ New V-Type Ball First Pay \$99.50
Two and a Half

THE HARRY HOPPE CORP.
Manufacturers
2718-40 N. Paulina St. Chicago

RUSH YOUR ORDER TODAY!

Fine Features Find Favor for Fair

CHICAGO, April 29.—The incorporation of a brand-new idea to build player appeal in our recent release, H.T. has resulted in wide popularity for the game on locations, says Dave Ginsburg, official of Gecco, Inc.

"This new appeal is the original and exclusive lighted out bonus award. Reports indicate that players like it very much. Added to the bonus award is the intermediate award system. The two features are doing an outstanding job of capturing and holding play."

"It is simple and easy. A score of 3,800 starts the intermediate award, and if the player knocks out the lights on the playing field he receives a bonus award of a free game for each 100 points registered on the backboard. The award system on Pair, Free Games and Intermediate, are a double attraction for repeat play and steadily increasing demands for the game from every quarter indicate that Fair is also doing fine job of piling up profits for the operators."

To Detroit to attend the showing of the new line of Seeburg phonographs for Michigan operators. They were met there by J. Greenberg, manager of the Pittsburgh office, and Julian Kratze, manager of the Detroit office. Clarence Byrne and Fred Koenert and other officials of the Seeburg Corp. were also in the party.

At Fern, Atlas road man, has just returned from an extended trip thru the territory with concrete evidence that operators are optimistic and look forward to favorable territorial conditions.

"It might be of interest to the devotees of horse riding to learn that Eddie Ginsburg, in a hotly contested polo game, defeated Clarence Byrne, of the Seeburg Corp., and Irving Ortiz, of the Atlas Novelty Co., by a score of 3 to 2. Ginsburg is blossoming out as quite a polo player, and one of these days is going to make the headlines," relating Ortiz.

Los Angeles

LOS ANGELES, April 29.—Making the rounds of amusement game sector—from all the shows to the express—the business was quite satisfactory. Recent difficulties have been ironed out and operators look forward to much better conditions. The Associated Operators of Los Angeles County, according to Gurley Brown, are growing in membership and report business very good with the West. The Western Vending Machine Operator's Association, of which J. H. Spitt is president, reports the largest membership in history of the organization.

Will P. Gahan, jobber in merchandise vendors, stated that business was very good and that buyers seemed to be interested more in the very best models.

Herb McClelland reports business as very satisfactory. Contact, Major, Chubbie and Fair are leading sellers. Mrs. McClelland is in charge of the office. Frank Lamb is salesman.

Paul Laymon says he is enjoying very satisfactory business and that the marble-game business had shown a pick-up. Associates with Laymon are Lucille Laymon, Bert Beuller, Don Bates, Dave Post, George Bard and Vic Schram.

Irving Bromberg, who had retired from the jobbing business, has re-entered the arena with new quarters on Venice-boulevard.

Henry Stewart and Jack McClelland, who left some time ago for Australia to engage in both jobbing and operating marble games, are reported doing well.

Out-of-town people noted around the jobbers' Frank RDR, of Chicago; P. H. Wilson, Phoenix; Ken W. E. Parsons, now operating vendors in San Diego; Louis Myers, of Chicago; David Ginsberg, Chicago; Ken W. E. Parsons, A. J. Pevz, J. D. Buckman, A. S. Preisher, Alex Kocopoulos, Bakerfield; Carl Fred, Trevilian, in San Diego; Jerry Cooper, Riverdale; Carl Collard, Gen Bernardino; Jack Arnoldus, Los Angeles; Fred J. Koenert, Gen Bernardino; Santa Barbara; Fred White, Visalia; and W. H. Short, San Bernardino, Calif.

Atlas Attaches Aweigh Anchors

CHICAGO, April 29.—"Members of the Atlas organization are really taking to the highways these days, what with all of the officials traveling in one part of the country or another," declare Atlas office workers.

"Morrie Ginsburg is at present in Los Angeles, Calif., accompanied by Max Jude, from Johannesburg, South Africa. Max Jude is a well-known coin machine man and theater owner from South Africa and is here on his annual visit to America."

