

RADIO

STAGE

NIGHT SPOTS

PICTURES

APR 30 1938
OUTDOOR

APRIL 30, 1938

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The Billboard

The World's Foremost Amusement Weekly



—staff photo.

WALLACE FORD

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Pittsburgh's Clubs on Spot

Six licenses suspended by liquor board—27 total—tough on acts and bands

PITTSBURGH, April 23.—Licenses of six local night clubs have been suspended here by the State Liquor Control Board as Lew Mercur, of the Harlem Casino, and Rody Rutenbusch, attorney for the Bachelor's Club, moved center stage in court hearings of hot spots' violations of the liquor law that threaten to fold a majority of local small-time niteries and some of the big-timers.

High point of three weeks' parade of after-dark pleasure purveyors into court came when Rutenbusch slugged agent W. R. Wilson, of State board, during a bitterly fought hearing. Big gun in State's attack, Wilson charged that club sold drinks to nonmembers and operated no-limit poker game.

In another courtroom, Mercur was described by his attorney, John Duggan Jr., as a benevolent showman. Charged with selling liquor Sunday mornings, Mercur claimed thru Duggan that violations were attributable to "overzealous waiters to get tips," pointing out that his Sunday shows were permitted by a city ordinance, that his septa revues were "high class," and that 84 persons on his pay roll had been put out of work since closing of Casino three weeks ago pending outcome of current hearing.

Cross-examinations of dozens of club owners by liquor board are an aftermath of wholesale raids on March 5, when 90 State agents swooped down on 14 local niteries.

Almost all the cafes on State board's blacklist employed bands; a number of them used floor shows.

To date, 138 revocation hearings have been held, 37 licenses have been revoked and 21 suspended. Bond forfeitures ordered have totaled more than \$30,000.

Seek Brennan Testimonial

SYDNEY, Australia, April 16.—Australian Cinema Pioneers is soliciting the co-operation of allied theatrical organizations in a movement to honor the memory of the late Martin C. Brennan, pioneer in show business.

Overtures will be made to Actors' Equity, the Magicians' Club; Union Theaters, Ltd.; M-G-M, British Empire Films and other groups embracing the picture and legitimate theater interests by the Martin Brennan Trade Testimonial Committee. Alan J. Williamson is chairman.

Brennan was Australian correspondent of *The Billboard*.

Singing Waiters Celebrate

NEW YORK, April 23.—Entertaining Waiters' Association, composed of 800 local singing waiters, will hold a beef-steak dinner and dance Monday night at Irving Plaza.

Organization, headed by Tom Wardell, has been dickering for an American Federation of Labor charter.

Sex—A La Korda!

NEW YORK, April 23.—The boys are checking on this story which, if true, will find a great following among crustacean fanciers and explorers into the realm of things almost impossible.

Alexander Korda, it is being whispered, has spent three years and \$300,000 filming a technicolor short entitled *The Love Life of a Lobster!*

Omaha Considers License-Censor Rule

OMAHA, April 23.—Amusement enterprises of all kinds face new restrictions in the form of a city ordinance now being considered by the city council. New law if passed would provide for a \$1 permit good for one year, which must be obtained by written application to the city welfare board by all owners and operators of stage and motion picture theaters, night clubs, taverns, carnivals, street fairs, arcades or any other place where amusement exhibitions or shows are staged.

Proposed ordinance applies to all forms of shows, whether admission is charged or not. Would give the city welfare board summary control over all amusements, greatly expanded from authority now held by the city council under present ordinances.

The welfare (censor) board would have authority to revoke or suspend any show permit at any time at its own discretion whenever it decides a violation "has been committed or is about to be committed" against the amusement laws, board rules or decency ordinances. When a suspension is ordered the show must cease.

Giving the welfare board this much power would mean it would not have to go to the municipal courts for arrest warrants and would not have to present cases in court against violators. Violations carry fine of \$100 or 30 days in jail.

Opera for Pasadena

NEW YORK, April 23.—Roberto Carantini, manager of La Scala Opera Company, has contracted for the staging of *Aida* in the Rose Bowl, Pasadena, June 25 and indicated the opera productions would become annual, a different opera being given each summer.

FCC Okehs Two More Newspaper Stations; Six for F. E. Gannett

WASHINGTON, April 23.—Washington trade observers feel any anti-newspaper policy entertained by the Federal Communications Commission has been scuttled in view of recent decisions, with two delivered last week. Publisher Frank Gannett received a daytime station in Danville, Ill., and *The News-Gazette*, Champaign, Ill., operating WDWS daytime, was permitted to go full time. Neither case came in conflict with other applications. Grants by the FCC were for small locals, but radio lawyers believe that, added to other recent decisions, they total an almost pro-newspaper policy, even the experienced attorneys know that next week's decisions may find cases which could be interpreted as anti-newspaper.

William F. Mang Jr., general manager

Heidt is Guild P. A.

NEW YORK, April 23.—After 10 years as an assistant in the Theater Guild press department, during which time, according to reports, he frequently ran the office, Joe Heidt has finally been made general Guild press representative, starting May 7. One of the best liked lads on the stem, Heidt is figured as getting merely belated justice.

On the same date Helen Deutsch leaves as Guild p. a. Announcement sent out by herself, says she will take a year's vacation, which was the reason for her leaving. There have been plenty of stem rumors concerning spats with various members of the Guild board, too.

Streamlined Sacrilege?

PHILADELPHIA, April 23.—Vincent Lopez' streamlined version of *The Star-Spangled Banner* has been banned by Station WCAU, it was announced Thursday (21) by Stan Broza, program director. "That is one song that will never be adulterated or tampered with as long as I have anything to do with running this station," he said.

Broza explained that the national anthem was a "public trust" and to play it in any but its original form would be "sacrilege." The station plays the anthem at least twice daily—at the opening and the closing of its daily programs, 7 a.m. and 1 a.m.

of *The Youngstown* (O.) *Vindicator*, got a favorable nod from the FCC last week for a 100-watt daytime station in Youngstown, and this case has also been thrown in as a newspaper application by radio's legal fraternity. FCC commented that intervenor WKBN of Youngstown did not show in any manner that its present commercial support would be lessened by the new station.

Application of Juan Piza, of San Juan, Puerto Rico, operator of WNEL, and accused by rival applicant, United Theaters of San Juan, of making false statements to the FCC, was turned down cold by the commission. Piza had applied for an additional 100-watter in San Juan to take over advertising which was too much for the higher powered WNEL. Commission skipped over United Theaters' charges by stating that earlier FCC investigation and gone into matter and that case was closed. In denying Piza's application FCC explained at length that public interest, convenience and necessity would not be served, partly on grounds that Piza had not proved his case.

Another newspaper involved in last week's work at the FCC was *The Washington Evening Star*, when commission found it did not have jurisdiction over transfer of stock in the M. A. Leese Corp., which owns WMAL, to the Evening Star Newspaper Co. WMAL is now under lease to the National Broadcasting Co. until 1941.

WASHINGTON, April 23.—While getting brick-bats from Senator Minton's lobby investigating committee for his violent anti-New Deal activities, Gannett was having a pleasant surprise set for him at the other end of Pennsylvania avenue. Federal Communications Commission decided granting a 250-watt daytime station on 1500 kc. to Gannett would serve public interest, convenience and necessity. This brings Gannett holdings in radio to six stations, counting leases and partial ownerships. Thru his newspaper corporation he holds 20 per cent of WABY and 25 per cent of WOKO in Albany, N. Y.; 60 per cent of WHEG in Rochester; leases the Cornell station WESG at Ithaca, and owns WHDL at Olean, N. Y.