—Eddie Ginsburg and Irving Ortiz went

QUALITY SPEAKS FOR ITSELF

SPECIAL ATTENTION TO EUROPEAN TRADE		STRAIGHT NOVELTIES —	
01 1228 Kentucky 78.00	12 Bonanza 85.00
02 1233 Trunk Tumbler	100.00	3 Fine Atlas 45.00
11 1207 Trunk Tumbler	34.00	4 Key Lulu 38.00
04 402 Hand Truck	34.00	7 Cash 49.00
05 Liberty Bells (711)	37.00	90 Royal 35.00
06 Liberty Bells (712)	32.00	100 Royal 35.00
07 Liberty Bells (713)	32.00	100 Royal 35.00
08 Liberty Bells (714)	32.00	100 Royal 35.00
09 Liberty Bells (715)	32.00	100 Royal 35.00
10 Liberty Bells (716)	32.00	100 Royal 35.00
11 Liberty Bells (717)	32.00	100 Royal 35.00
12 Liberty Bells (718)	32.00	100 Royal 35.00
13 Liberty Bells (719)	32.00	100 Royal 35.00
14 Liberty Bells (720)	32.00	100 Royal 35.00
15 Liberty Bells (721)	32.00	100 Royal 35.00
16 Liberty Bells (722)	32.00	100 Royal 35.00
17 Liberty Bells (723)	32.00	100 Royal 35.00
18 Liberty Bells (724)	32.00	100 Royal 35.00
19 Liberty Bells (725)	32.00	100 Royal 35.00
20 Liberty Bells (726)	32.00	100 Royal 35.00
21 Liberty Bells (727)	32.00	100 Royal 35.00
22 Liberty Bells (728)	32.00	100 Royal 35.00
23 Liberty Bells (729)	32.00	100 Royal 35.00
24 Liberty Bells (730)	32.00	100 Royal 35.00
25 Liberty Bells (731)	32.00	100 Royal 35.00
26 Liberty Bells (732)	32.00	100 Royal 35.00
27 Liberty Bells (733)	32.00	100 Royal 35.00
28 Liberty Bells (734)	32.00	100 Royal 35.00
29 Liberty Bells (735)	32.00	100 Royal 35.00
30 Liberty Bells (736)	32.00	100 Royal 35.00
31 Liberty Bells (737)	32.00	100 Royal 35.00
32 Liberty Bells (738)	32.00	100 Royal 35.00
33 Liberty Bells (739)	32.00	100 Royal 35.00
34 Liberty Bells (740)	32.00	100 Royal 35.00
35 Liberty Bells (741)	32.00	100 Royal 35.00
36 Liberty Bells (742)	32.00	100 Royal 35.00
37 Liberty Bells (743)	32.00	100 Royal 35.00
38 Liberty Bells (744)	32.00	100 Royal 35.00
39 Liberty Bells (745)	32.00	100 Royal 35.00
40 Liberty Bells (746)	32.00	100 Royal 35.00
41 Liberty Bells (747)	32.00	100 Royal 35.00
42 Liberty Bells (748)	32.00	100 Royal 35.00
43 Liberty Bells (749)	32.00	100 Royal 35.00
44 Liberty Bells (750)	32.00	100 Royal 35.00
45 Liberty Bells (751)	32.00	100 Royal 35.00
46 Liberty Bells (752)	32.00	100 Royal 35.00
47 Liberty Bells (753)	32.00	100 Royal 35.00
48 Liberty Bells (754)	32.00	100 Royal 35.00
49 Liberty Bells (755)	32.00	100 Royal 35.00
50 Liberty Bells (756)	32.00	100 Royal 35.00
51 Liberty Bells (757)	32.00	100 Royal 35.00
52 Liberty Bells (758)	32.00	100 Royal 35.00
53 Liberty Bells (759)	32.00	100 Royal 35.00
54 Liberty Bells (760)	32.00	100 Royal 35.00
55 Liberty Bells (761)	32.00	100 Royal 35.00
56 Liberty Bells (762)	32.00	100 Royal 35.00
57 Liberty Bells (763)	32.00	100 Royal 35.00
58 Liberty Bells (764)	32.00	100 Royal 35.00
59 Liberty Bells (765)	32.00	100 Royal 35.00
60 Liberty Bells (766)	32.00	100 Royal 35.00
61 Liberty Bells (767)	32.00	100 Royal 35.00
62 Liberty Bells (768)	32.00	100 Royal 35.00
63 Liberty Bells (769)	32.00	100 Royal 35.00
64 Liberty Bells (770)	32.00	100 Royal 35.00
65 Liberty Bells (771)	32.00	100 Royal 35.00
66 Liberty Bells (772)	32.00	100 Royal 35.00
67 Liberty Bells (773)	32.00	100 Royal 35.00
68 Liberty Bells (774)	32.00	100 Royal 35.00
69 Liberty Bells (775)	32.00	100 Royal 35.00
70 Liberty Bells (776)	32.00	100 Royal 35.00
71 Liberty Bells (777)	32.00	100 Royal 35.00
72 Liberty Bells (778)	32.00	100 Royal 35.00
73 Liberty Bells (779)	32.00	100 Royal 35.00
74 Liberty Bells (780)	32.00	100 Royal 35.00
75 Liberty Bells (781)	32.00	100 Royal 35.00
76 Liberty Bells (782)	32.00	100 Royal 35.00
77 Liberty Bells (783)	32.00	100 Royal 35.00
78 Liberty Bells (784)	32.00	100 Royal 35.00
79 Liberty Bells (785)	32.00	100 Royal 35.00
80 Liberty Bells (786)	32.00	100 Royal 35.00
81 Liberty Bells (787)	32.00	100 Royal 35.00
82 Liberty Bells (788)	32.00	100 Royal 35.00
83 Liberty Bells (789)	32.00	100 Royal 35.00
84 Liberty Bells (790)	32.00	100 Royal 35.00
85 Liberty Bells (791)	32.00	100 Royal 35.00
86 Liberty Bells (792)	32.00	100 Royal 35.00
87 Liberty Bells (793)	32.00	100 Royal 35.00
88 Liberty Bells (794)	32.00	100 Royal 35.00
89 Liberty Bells (795)	32.00	100 Royal 35.00
90 Liberty Bells (796)	32.00	100 Royal 35.00
91 Liberty Bells (797)	32.00	100 Royal 35.00
92 Liberty Bells (798)	32.00	100 Royal 35.00
93 Liberty Bells (799)	32.00	100 Royal 35.00
94 Liberty Bells (800)	32.00	100 Royal 35.00
95 Liberty Bells (801)	32.00	100 Royal 35.00
96 Liberty Bells (802)	32.00	100 Royal 35.00
97 Liberty Bells (803)	32.00	100 Royal 35.00
98 Liberty Bells (804)	32.00	100 Royal 35.00
99 Liberty Bells (805)	32.00	100 Royal 35.00
100 Liberty Bells (806)	32.00	100 Royal 35.00

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNegie AVE., CLEVELAND, OHIO.

EVERYBODY WINS

SALESBOARD SMASH HIT!

The deal of deals. Everybody wins a big consolation and starts playing Pocky Pin It! Operators get what they desire, 16 to 20c. Value in 54.00. Order 4302197. Price per deal \$2.00. 10 Deal, \$17.00. \$100.00—Deal in game with Art Pine Machine. Per deal \$2.00. Best request only.

See Our Other Sale in This Issue.

JOSEPH HAHN COMPANY
217-223 W. Belmont Street, Chicago.

Daval Delivers Despite Downpour

CHICAGO, April 29.—"Ernest M. Marley, Midwestern representative of Daval, has been commended by Daval distributors in West Virginia and Ohio for the efficient manner in which he overcame flood hazards in supervising delivery of Box Score, Daval's 5-ball baseball novelty game," reports the firm.

"Blizzarding rains and melting snows caused the Ohio River to overflow, affecting the adjoining landscape with trees, rafters and other debris. Marley left Parkersburg, W. Va., on the only road open into Ohio and found it necessary to explain inhourly thru deep water and mud-holes on the highway. At Portsmouth he found it impossible to cross the river and detoured many miles thru the hills in order to get over the river on a very high bridge which crosses into Kentucky."