Cissie Loftus' Solo Run

NEW YORK, April 23.—Cissie Loftus, who has scored phenomenally with her Sunday evening recitals of impersonations, characterizations and anecdotes, is now set to continue them every Sunday for an indefinite period. Two shows at the Little Theater sold out, and the program was moved to the larger Lyceum, where business continues on the upgrade. Last Sunday the solo performance grossed \$1,157.50, a healthy take for any show.

WALLACE FORD

(This Week's Cover Subject)

WALLACE FORD'S real name is Samuel Jones, but he didn't know that until something like two years ago, when after many years of search and inquiry he found his mother living in extremely moderate circumstances in Manchester, England. Because she could not afford to keep him she had turned him over, as an infant, to Dr. Barnato's Orphan Home, London, from whence he was transferred to a branch institution in Toronto, Ont., and he never had laid eyes on her after until two years ago.

He found his way into the theater because that happened to be a way of eating regularly—or almost regularly. His career began in vaudeville, stock and repertory in Winnipeg, Man. In this country he spent three years barnstorming with third-rate repertoire shows and later joined Stuart Walker's Stock Company in Indianapolis.

His first chance at a part on Broadway was in Booth Tarkington's "Seventeen." He later appeared in "Abraham Lincoln," was the original Able in "Able's Irish Rose," appearing in the role for 56 weeks. After another period in stock he made another personal hit in "Pigs," which ran for 55 weeks in New York and 33 in Chicago. In 1930 he went into pictures, where he remained until called for a leading role in "Of Mice and Men" last year, his present occupation. Among the pictures in which he appeared prominently were "The Lost Patrol" and "The Informer."

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For RADIO

BERNIE MILLER—juvenile baritone, caught recently in the hinterlands of burlesque, the New People's Theater on the Bowery, New York. Has a pleasing romantic voice and one that appears, from his renditions, to be well trained and just waiting for a break. Is a good-looking, personable lad and might also go well as a vocalist with an orchestra or unit.

RALPH LEWIS—emcee at the Nut Club, New York. Young and attractive fellow with an ingratiating manner, he sings in a good baritone, spills jokes competently and does plenty of strong impersonations. Looks like

good timber for development and is obviously being wasted in small night clubs. Works with a mike and ought to be able to hold his own easily in a radio spot.

For HOTELS

THREE ESCORTS (Daphne Stauffer, Bob Ryan and Lillian Nunno)—trio doing double piano and xylophone, with all three taking turns at singing. A novel trio, now at the Nut Club, New York. Too classy for niteries, they would be perfect for a hotel room or cocktail lounge. Novelty, appearance and talent nicely combined.

<p>SPECIAL PRINTED ROLL or MACHINE</p> <p>100,000</p> <p>FOR \$20.00</p>	<p>TICKETS</p> <p>RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALIED FORMS</p>	<p>STOCK ROLL TICKETS</p> <p>ONE ROLL \$ 30 TEN ROLLS 3.50 FIFTY ROLLS 15.00 ROLLS 2,000 EACH</p> <p>Double Coupons, Double Price No C. O. D. Orders Accepted</p>

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Stein's 410 BROAD ST., NEW YORK CITY



By GEORGE SPELVIN

A RECENT full-page trade paper ad read: "The Birth of a Baby" was directed by Al Christie. . . . Clever fellow, that! . . . Last Monday The World-Telegram threw camouflage over the combined ads of the Eltiage and Republic "Follies" when it ran them under the heading, "Varsity Shows" . . . 777 . . . Observed in a 47th street tenement parlor: George Joan Nathan insisting that the barber use the personal Nathan comb while cutting the Nathan hair. . . . The Workers' Alliance has changed the name of its FFP house organ from "Twenty-Third Street Billboard" to "Twenty-Third Street Review" in order to avoid being confused with The Billboard. . . . Restrooms in Hiltz hotels now carry signs, "Attendants are forbidden to service you without your express request"—for which cheers: It's about time that a night club or hotel patron could move an inch or two without being clipped for tips. . . . George W. Clarke, former city editor of The Mirror, has opened a publicity office and promises that tea will be served every afternoon at four—"and," he says, "that's not kidding." . . . And he's an ex-newspaper man, fool! . . . The announcement of the Gold-Mercury Shakespearean cycle, "Five Kings," brings wry smiles to those who know that Maurice Evans postponed his own New York production of some of the same material until next season in order to avoid competition with the Mercury crowd, even tho' he'd announced his first. . . . The Mercury mob wasted the whole season and then announced for next year—just in time to be competition for Evans!

Probably the most comprehensive index and listing of stage performances ever compiled belongs to Walter C. Colahan, who has the complete professional records of some 18,550 players. He started the listing as a hobby, worked on it for Paramount for years and is now again doing it on his own. The records include not only New York appearances, but picture work, road and stock engagements, WPA jobs, summer theaters and even school plays and Theater Council auditions. Some smart film company could solve a lot of casting questions by taking advantage of it.

THE ALBUM: Bob Christenberry, general manager of the Astor, broke the headlines recently when, to inject the Christenberry touch into the night club field, he was appointed manager of the International Casino by a banking group on the basis of his work at the hotel. He was one of the first to help modernize Broadway, his \$1,500,000 redecoration of the Astor turning a dying landmark into a lively hostelry. His full name is Robert Keaton Christenberry and he was born in Milan, Tenn., 38 years ago. He went to war when he was 17 and had an arm blown off by a hand grenade. Later he served as consul in Vladivostok and Santo Domingo. Returning home, he did some reporting for The Washington Herald, drifted into hotel publicity and in 1926 was appointed State hotel commissioner in Florida. Got his Astor job three years ago and proceeded to work a miracle by pulling the hotel out of the red. The present styling of the Astor is an outgrowth of his conceptions, and he personally picks all the bands that play the Astor Roof and supper rooms. He claims a bar can make or break a hotel and for that reason he pays his bartenders fat salaries.

Richard Whorf claims that the stuffed sea gull in the play of that name talked all thru the performance last Saturday, when "The Wild Duck's" ill-fated revival was giving its final performance; he says it kept mumbling, "My cousin's dying just a few blocks up the street!" . . . George Hale's press agent is in an uproar because the International Casino won't publicize Hale as producer of its Ice show, preferring to present it as the IC's own production. . . . Customers at Leon and Eddie's are sometimes surprised when asked to pay 50 cents for a bottle of beer at one minute past 10, when two minutes before they paid 30 cents for the same size bottle; the angle is that the prices are hiked at 10 sharp—which doesn't seem to be a smart way of building business. . . . Dr. James Stotter, who wrote "Beauty Unmasked," is writing another—and will pay \$10 apiece for anecdotes from radio people who have discovered the importance of good looks in their particular profession. . . . Speaking of "The Sea Gull" (see above) there's one stage lady who says that the current production should have been subtitled—"Tchosting on Tchekow."