"Thermoster Marley's route was one of real hardship, driving over hills and thru miniature lakes and bucking mud and other flood hazards. But volume orders on Box Score in his territory kept Marley driving constantly. Operators and distributors in the portions covered by him were glad to know that their Box Score shipments would come thru on time."

A. E. OBERGO, one of the leading North Dakota operators, having been in the business for over 30 years, whose picture was snapped recently while visiting the *How-Games* Co. Minneapolis. Mr. Obergo, who has recently returned from an extensive vacation, also sold known in the operating field, specializing in personal weight scales.

JOSEPH HAHN COMPANY
217-223 W. Belmont Street, Chicago.

ATLAS VALUE PARADE

THIS WEEK'S SPECIALS

PHOTOGRAPHS	
SECURUS MODEL A.....	\$6.50
SECURUS MODEL A.....	\$6.50
WUHLITZER #12.....	\$2.50
ILLUMINATED GRILL INSTALLED ON ALL MODELS—1100 EXTRA SLOTS	
54, 100, 224 WAX EAGLE SLIDS	
347 Thomas cost \$400,000.....	\$39.50
DE WILDE FRONT TWIN CHIEF.....	\$2.50
419,000.....	\$2.50
SECRETARY BELL.....	\$2.50
1927 Ford Auto.....	\$2.50
GRAYSTONE COLUMBIA (100.....	\$2.50

TERMS: 1/2 Deposit, Balance C. O. D.
 Or Price Balance Left Linn and Graham Division of Independent Photographs.
 Picture Division, Realty Corp., 312 and 314 Grand Ave.,
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 WRITE FOR YOUR COPY.

ATLAS NOVELTY CO.

2300 N. Western Ave., CHICAGO, ILL. (General Offices)
 815 1/2 First St., PITTSBURGH, PA.

Associate Office Atlas Automatic Mule Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

GOOD THINGS COME IN PAIRS!

LOT-O-SMOKE

SENSATIONAL NEW TWIN TO FAMOUS LOT-O-FUN!
 SAME PERFECTION!
 SAME "COME-ON!"
 SAME TREMENDOUS EARNING POWER!
 FEATURES POPULAR BRANDS OF CIGARETTES

EITHER GAME NOVELY
\$89.50
 FREE PLAY
\$99.50

LOT-O-FUN

No. 1 IN THE COIN MACHINE HIT PARADE!
 "POSITIVELY IN A CLASS BY ITSELF!"
 Say Operators, Distributors, Jobbers and even Manufacturers!
IMMEDIATE DELIVERY
D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO

Seek Plans to Promote Fair Trade Practices

Philadelphia operators seek help of jobbers in plans—discuss unfair acts and the remedy—95 per cent of operators said to be ethical

PHILADELPHIA, April 29—An effort to keep the coin machine industry in Philadelphia on its accustomed plane, the Philadelphia Coin Machine Operators' Association is seeking the co-operation of jobbers and distributors in a line of warning and advising the operators who do not adhere to the fair trade practices established by the association. This move is designed to stabilize the industry and establish uniform rates for all operators. Frank P. Bly, vice-president of the group, second non-member operators of introducing cut-throat competitive methods by grabbing locations by unfair means, renting machines at various prices, charging exorbitant commissions. Bly made it clear that the organization does not want to drive anyone from the business. In fact, he said, every inducement has been offered to get them into the association so that they would subscribe to the fair-trade practice in effect. Repeated violation having failed, more aggressive means would be taken so that the high standards of the industry can be maintained.

The matter was discussed by both operators and distributors at the meeting of the Philadelphia Amusement Machine Operators' Association held last Tuesday at the Mayfair Hotel here. Bly reported that progress had been made and negotiations will continue at the next meeting of the group.

"It is significant to note," he said, "that 95 per cent of the operators in this area are members of our group. Among those that are not members are those who are not in harmony and unanimity of thought and action in keeping the standards of the industry on a high plane. Differences among our membership are amicably settled. There is no unmeted cutting of one operator by another among our men."

The matter remaining 5 per cent who are not members of the association who are trading havoc in the industry. Not being patronized by group discipline they have set their own level and degraded our calling by introducing cut-throat competition, which if not stopped immediately will soon force legitimate operators to lower the standards and drop to that level.

"The jobbers and distributors are cognizant of these conditions and are as anxious to eliminate them as we are. We hope that the current negotiations are a step toward this direction. Operators in other cities are sure to follow our lead and in a short time we can look forward to better conditions in this field throughout the country."

Bly revealed that he has spent some time investigating conditions in an up-State town. He found that phony operators were offering music machines in locations where the music operators were installing fine grand pianos in order to get the spot. He credited this to the lack of an association in that town and was glad that these conditions be brought to Philadelphia unless the activities of this outlaw group were curbed.

Negotiations between distributors and coin operators will continue at a meeting to be held in the Mayfair Hotel May 7.

Mills Square Bell Aids Territories

CHICAGO, April 29—Harold Perkins, Mills Novelty, says that "some time ago Albert Goury bought a Square Bell to try out in his territory, which was territory where there had been no activity in the coin machine business for over two years. In looking at the Square Bell he immediately visualized the machine completely—knew that it had everything needed to attract attention and get the play on coin-operated equipment. In addition it had a different type of construction—a construction similar to that of the crane-type machine. The thing that appealed to Albert Goury was the skill feature. This is the compartment on the right-hand side of the top of the machine; it is absolutely necessary this skill play be made before any rewards are received.

"Albert Goury introduced one machine into his territory; then bought two more. He wrote, and continued to buy the machinery, and he made arrangements with locations.

USED MACHINE BARGAINS

Palm Springs.....	\$18.00	Single Gun.....	\$ 7.00
Floor.....	\$2.50	YTD Mini Gun.....	\$ 3.00
Model.....	\$2.50	YTD Mini Gun.....	\$ 3.00

GOTTLIEB'S LOT-O-FUN IN STOCK
 EXCLUSIVE DISTRIBUTORS, NEW YORK AND NEW JERSEY
 STORE'S CHUBBIE IS STILL GOING STRONG!
 Write for literature of all these Coin-Operated Low Prices!

BUDIN'S SPECIALTIES, Inc.
 174 E. Postland Ave.
 Tel. Nevers 8-7522

Minneapolis

MINNEAPOLIS, April 29—If enthusiasm and attendance are criteria of favorable business prospects, then the Northville music research must be looking forward to a great season in Minnesota, North Dakota and South Dakota.

W. O. James Co., distributor for Secur-Bury phonographs, gave a twoday preview of new Secur-Bury phonographs at the Nicolet Hotel here on APRIL 22 and 23 in co-operation with the factory. Response to invitations was very satisfactory and more than 200 registered during the two days.

Coming at the time when business is just beginning to open up in the resort territory, operators expressed themselves as highly pleased with the new machines.

In addition, a preview was also given of the new Ray-o-Lite target machine made by the Secur-Bury firm. Operators realized it as a valuable contribution to the high-grade class of legitimate machines. Fine weather here operators were anxious to come out and see the new machines.

Minneapolis is the home of the Minneapolis Millers, of the American Association, who are one of the best money-making lots in the association. Naturally there are many baseball fans among the jobbers and operators.

Local jobbers and operators were heard making up parties in groups from 10 to 15 people for the opening game on Wednesday, April 26. So it looks as the localities will have to wait for their service calls till after the game.

A CORNER OF THE BIRMINGHAM VENDING CO. showroom, where Birmingham operators may view Rock-Ola phonographs. From left to right: Joe Allen, Max Hurech (at the standard model), Harry Hurech (at de luxe model), Nathan Allen and Lottie Stein.

A POWERFUL MONEY MAKER

BOX SCORE

PLAYERS WIN ON HOME RUNS, HI-SCORE OR BOTH!

Here are a few reasons why BOX SCORE, in its fourth week of production, is already smashing all-time hit-game records:

BOX SCORE IS THE ONLY GAME WITH:

- * EXCITING SOUND EFFECTS!
- * TRIPLE ILLUMINATED CHANNELS AND SHIFTING LIGHTS!
- * A POSSIBLE SCORE OF 20 HOME RUNS!
- * SPECIAL LIGHT-SCORE EFFECTS!