Unions have boosted the cost of legit productions 30 per cent in the past year, during which time the cost of almost everything else has gone down. But even that isn't enough for some of the lads. There's a big classical revival in the cards for next season—a show that would undoubtedly be the talk of the town, pro or con—and it's being held up by union demands. It seems that an union version of the script would run for four hours or so—so the stagehands are demanding that the management hire two crews, no less, for the simple engagement. It seems the stagehands are too weak to work more than two hours and a half at a stretch. It's stuff like that that makes the public want to wring the necks of the unions.

TO KEEP THE RECORDS STRAIGHT: Dan Walker credited to Teddy King last week a crack that originally appeared in Dave Vine's column in The Billboard. . . . Monday night Lowell Thomas mentioned Frank W. Wrigley, owner of the Cubs. He meant Philip, didn't he? . . . Wednesday in The News Sid Shallit stated that Fibber McGee celebrated an air birthday the night before. Which was all right, only a week late. . . . Jimmy Powers, sports editor of The News, doesn't seem to know that Stoopnagle and Budd have split. . . . The Herald-Trib, reporting the marriage of Edith Barrett and Vincent Price, said Miss Barrett is "best known for her performances in Michael and Mary and Mrs. Moonlight, both by A. A. Milne." Won't Benn Levy be surprised! . . . Recently the amazingly accurate Ed Sullivan in The News called the Ed Wynn show Hurrah for What, thus getting two of the three words right.

Thousands of "numbers" players who depend on the list in The Mirror for the correct winning combination have been in a fog for a few days because the paper is printing the day's number with the previous day's date opposite it. . . . Alan Carney, Paradise emcee, is a Neotypist who comes from a family of prieters. . . . A real bagpiper in costume ballyhooed "To the Victor" last week. . . . Una Wyle is getting a film test. . . . Overhead in a double-feature lobby: "What's on now?"—"The house lights, lady."

The death of Sir Richard D'Oyly Carte, director of music at Westminster Cathedral for the first 24 years of the century, recalled the old gentleman's crusade against crooners. Speaking to boy participants in a music festival Sir Richard declared: "The crooner is not a singer, he is a disease. You have your choice whether to grow up into a man or a crooner. You can't be both." Taking issue with the charge, an ork leader retaliated: "If the crooner is a disease, then so are screaming coloratures, pounding pianists and off-key tenors." But Sir Richard roared him with his answer: "There's a difference. The soprano and the tenor are trying to do a good thing, even if they do it badly, while the crooner is doing a diabolical thing and doing it well."

Webs Dampen Summer Promotion; Open Spots Will Help New Acts

NEW YORK, April 23.—Columbia and National Broadcasting are planning no extensive promotion campaigns to help fight the summer inroads on income. Effort to keep the lanes hot will be made in all probability from within, with time salesmen armed to the teeth with data bolstering sales talk for summer shows. Attitude of the two nets varies somewhat, with NBC noticing a decreasing tendency on the part of sponsors to cut when summer rolls around. Both NBC and some of the larger agencies, notably Lord & Thomas, are also basking in the belief that there are fewer cancellations each year. CBS, admitting a tendency toward fewer cancellations last year, claims sponsors have apparently undergone a change of heart. Situation in 1937 was unusual, according to CBS, with April and May accounting for better business than the three preceding months. Time was snapped up so fast that advertisers stayed on in fear of losing choice periods.

While the first quarter of 1938 was record-breaking, with CBS sales for March showing an increase of 19.4 per cent over the corresponding month in 1937, outlook for the second and third quarters is admitted to be not so hot by CBS spokesmen. According to April listings, CBS expects the second and possibly the third quarters of 1938 to fall below last year's corresponding periods.

CBS has revised its pamphlet summarizing "summer radio facts." Book includes net's sales talk, but will not be distributed for general consumption. Points the salesmen will make, however, are (1) 1,000,000 more U. S. radio families in the summer of 1938—26,000,000 in all as against 25,000,000 for the summer of 1937; (2) 8,000,000 radio-equipped automobiles, or every fourth car as against every fifth for 1937. Percentage is reported higher in new car owners, who are considered a responsive sales group. (3) 38,000,000 radios in the U. S. (4) 94,000,000 family-hours of listening each summer day in 1938. Other points mentioned in CBS' summer book are a melting away of the "prejudice" against summer programs and more and better CBS summer shows than ever before.

Examination of NBC statistics indicates an increasing tendency on the part of key-industry advertisers to keep going 52 weeks a year. In 1937, 46 NBC clients remained on steadily, as against 37 for 1936, 33 for 1935, 29 for 1934, 16 for 1933, 12 for 1932, 17 for 1931, 12 for 1930, 7 for 1929 and fourth each for 1928 and 1927. CBS clients who remained on the air thruout 1937 numbered 28 out of 70.

NBC plans an effort by minor NBC out-

lets to sell more time to summer resorts. Campaign is already under way.

Chief reason offered for the drop expected this summer—which will probably bring this year's summer take below that of last year—is the recession. Sustaining talent is very likely to benefit, however, since there will be many new spots open for sustaining shows and the networks may get the opportunity to build new acts.

WHAT AN IMPROVEMENT
Maybelline
DOES MAKE!

Eyes framed by long, dark, lustrant lashes—two pools of loveliness! They are yours instantly and easily with Maybelline Mascara, either Solid or Cream form. Here is the very essence of romantic charm.

Maybelline is harmless, tear-proof, non-smearing. Not waxy, heavy or gummy. Applies simply, smoothly, gives a natural appearance. Tends to make lashes curl. More than ten million beauty-wise women from Paris to Hollywood use Maybelline regularly. 75c everywhere. Black, Brown or Blue.

Use the smooth Maybelline Eyebrow Pencil and creamy Maybelline Eye Shadow in flattering shades that harmonize with the mascara. Generous introductory sizes of all Maybelline Eye Beauty Aids obtainable at 50c stores.

TODAY—discover this thrilling way to lovelier, more enchanting beauty—with Maybelline—the eye make-up in good taste!

ONTARIO HOTEL
Well-Known Theatrical House
\$1.00 Up Daily
\$5.00 Up Weekly
620 No. State St., Chicago, Ill.

HOTEL RALEIGH
When You Can Sleep Anytime—DAY OR NIGHT
628 NO. DEARBORN ST., CHICAGO.
Single Rooms, \$6.00—Double, \$7.00 per Week.
Und. Headquarters, 5 minutes walk to Loop.
Theatrical Booking Agencies located in hotel.

WANTED PARTNER
Financially responsible to assist in organizing Modern Units. Will furnish complete test outfit and equipment. Answer in Monroe, N. C. Write full details. D. R. HOLLOWAY, 415 East 3d St., Monroe, Michigan.

"Mrs. Bottle" for N. O.
NEW ORLEANS, April 23.—Completing a full year with only short breaks in present cycle of legit, musical shows and short comedies, New Orleans theater project begins fortnight run of *Art and Mrs. Bottle*, comedy play by Benn W. Levy, English playwright. Maude Hollingsworth does the Mrs. Bottle. Walter Armitage, director, enters playing field for first time with portrayal of Max Lightly, artist.

For SPEED and ACCURACY
Lower Intrastate Rate in All But a Few States
TELEGRAMS * CABLEGRAMS * RADIOGRAMS, ERRAND SERVICE * MONEY ORDERS
USE
Postal Telegraph
Phone your telegrams. They will be charged on your bill.