No Wonder It's Today's Hit-Game!
ORDER BOX - SCORE

DAVAL
315 N. HOYNE
CHICAGO

*** BOX SCORE OFFICIALLY CELEBRATES BASEBALL'S 100-YEAR ANNIVERSARY! ***

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES (F-5075)

You'll Never Regret Investing in **BARREL OF ACES (F-5075)**

The results are AMAZING. The barrel is overflowing with bubbles and the lucky ones choose the ones they want, 2295 Holes and the Top Payout is \$25.00.

Takes in \$114.75
Pay Average \$9.25
Average Profit \$ 5.46

Price **\$3.71** each

IT'S A SURE WINNER — ORDER TODAY

CHAS. A. BREWER & SONS

Largest Board and Card House in the World,
6370 HARVARD AVENUE, CHICAGO, U. S. A.



CMMA Show
Jan. 15-18

Association announces convention dates — not yet soliciting space

CHICAGO, April 29.—Announcement has been made by James A. Gilmore, secretary of the Coin Machine Manufac-

urers Association, that the 1940 Coin Machine Show and Convention will be held at the Hotel Sherman, Chicago, January 15-18, 1940.

Said Gilmore: "We are not soliciting contracts for exhibit space as yet. We are merely advising the coin machine industry that we have contacted with the Hotel Sherman for these dates."

"Our activities in the meantime will continue to be promotion of co-operation on legislative matters and publicity favorable to the industry thru which manufacturers, distributors and operators may all hope to benefit."

"Any information on such matters that we have in our office, or may be able to obtain, is available to anyone in the industry on request."

"THE HOUSE OF PROVEN WINNERS"

NOVELTY GAMES

Wrenchs	Flint 13 Metered ..	\$15.00
Arrowhead	Old Ball	24.50
Arcade	Bally Reserve, Frog	24.50
Bally Thunderbolt ..	Play	12.50
Bally World's Fair ..	Qualified, Frog Fly	44.50
Pezzomont		

AUTOMATIC PAYOUTS

Credit and, New, in	\$110.00
Crate	
Hypothermia, Blown, in	119.00
Collidewheel	11.25
Mints Vase Packed ..	29.50
Daval Tally	11.00

J and J NOVELTY CO.

4840 MT. ELLIOTT AVE., (Place 1433) DETROIT, MICH.

OPERATORS—GET SERIES WISE

Baseball Series Are Certain Weekly Money-makers

WRITE TODAY FOR DETAILS

FREE—1939 Baseball Schedule

FREE—72-Page Book-a-Log

FREE—Werts Stimulator News



1118 HONOR MAYOR KIRK of Elizabeth, N. J., who plans to see the new Rock-Ola Lustrary lighting phonograph of the National Vending Co. party, compliments Fred Prag on the phonograph.

FIFTH INNING SPOTTEM

NEW BALLY Baseball Hit

REALISTIC BASEBALL ACTION

PLAYERS RUN BASES ON
"FLASH-ACTION" BACK-GLASS

HOME-RUN ROLL-OVERS
"WHEN LIT" ROLL-OVERS

OUT-BALL RETURN—CLEVER SCORE BUILD-UP

4-WAY ADJUSTMENTS—FULLY METERED

Earning double-header profits on location
week after week. Boost your collection
batting average by ordering FIFTH
INNING today!

\$79.50

Free Play: \$38.50

WRITE
FOR FOLDERS
PACEMAKER
MULTIPLE RESERVE
BALLY BELL

Fastest Money-Maker SINCE BALLY RESERVE

Not a reserve game—but actually
earning more money on loca-
tion than Bally Reserve ever
earned! And keeping it up week
after week! Fascinating SCORE
BUILD-UP . . . and FREE
NUMBERS feature insures con-
tinuous repeat play! Try just
one sample, let the cash box
convince you!

\$79.50

Free Play: \$48.50

BALLY MFG. COMPANY

2640 BELMONT AVENUE
CHICAGO, ILLINOIS

READ

THIS CERTIFIED
STATEMENT BY
AN OPERATOR
WHO HAS GEN-
CO'S "FAIR" ON
40% OF HIS LO-
CATIONS*

"Bert Lane gave me
one of the first sam-
ples of FAIR to test.
I wasn't sold on it un-
til the first 3 days' col-
lection in the test lo-
cation netted me as
much as the whole
week on the previous
game, which I had con-
sidered a hot number.
I followed up with 4
more FAIRS and results
have been so amazing-
ly successful that I'm
continuing to fill up
my route with them."

(Operator's Name on Request)

FAIR
IS THE BIGGEST
REPEAT-ORDER
GAME THIS YEAR
Get Going with FAIR!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

EMPIRE REEL POKER

16 Play Cigarette Machine.

1c, 5c, 10c, 25c Play Deuces wild.



Both machines equipped with
Ball Gum Vender. Reels have
positive stop—cannot be pulled
on or checked. Absolutely
phenomenal in earning power.
Small, but made for big use
and hard abuse.

Order Sample of Each TODAY.

Only **\$17.50** Each

1/2 Deposit With Order.

SICKING, Inc., 1922 Freeman Ave., Cincinnati, O.

SAVOY'S WEEKLY SPECIALS

ONE BALLS	CONSOLES	RE-CONDITIONED AND GUARANTEED
Hardball Tennis \$100.00	Triple Enjoy Cab \$140.00	Play Ball \$100.00
Wagon Race \$50.00	St. 222 \$100.00	Play Ball \$100.00
Grandstand \$50.00	St. 227 Red Mt. \$100.00	Play Ball \$100.00
Triathlon \$50.00	Play Ball \$100.00	Play Ball \$100.00
Auto Race \$50.00	Play Ball \$100.00	Play Ball \$100.00
Base \$50.00	Play Ball \$100.00	Play Ball \$100.00
Auto Race \$50.00	Play Ball \$100.00	Play Ball \$100.00
Base \$50.00	Play Ball \$100.00	Play Ball \$100.00
Auto Race \$50.00	Play Ball \$100.00	Play Ball \$100.00
Base \$50.00	Play Ball \$100.00	Play Ball \$100.00
Auto Race \$50.00	Play Ball \$100.00	Play Ball \$100.00
Base \$50.00	Play Ball \$100.00	Play Ball \$100.00
Auto Race \$50.00	Play Ball \$100.00	Play Ball \$100.00
Base \$50.00	Play Ball \$100.00	Play Ball \$100.00
Auto Race \$50.00	Play Ball \$100.00	Play Ball \$100.00
Base \$50.00	Play Ball \$100.00	Play Ball \$100.00
Auto Race \$50.00	Play Ball \$100.00	Play Ball \$100.00
Base \$50.00	Play Ball \$100.00	Play Ball \$100.00

SAVOY PRICES CO. (Cable: SAVENCO)

General Office: 408-B W. FRANKLIN ST., BALTIMORE, MD.
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FOR IMMEDIATE DELIVERY
GENCO RINK-FAIR • BALLY SPOTTEM-FIFTH INNING
CHICAGO MAJORS • EXHIBIT CONTACT
COTTLE LOT-O-FUN • WESTERN HOLD-TIGHT
50 USED COTTLES 3-WAY CRIPS . . . \$9.50 EACH

We will accept in trade: Game Cases, Bats, Play Tables, Etc., on New or Used Games.
WRITE FOR OUR COMPLETE LIST OF SAVENCO
GRAND NATIONAL SALES CO., 2304-06-03 W. Armitage Ave.,
CHICAGO, ILL.

"HOLD TIGHT" WESTERN'S

New Free Game
at **\$99.50**

Watch the curves—
Here comes the fastest money
corner of all times.

SACRIFICE

All payout games, consoles and
slot machines.
Be sure to get our weekly
Eagan Price List.

1000 games to select from.