QUALITY STOCK TICKETS ONE ROLL...\$.50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 ROLLS 2,500 EACH. Double Coupons, Double Price. No. C. O. D. Orders Spec Single Tick., 12c.	WE CATER TO THE WORLD SPECIALLY PRINTED TICKETS OF EVERY DESCRIPTION WHEN YOU WANT THEM. Ask Us To Quote You. THE TOLEDO TICKET COMPANY, Toledo (The Centralized Ticket Town), Ohio.	SPECIAL PRINTED 10,000...\$ 6.95 30,000... 9.85 50,000... 12.75 100,000... 20.00 1,000,000... 150.50 Double Coupons, Double Price.
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Cincinnati Radio Program Study

CITY STRONGLY RADIO CONSCIOUS, LISTENING DATA PROVES . . . SATURDAY NIGHT UNUSUALLY STRONG AND SUNDAY HEFTILY IN LEAD . . . PAUL SULLIVAN AND ALLEN FRANKLIN AMONG LOCAL ACTS EVIDENCING MAJOR DRAWING POWER . . . FIGURES AID IN STUDY OF SUPER-POWER PROBLEM

By JERRY FRANKEN

RESULTS of the second program study made for The Billboard by Market Research Corporation of America, this one in Cincinnati, show that city to be a strongly radio-conscious center. Figures giving data on whether those interviewed in the survey were listening to the radio during the period

being surveyed in Cincinnati show a marked difference from the figures in Kansas City, Mo., the first city surveyed. The majority of respondents in Kansas City were not listening; the majority—and a good majority—in Cincinnati were listening. Furthermore, there are several local programs in Cincinnati which prove, by the mentions they were given by local residents, that

they are exceedingly popular. Such results in the recall method are indicative of real pulling power, since on the memory basis local programs, with lesser talent names, are likely to be forgotten in favor of the major network programs and their big names.

Cincinnati is the home of WLW, the only 500,000-watt station in the United States. It is also the home of other plants of the Crosley radio interests—receiver set factories—which own both WLW and WSAI in Cincinnati. One of the principal reasons Cincinnati was chosen as second in The Billboard series was because of the impending hearings before the Federal Communications Commission of the entire super-power problem. This brings into focus even more sharply the question of competition between stations in a city housing a super-power radio station, and the correlative questions of whether independent stations can command much of an audience, whether they can sell their time on the basis of the audiences they command, what the effect of super-power is on competing network stations. It is not the aim or the purpose of the analysis of this survey to answer the question. Each reader must draw his own conclusions, on the basis of data presented in this and subsequent issues. This issue covers nighttime programs only. Additional data on daytime and night programs will be published in the next three issues.

Before starting the discussion of program popularity according to mentions given, it is advisable to give certain basic information. The full-page chart on page 7 of this issue lists all the programs mentioned by listeners from 5 p.m. until midnight during the survey period, April 4 to April 10 inclusive. The table shows the period of the broadcast; the station; type of program, whether network, local or spot; the total number of mentions by listeners and, under the heading of the days of the week, the number of mentions given the program each day. Thus, a five-time-a-week program, Monday thru Friday, is listed under five days with its mentions. Telephone calls in the survey are made in the morning with reference to programs broadcast the evening before; daytime shows are surveyed by calls made the evening of the day the program was on the air.

Paul Sullivan Strong

These surveys show not only the comparative standings of network programs, but of local programs as well. This is done to further radio's never-ending search for talent. On the night side in Cincinnati, Paul Sullivan, a local commentator on WLW, is the standout. His total of 34 mentions is powerful evidence of the hold he has on Cincinnati radio listeners, a strong indication that if extended to national coverage he might build a correspondingly important audience for a sponsor buying him.

Another local winner is indicated in WCKY's sports program, broadcast from 5:30 to 5:45 p.m. This program scored a total of six mentions for its one-time appearance on Monday. Another local program which shows evidence of consideration is WKEC's Nick Klein, with four mentions, on Saturdays 9:30-9:45 p.m. Still another local production to warrant consideration is Allen Franklin's program on

LOCAL LEADERS

First portion of the program survey in Cincinnati, dealing with night-time programs and presented in this issue, shows several local programs of considerable drawing power in that city. They are:

Paul Sullivan.
Allen Franklin.
Nick Klein.
"My True Story."

WCKY Sports Show.
For details see story on this page.
For reviews of Paul Sullivan and Allen Franklin see page 10.

WLW, 6:30-6:45.

The table headed "Cincinnati's Leading Programs" lists the programs in the order in which they rank according to mention by respondents, together with the stations they represent. In addition, a figure to the extreme right lists the ranking order of the same program according to the results of the survey made in Kansas City. If there is no figure, the program was not heard in Kansas City. Thus, a program with the figure 7 in the extreme right-hand column of this table means this (See CINCINNATI RADIO page 3)

Cincinnati's Leading Programs

The table below lists, under headings showing the length of broadcast period, leading programs in Cincinnati. Programs mentioned less than five times by respondents are not listed but may be found in the chart on pages 7 and 8 of this issue. After the name of the program are the call letters of the station on which it is broadcast. This is followed by the number of mentions. The next figure is the ranking order this same program achieved in the previous program study made for The Billboard in Kansas City, Mo.

HOURLY SHOWS

Chase & Sanborn (WLW).....	105	1	Major Bowes (WKRC).....	34	3
Hollywood Hotel (WKRC).....	55	2	Good News of 1938 (WLW).....	33	12
Ring Crosby (WLW).....	54	2	Lux Radio Theater (WKRC).....	26	4
Hit Parade (WKRC).....	54	10	Kate Smith (WKRC).....	23	13
Hit-Parade (WLW).....	41	5	NBC Symphony (WSAI).....	15	9
Feed-Vallee (WLW).....	38	6	Kay Kyser (WLW).....	9	
Alka Seltzer Barn Dance (WLW).....	37	7	Philadelphia Symphony (WCKY).....	8	
Ford Symphony (WKRC).....	35	11			

HALF-HOUR SHOWS

(Once Weekly)

Jack Benny (WLW).....	94	1	Royal Crown Revue (WLW).....	10	
Phil Baker (WKRC).....	50		Ben Bernie (WKRC).....	9	19
First Nighter (WLW).....	43	5	Benny Goodman (WKRC).....	9	28
Prof. Quix (WKRC).....	39	14	Hour of Charm (WLW).....	9	
Al Johnson (WKRC).....	36	6	Helen Menken (WKRC).....	9	
Burns and Allen (WLW).....	32	9	True or False (WLW).....	8	
Al Pearce (WKRC).....	31	24	Album of Familiar Music (WSAI).....	7	
Hollywood Playhouse (WLW).....	31	30	Mickey Mouse (WLW).....	7	
Ripley (WLW).....	26	18	My True Story (WLW).....	7	
One Man's Family (WLW).....	25	4	Pick and Pat (WKRC).....	7	13
Edward G. Robinson (WKRC).....	23	8	CBS Workshop (WLW).....	6	
Eddie Cantor (WKRC).....	21	2	Horace Heidt (WLW).....	6	
Fibber McGee (WLW).....	21	7	Hanhattan Merry-Go-Round (WSAI).....	6	16
Joe Penner (WKRC).....	20	10	Col. Frank Knox (WCKY).....	5	
Voice of Firestone (WLW).....	20	25	Horace Heidt (Sustaining) (WLW).....	5	
Paul Whiteman (WKRC).....	20		March of Time (WCKY).....	5	
Tommy Dorsey (WLW).....	17		Renfro Valley (WLW).....	5	
We, the People (WKRC).....	17		Swing Session (WKRC).....	5	
Death Valley Days (WLW).....	16	29	Baker's Broadcast (Ozzie Nelson) (WCKY).....	3	
Gene Burdette (WKRC).....	15	3	Lone Ranger (WCKY).....	2	
Fred Cook (WKRC).....	13				
What's My Name? (WLW).....	12				