SAM MAY & CO.
2611 Maryland, Baltimore, Md.
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SELLING OUT 200 GREAT CONSOLES

Frank Gallopino Dominos . . . \$5.00
Evans Baseballs . . . 60.00
Kenny Red Head Trifolines . . . 70.00
Kenny Kentucky Club . . . 79.50
Roy's Tracks . . . 43.00
Mills Crib Ball Venders, Very
Loyal Model, Used Only 2
Weeks, Little Used . . . 124.50
1/2 With Order, Bal. C. O. D.
ALSO MANY OTHERS! EVERY ONE
FULLY GUARANTEED BY NATION-
ALLY KNOWN FIRM! PRICES MUST
BE PLEASED! ACT QUICK—RUSH
YOUR ORDER IMMEDIATELY!
BOX No. 958
in care of THE BILLBOARD
1364 BROADWAY, NEW YORK

only **ROCKOLA** *has* *** DOUBLE CASH BOX**

THE DOUBLE CASH BOX ON THE DELUXE MODEL ONLY

**JUST WHAT YOU NEED
TO HOLD THE BEST
SUMMER SPOTS**

**ONLY ROCK-OLA *Luxury Lightup*
HAS ALL OF THESE FEATURES**

Greater AREA OF CATALIN—heavy, durable translucent colored plastic. Luxury Lightup models have twice as much catalin as any other make and double the sales appeal!

Greater AREA OF ANIMATION—Luxury Lightup models fascinate the crowds with the play of continuous floating clouds of colorful lights flowing through the colored catalin areas.

Rock-ola's FAMOUS 99% SLUG-PROOF COIN CHUTE is standard equipment on Luxury Lightup Models. Takes real money only. Rejects all slugs in receptacle below. Illuminated.

New "LIVING" TONE—Modern powerful amplifier features clear, true-to-life tone. New custom-built Jensen Speaker handles full output of powerful amplifier without distortion.



DE LUXE

*Two
LUXURY LIGHTUP
Models*



STANDARD

CASH IN on Rock-ola's new, exclusive DOUBLE CASHBOX feature during the 1939 summer season! The best summer music spots often have games and other coin operated equipment. Phone calls for "more nickels" are costly in more ways than one.

WHAT IS DOUBLE CASHBOX?

Rock-ola's DELUXE Model has a special "location cashbox" in addition to the usual operator's cashbox. The extra cashbox is accessible from outside the cabinet and has its own set of keys. Inside the Rock-ola is an automatic divider which can be set to send one-half, one-third, or one-quarter of all the nickels into the location cashbox. It's simple! Convenient! It gets and holds the best spots! When the proprietor needs nickels he gets them from his own special cashbox.

LAY YOUR SUMMER PLANS NOW

Send to the Rock-ola factory for a Luxury Lightup Catalog. Show prospective locations the DOUBLE CASHBOX feature . . . and the many other Rock-ola features of superiority. Buy Rock-ola . . . make more money on music this summer than ever before.



ROCK-OLA MFG. CORPORATION 800 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS

ARTIE SHAW

The Band of the Year!



CURRENTLY SMASHING ALL BOX-OFFICE RECORDS AT THE PALOMAR, LOS ANGELES!

Hear Artie Shaw on Victor-Bluebird Records an record best-seller lists everywhere with "Begin The Beguine" and dozens of other smash discs.

"Artie Shaw was accorded the greatest welcome and reception ever given a band in Los Angeles on his Palomar opening. Shaw broke all existing box-office and attendance records for opening night events with 8,713 dancers wildly cheering and applauding."

GEORGE ANDERSON, Mgr., Palomar, Los Angeles

Listen to Artie Shaw on the OLD GOLD Radio Program with Robert Benchley. Currently 5 days, CBS, 10 p.m. E. S. T. Starting May 28, Tuesday, NBC, 9 p.m. E. S. T., also several times weekly from the Palomar via NBC.

FOLLOWING TRANS-CONTINENTAL TOUR OF THEATRES AND BALLROOMS STARTING JULY 1 ARTIE SHAW'S BAND WILL OPEN THE NEW CAFE ROUGE at the Hotel Pennsylvania in New York City on October 12.

MANAGEMENT

Rockwell

1ST

band in The Billboard College Poll.

1ST

swing band in Scripps-Howard Annual Poll.

1ST

swing band in Downbeat's Annual Poll.

GENERAL AMUSEMENT CORPORATION