HALF-HOUR SHOWS

(Twice Weekly)

Johnny Presents—Saturday (WKRC).....	22	2	Johnny Presents—Tuesday (WLW).....	8	1
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15-MINUTE SHOWS

(Once Weekly)

Jimmie Fidler (WLW).....	17		Walter Winchell (WLW).....	10	1
Dorothy Thompson (WLW).....	14	6	Capitol Opinions (WKRC).....	6	

15-MINUTE SHOWS

(Three Times Weekly)

Lum and Abner (WKRC).....	14		Easy Aces (WCKY).....	11	1
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15-MINUTE SHOWS

(Four Times Weekly)

Singing Lady (WLW).....	7				
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15-MINUTE SHOWS

(Five Times Weekly)

Lowell Thomas (WLW).....	87		Hilltop House (WLW).....	10	
Amos 'n' Andy (WLW).....	68	1	Jack Armstrong (WLW).....	7	
Boake Carter (WKRC).....	57	4			

15-MINUTE SHOWS

(Six Times Weekly)

Allen Franklin (WLW).....	9				
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15-MINUTE SHOWS

(Seven Times Weekly)

Paul Sullivan (WLW).....	34				
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Saturday Surprises

With Listening Draw

In Cincinnati Study

The days of the week in the order of most listening as reported in The Billboard survey are shown herewith. The top table gives information as to Cincinnati; the second table for Kansas City.

Investigators, in telephoning respondents, ask whether they were listening to the radio. The affirmative answers are found under the column headed "Listening," the negatives under "Not Listening" and the total interviews are also shown.

In Kansas City the majority of interviewees were not listening, but just the opposite is true in Cincinnati. In Kansas City, at the time the survey was made, unusual weather conditions obtained—it was almost as warm as summer and it was the first hot spell of the season. Cool weather, on the other hand, was the general condition noted in Cincinnati during the period of the survey.

Where in Kansas City Thursday evening was the favorite evening listening period, Sunday occupies that position in Cincinnati, and Saturday, surprisingly, was the second strongest evening for listening during the period of the survey. Thursday, on the other hand, fell to fifth position in Cincinnati for evening listening.

CINCINNATI

Day	Listening	Not List.	Total Interviews
Sunday (1)	115	49	164
Saturday (2)	107	54	161
Wednesday (3)	80	61	150
Monday (4)	85	65	150
Thursday (5)	83	69	152
Friday (6)	82	71	153
Tuesday (7)	73	77	150
	634	446	1,080

KANSAS CITY

Day	Listening	Not List.	Total Interviews
Thursday (1)	89	57	146
Sunday (2)	84	76	160
Monday (3)	80	80	160
Wednesday (4)	73	72	145
Friday (5)	65	90	155
Tuesday (6)	64	86	150
Saturday (7)	63	94	157
	517	555	1,072

Cincinnati Radio Survey

(Continued from page 6)

program was the seventh most remembered program in Kansas City.

The comparative positions of the hour programs heard in both Cincinnati and Kansas City is interesting. As to be expected, the number one show in both cities was the Chase & Sanborn steamroller. This program received 105 mentions from 115 people listening to their radios that evening. This, in any man's audience, is listening. Bing Crosby is down a notch from K. C., but Fred Allen, Rudy Vallee and Alka Seltzer Barn Dance, in fifth, sixth and seventh respectively, were in just that order also in Kansas City. Lucky Strike's "Hit Parade" moved up in Cincinnati from 10th place to fourth. The most noticeable drop was Major Bowes, from third to ninth place. Kate Smith moved up one spot to 12th place.

Cantor Down

In the half-hour shows, Jack Benny, leader also in K. C., has almost twice as many mentions as the nearest program, another comedy period, Phil Baker. Eddie Cantor, in second place in Kansas City, has since shifted sponsors to Camel cigarettes, and comes in in 12th place in Cincinnati. Several reasons may account for this drop. One is the new time; another may be possible reaction because Cantor now has a cigaret sponsor, with the kid audience possibly affected.

There are a number of programs which, altho their mention totals are not especially high, are worthy of comment. One such is the Phil Cook Sunday evening program on WKRC (CBS), which, at the time the survey was made, had been on the air just a few weeks. Cook's total—the show is on sustaining—is 13. The Royal Crown soft drink show, with Tim Ryan and Irene Noblette and George Olsen, is also worth comment, since it, too started a short time before; it scores 10 mentions.

Value of comedy programs is again brought out in the half-hour program rankings. Of the first seven shows, five are comedy programs, including Benny and Baker, Al Pearce, Burns and Allen and Al Jolson. Pearce and Jolson, not strictly comedy programs, lean heavily in that direction, however. Furthermore, the next seven shows have among them three comedy productions—Eddie Cantor, Fibber McGee and Joe Penner, ranking in that order.

Soon after comes another newcomer, the new audience participation show placed on Mutual Broadcasting about a month ago by Philip Morris cigarets, "What's My Name," with a total of 12 mentions. Another audience par-

ticipation show, "Professor Quiz," gained appreciably in Cincinnati, taking fourth place to 14th in K. C. "Lone Ranger," on the other hand, dropped from fifth in Kansas City to last in the half-hour rankings.

In both K. C. and Cincinnati, the Philip Morris program, "Johnny Presents," is the only twice-weekly half-hour program reported. In Kansas City, the NBC Red station, WDAF, topped the CBS station, KMBC. This order is reversed in Cincinnati, with the CBS station (WKRC) version of the program getting a hefty 23 as opposed to WLW and eight mentions.

Commentators

Paul Sullivan has the sole quarter-hour program broadcast seven times weekly, drawing the 34 mentions previously reported. Other news commentators, Lowell Thomas and Boake Carter, on five nights weekly, drew 87 and 57 respectively. Dorothy Thompson, for Pall Mall cigarets once weekly, rated 14 mentions, a good result, all things considered.

In the Hollywood and gossip division, the two entries were Jimmie Fidler and Walter Winchell, with Fidler topping Winchell appreciably, 17 to 10. In the three-time-a-weekers, it's close between Lum and Abner and Easy Aces, 14 to 11. Back in the five-time-a-week sessions, "Amos 'n' Andy" show their strength with 68. "Capitol Opinions," on WKRC, is a CBS show from Washington, heard once weekly. It gained six mentions.

It is an easy matter to show again that audiences practice selectivity in their choice of programs. "Interesting Neighbors" gathered one mention before the Chase & Sanborn show with its 105. A local show, "My True Story," on WLW, did well with seven before Jack Benny's 94, and rates further mention as scoring well for a local production. Checking other hits shows similar relationships.

Report Complaint Filed Against WAAB

WASHINGTON, April 23.—Federal Communications Commission this week would only grant a temporary license to WAAB, of the Yankee Network, at Quincy, Mass. Term of the short-termer is two months from May 1. Reason is causing conjecture, but story is that a complaint has been filed against the Shepard station for political activities. A hearing to show cause why station should not be deleted is expected in

Salient Facts About Survey

The program study of Cincinnati is the second in a series. Four issues will be devoted to analysis of each study. The first, as is the case in this issue, will deal with nighttime listening habits. The second in each series will discuss daytime listening habits. The third will show station popularity according to number of hours listened to, together with program preferences of those interviewed. The fourth will give station rankings.

The Billboard surveys are made on the basis of 2,100 completed telephone calls in homes owning radios. Calls made during the day refer to programs broadcast the evening before; evening calls refer to programs broadcast prior to 5 p.m. the same day.

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

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

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

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

Washington, but so far no date has been set.

Station has reputation for broadcasting latest horse-race news, with feed-box info getting on the air every afternoon. Massachusetts factions contend this aids and abets gambling and lotteries. Belief here is that bill of complaint listed the Shepard anti-dog-racing activities, while pointing out that horses get a break from the Yankee station. Insiders promise a headline hearing on the subject if and when a hearing is called.

ASCAP Thinks Tele Still Just a Dream

NEW YORK, April 23.—American Society of Composers, Authors and Publishers refuses to get excited over the prospect of cashing in on television. John G. Paine, general manager of the performing rights society, said this week: "No one would be more surprised than myself if television, as so many believe, is just around the corner."

Policy of ASCAP currently is strictly hands off, while the infant industry undergoes more commercial and laboratory experimentation. Paine added that television could expect all possible aid from ASCAP. Society will not think of imposing a license until the medium establishes a commercial use for copyrighted music.

Frankly Paine believes tele must undergo a long period of development before it can provide at reasonable cost programs which could be classed as entertainment. Stated, tho, that in the event a new entertainment form was developed he would change his views.

Kelly-Smith Elects Frank Miller President

NEW YORK, April 23.—Frank W. Miller, associated since 1910 with Kelly-Smith Co., newspaper and station representatives, is the new president and treasurer of the organization. Board of directors, meeting this week shortly after the death of C. F. Kelly, founder and head of the firm since its inception, elected the following officers in addition to Miller: M. Charles Rogers, vice-president in charge of the Chicago office; Fred D. Stahl, vice-president, in charge of the Philadelphia office; James E. Mullins, secretary; Thomas R. Crawford, assistant secretary and treasurer. No other changes in executive personnel are contemplated. Policy will continue the same.

Kelly-Smith Co. maintains offices in six key cities.

Jack Douglas at WJBK

DETROIT, April 23.—Recent addition to the staff of WJBK is Jack Douglas, who will emcee a new morning show, The Old Night Watchman, Monday thru Saturday at 6 to 8 a.m. Stint consists of transcriptions interspersed with gab. Show is co-operatively sponsored program, Squate Deal Miller, jeweler, and S. C. Hadley, real estate, being the latest to join the broadcast.

Douglas was formerly with NBC, WLW and other spots.

NEW YORK, April 23.—Network Features, Inc., received incorporation papers last week. Org is building and selling radio features for network broadcasting and hopes to sell live radio features on a co-operative basis. Leon A. Friedmah, formerly of Sterling Advertising Agency, is president. The Lampfighter, a Network Features show, is already being syndicated.

EVENING PROGRAMS HEARD IN CINCINNATI, OHIO

Continued From Page 7

Hour Listening	Program Heard	Program Origin	Station	Total No. List.	Monday, April 4 No. List.	Tuesday, April 5 No. List.	Wednesday, April 6 No. List.	Thursday, April 7 No. List.	Friday, April 8 No. List.	Saturday, April 9 No. List.	Sunday, April 10 No. List.
10:00-11:00	Kay Kyser—Class and Dance	N	WLW	9	9	—	—	—	—	—	—
10:00-11:00	Kraft Music Hall	N	WSAI	15	—	—	—	—	—	15	—
10:00-11:00	NBC Symphony	N	—	—	—	—	—	—	—	—	—
10:30-10:45	Jimmy Fidler and His Hollywood Gossip	N	WLW	17	—	—	—	—	—	—	—
10:30-11:00	For Men Only	N	WLW	2	2	—	—	—	—	—	—
10:30-11:00	It Can Be Done	N	WKRC	—	—	—	2	—	—	—	—
10:30-11:00	NBC Minstrel Show	N	WCKY	1	—	—	1	—	—	—	—
10:30-11:00	Henry Busse	L	WLW	2	—	—	—	—	—	—	—
10:30-11:00	Headlines and Bylines	N	WKRC	14	—	—	—	—	—	—	—
10:45-11:00	New	N	WLW	6	—	—	—	—	—	—	—
10:45-11:00	Capital Opinions	N	WKRC	1	—	—	—	—	—	—	—
10:45-11:00	American Viewpoints	N	WKRC	1	—	—	—	—	—	—	—
11:00-11:15	News—Sports	L	WKRC	3	—	—	—	1	—	2	—
11:00-11:15	Paul Sullivan News	L	WLW	34	2	2	3	13	8	4	—
11:00-11:30	Ruby Newman	L	WCKY	1	—	—	—	—	—	—	—
11:30-12:00	Rorace Holdt	N	WLW	5	—	—	—	—	—	—	—
11:30-12:00	Benny Goodman	N	WKRC	1	—	—	—	—	—	—	—

EXPLANATION

The survey was made in Cincinnati starting Monday, April 4, and ending Sunday, April 10. Programs are listed under the day or days broadcast, shown in the columns across the top of the table and listed chronologically in the left-hand column. Following the program title is a column showing the program origin, network (N), local (L) or spot (S). The total mentions given the program follow. Under the day of the week are the mentions given on each day.

CINCINNATI STATIONS

WCKY, NBC Red and Blue basic supplementary. 10,000 watts.
 WCPO, 250 watts daytime, 100 watts night time. Owned by Scripps-Howard and sold in combination (not network) with Scripps-Howard stations WNOX, Knoxville, Tenn., and WMPS, Memphis, Tenn.
 WKRC, CBS (owned and operated by CBS). 5,000 watts day, 1,000 watts night.
 WLW, NBC Red and Blue basic supplementary and Mutual Broadcasting System basic. 500,000 watts.
 WSAI, NBC Red and Blue basic supplementary and Mutual Broadcasting System basic supplementary. 5,000 watts day, 1,000 watts night.

Analysis of Competing Factors During Period Survey Was Made

Bingo Strong in Cincy

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

Huge bingo parties under club and Roman Catholic Church auspices are conducted nightly in the Queen City, with some of them attracting as many as 3,500 people.

There were no emergencies of any kind. Two traveling attractions played one-night stands in Cincinnati during the survey period. Details below.

Inland Queen, excursion boat, operating nightly dance excursions out of Cincinnati, began its season April 2. Boat draws an average of 2,000 dancers nightly.

Population of Cincinnati, according to 1930 census figures, is 451,180, and according to the World Almanac for 1938, 470,116. Cincinnati is located in Hamilton County, which has an estimated 141,100 radio homes, a high figure.

Picture Theaters

Leading Cincinnati film houses changed attractions once during the survey period. The day the survey started, Tuesday (5), the following attractions were being presented:

- SHUBERT—Stage show featuring Major Bowes' "Collegiate Review." Pic, "Island in the Sky."
- LYRIC—"Condemned Women."
- GRAND—"Mad About Music." (Holdover—third week).
- ALBEE—"Jezebel."
- KEITH'S—"Rebecca of Sunnybrook Farm." (Holdover—2d week).
- GAYBY—Stage show, "Black and White Revue." (Burlesque).
- PALACE—"Girl of the Golden West."
- CAPITOL—"Bluebeard's Eighth Wife."

Beginning Thursday (7) and running for seven days these were the attractions at the following theaters:

- PALACE—"The Baroness and the Butler."
- CAPITOL—"Girl of the Golden West." (Moved from Palace).

Starting Friday (8) and running for seven days, the following attractions were presented at the following theaters:

- SHUBERT—Stage show headed by Buddy Roberts and orchestra, with Bob Haulon, Jack Douglas, Ames and Arno, Frank Payne, Paty Marr and Tommy Martin. Pic, "The Lone Wolf in Paris."
- ALBEE—"Merrily We Live."
- LYRIC—"Dangerous to Know."
- GRAND—"Bluebeard's Eighth Wife." (Moved over from the Capitol).
- KEITH'S—"Jezebel." (Moved over from the Albee).
- GAYBY—Stage show "Midnite Revels." (Burlesque).

Night Clubs

BEVERLY HILLS—Henry Busse's Orchestra and floor show with Rex Weber, Paul Rosini, Alice Dawn, Stewart and Lee and Barbara Blane.

NETHERLAND-PLAZA HOTEL, RESTAURANT CONTINENTAL—Spot changed orchestras once during survey period. Ernie Holst's Orchestra bowed out Wednesday (6) and Val Olman's Orchestra moved in Thursday (7).

GIBSON HOTEL, Florentine Room—Dick Barrie's Orchestra. Floor show, The Nonchalants, Ruth and Billy Ambrose and Hewitt and Neale. RATHSKELLER—Eddie Leonard Jr. and orchestra.

CASTLE FARM—Spot is open Saturdays and Sundays only. Attrac-

tions during survey Saturday (9) and Sunday (10) were Austin Wiley and orchestra, Starr and Maxine and Pullman and Derrier headed the floor show.

JIMMY BRINK'S LOOKOUT HOUSE—Spot changed floor show during the survey period but held over Billy Snyder's Orchestra. New show opening Wednesday (6) was headed by Peter Higgins, with Don Arden's "Revue," Modere and Lemaux, Lynn Mayberry and Jane Sallee and Co.

Night club business on week nights is only fair, with all getting heavy play on Saturdays and Sundays.

Legit, Concert, Etc.

Two traveling attractions appeared during the survey period. The English Boys' Choristers, from the London Choir School, played to capacity in the auditorium of the Cincinnati Women's Club Wednesday (8). Harvard Glee Club played to 1,500 persons in Emery Auditorium the same night.

Marjorie Lawrence and Friedrich Schorr, with the Cincinnati Symphony Orchestra, played to capacity at Music Hall Friday (8) matinee and Saturday night (9).

Benfro Valley Barn Dance, regular Saturday night feature over the WLW line to New York, played to 2,500 capacity at both of its night appearances in Music Hall April 9.

Sports

WEDNESDAY (6)—City Municipal Basket Ball Championships at the Club Tavern. Also Class A Open Basket Ball Championship at Club Tavern.

FRIDAY (8)—Wrestling matches in Music Hall Sports Arena.

TUESDAY (12)—Ellsworth Vines-Fred Perry tennis matches at Xavier University Field House, under Ohio Valley Tennis Association auspices, attracted 2,000 persons.

Weather

MONDAY, April 4—Cloudy, cool.

TUESDAY, April 5—Cool and light rain.

WEDNESDAY, April 6—Rain and cold.

THURSDAY, April 7—Rain, cold.

FRIDAY, April 8—Cold, rain and snow flurries.

SATURDAY, April 9—Fair, cold.

SUNDAY, April 10—Fair and cool.

MONDAY, April 11—Fair, somewhat warmer.

TUESDAY, April 12—Clear and warm.

WEDNESDAY, April 13—Clear and warm.

Radio Column Out In Hartford Times

HARTFORD, Conn., April 23.—Edward M. Brainard, local socialite who has been conducting a radio column daily in *The Hartford Times*, has been dropped in an economy move. Brainard's column was the only comment on radio programs that *The Times* has carried in many years. Formerly the paper was in the class of the old *New York Globe*, offering tons of co-operation and maintaining a free clinic for set-builders.

Brainard, president of the local little theater, recently appeared on Broadway in *Empress of Destiny*.

Daily owns WHT here.

Associated Cinema Sold

NEW YORK, April 23.—Brobeck, Inc., Detroit slide-film firm, moves into the electrical transcription business thru its purchase of Associated Cinema Studios, Hollywood. Deal gives Brobeck a studio on the Coast, to be named Brobeck Associated Radio Cinema. Immediate expansion into the industrial movie field is planned.

President and vice-president of Brobeck, Inc., are George Broeck and R. L. Buckingham, respectively. Frank Purkett will remain in charge of recording at Brobeck Associated Radio Cinema, and Gene Brown stays on the Coast as sales manager.

WKRC, Cincy, Parties Schudt

CINCINNATI, April 23.—William Schudt Jr., new manager of WKRC, who took over direction of the local CBS outlet last Saturday, was tendered a party in the Hotel Alma Monday night by John McCormick, former manager, who becomes assistant manager of the CBS-controlled Station WCCO, Minneapolis. Local trade paper and newspaper men and many of McCormick's radio friends were guests.

WXYZ Ends Free Repairs

DETROIT, April 23.—A department formerly operated by WXYZ to keep listeners' radios in proper condition has been discontinued. Richard A. Little, former manager of the department, has taken over the business and is rendering the same service as Broadcasters Radio Service.

Indianapolis Dailies Slash Radio Space

INDIANAPOLIS, April 23.—The three Indianapolis papers, *News*, *Star* and *Times*, have curtailed radio news sharply during the past week.

On *The News* only radio program listings are being carried. Heretofore the paper carried a short-wave log, high-lights and a column of chatter about programs as well as a station guide. H. Kenney Jr. is radio editor.

The Times radio page, formerly edited by Lawrence Hill, who is no longer with the paper, which played radio news heavily, is also carrying only the program listings daily, except Saturday, when a column of news and notes is carried. James Thrasher, drama and movie critic, has taken over the radio department also.

At *The Star*, which for some time has carried only programs each day, Corbin Patrick, radio editor, says he will continue to edit a radio page to include an art spread for the Sunday edition, but that the daily set-up of radio will remain as is.

Radio Campaign for All-Night Theaters

DETROIT, April 23.—Jack Broder, manager of Advance Theatrical Operation Corp., with a string of all-night theaters along Woodward avenue, is using midnight spot announcements over WJBK, starting this week, to sell late listeners amusement at that hour in a town noted for little or no night life. Broder, with four theaters and two ball-rooms, has become a sort of king of night life in this town in the last two years.

Latest stunt, in addition to the spots for the Colonial and Majestic, is a 12:30 a.m. *Vex Pop* style show, the first to go on from a local theater stage, starting this week every Saturday night or Sunday morning on WJBK from the Forest. Milton Jacobson, manager of the Forest and press agent for the circuit, sold Broder on the idea of using this house, which has not had a stage show since World War days. Result, radio is bringing back flesh to the old-time house.

Public response appears good, with plenty of calls coming in despite the late hour. Jacobson and Jack McKenzie, WJBK announcer, handle the emcee end of the show.

NAPA Selecting Staff To Sell Disc License to Broadcasters

NEW YORK, April 23.—National Association of Performing Artists, organization engaged in establishing musicians' property rights in recordings, will shortly begin a nationwide licensing drive leveled at broadcasters and coin machine operators. Now interviewing field men, NAPA will line up about 25 and assign each to a territory. According to Maurice Speiser, NAPA counsel, legal decisions will be obtained wherever necessary, also it is hoped precedential decisions already held by the NAPA will provide sufficient ammunition to make good headway in some areas. Coin machine industry is aimed at in particular. In setting up the royalty collection machinery there will be no attempt to gouge the music users, Speiser stated.

Problem being mullied by NAPA execs is determination of a yardstick whereby the association may adequately collect royalties based on band leaders' "property rights." No system has been set yet. With relation to profitable use of records in coin machines, NAPA is considering the idea of charging a percentage of the machine's income, a charge per record, or a flat sum.

Main obstacles in the way of the NAPA are the recording companies. A. Walter Socolow, NAPA spokesman, says the situation shapes up as an open fist fight. Decision which set NAPA on the map was given in the *WDAS-Fred Waring* case, the Pennsylvania Supreme Court upholding injunctions granted Waring against the station, preventing it from playing records made by him and banning off-the-air recordings of his radio programs. Decision established the right of artists to bargain with broadcasters for remuneration if commercial use of artists' records is made. Court held the judgment applied not only to broadcasters but also to coin-operated machines.

By February, 1938, NAPA signed up its third Philadelphia station, WIP. Previously *WDAS* and *WPEN* secured NAPA permits for the right to air recordings. A couple of months ago the three sta-

tions were reported as expecting *RCA-Victor* to put the screws on NAPA by granting licenses on its own.

Speiser last month stated his org would mark time pending outcome of the negotiations between recording companies and American Federation of Musicians in the belief a general clarification of musicians' property rights would result. AFM is set to tackle the record people after finishing with independent broadcasters, but selection of field men indicates the NAPA is becoming jittery of a solution via the AFM.

Thus far NAPA has had no appreciable operating expense. Drive now planned would entail membership assessments, or as an alternative, letting the field men work on a commission basis.

Radio Mayor

NEW ORLEANS, April 23.—Mayor Robert S. Maestri has gone in for radio in a big way, crediting this outlet for success in putting the city on a cash basis. In one of the most elaborate studios in the South, the millionaire head of the city has connected his desk to WDSU and announced arrangement with station for quick announcements and periodical fireside chats on latest developments at the City Hall.

General Business Conditions

Conservative Cincinnati has not suffered as much from the current recession as have most of the other industrial centers. However, theater and night club business, insofar as week days are concerned, is at a low ebb. Week-end business continues to hold up well. Labor conditions in the Queen City are good, with but one minor strike being waged at this writing, this against a chain organization.

Program Reviews

EST Unless Otherwise Indicated

Paul Sullivan

Reviewed Thursday, 6:45-7 p.m.
Style—News commentator. Sponsor—
Capitol Barg Cleaning Co. Station—
WSAI (Cincinnati).

This pleasing and highly interesting 15-minute news stint is marked by Paul Sullivan's deft handling of national, international and local affairs. Few of his contemporary commentators are as articulate at brevity or masterful with the King's English. His voice is dynamic, clear and well modulated, while his subtle enunciation leaves nothing to be desired. After hearing his spot one can easily understand why he has built up the following he has.

Sullivan, in the program caught, presented a resume of world affairs in even pace and grand style. His keen selection of material and his apparent wide knowledge of international situations is something to shout about.

Short and to-the-point commercials are interspersed throughout and capably handled by Announcer Jim McCullough. Sullivan is also a nightly late-hour feature on WLW. R. D.

Allen Franklin

Reviewed Thursday, 6:30-6:45 p.m.
Style—Sports commentator. Sustaining on WLW (Cincinnati).

Allen Franklin combines a staccato delivery with good horse sense in his 15-minute "News and Views of the World of Sports" to good results. He is a keen student of the world of sports and his knowledge is far-reaching, but he attempts to cram too much comment in the allotted time. He is unable to maintain the fast pace he sets at the opening. His copy is filled with good stuff, and his observations on the three-day-old baseball season meant Bobby Peller's bid to the hall of fame, Joe DiMaggio's capitulation in his bold-out campaign and Dizzy Dean's return

to pitching form against the Cincinnati Reds was a grand piece of news reporting.

Another interesting bit was Franklin's reaction to newspaper publicity directed at the so-called wolves (jeering baseball patrons), of whom there are many in Cincinnati. Taking up the cudgel for the wolves, he remarked that he saw no reason why the fans should not be permitted to jeer and cheer as they saw fit.

He closed with a resume of the scores in the various leagues and had as his guest Miss Jean Price, Chickasaw Indian of Muskogee, Okla., and member of a women's bowling team from Muskogee, which is competing in the International Women's Bowling Congress being held in the Queen City. R. D.

Earl Truxell

Reviewed Friday, 6:30-6:45 p.m.
Style—Music. Sustaining over WCAE (Pittsburgh) (MBS network).

Webbing Earl Truxell's WCAE staff band over MBS as the "Airliners," with Nancy Martin as "your singing air hostess," has evidently added necessary incentive to perk men for improving their harmonies. Altho still far from name-band caliber, they manage to maintain a fairly level degree of pleasing pop tunes and occasionally flash with melody-handling first rate enough for network commercial. Continuity sometimes clever, too. M. F.

Elsie Lichtenstul

Reviewed Sunday, 3:30-3:45 p.m.
Style—Interviews. Sponsor—Rhea Bakeries. Station—WCAE (Pittsburgh).

Altho at first hearing she sounds big-league, old-timer-to-radio Elsie Lichtenstul seems more like the minor circuit after she finishes her 15-minute interviews of news celebrities.

Evidently keen at finding the human interest angles of her subjects, Miss Lichtenstul counteracts her news sense by taking entirely too much time for herself and almost neglecting the supposed guest of the day. And by stumbling in her dialog too frequently, even tho she seems to be trying to create an air of informality.

On the air every Wednesday and Sunday afternoon, she could use her long radio experience and editing facilities to better advantage. Her sponsor, Manna Miracle Bread, incidentally, gets plenty plugging for a quarter hour. Bob McKee announces. M. F.

"Lawyers' Roundtable"

Reviewed Monday, 7:30-8 p.m.
CST. Style—Discussion. Sustaining on KCMO (Kansas City, Mo.).

The Lawyer's Association of Kansas City furnishes four youthful barristers to argue a subject of public interest. No notes are used, and the show is entirely unhearsed. Results prove that.

Names of the lawyers are not given, altho each calls the other by a first name on the show. Arguments grow heated as current problems are mulled over, but thru the loudspeaker the arguments fall flat. On the show caught, one of the speakers had a voice like Bob Burns; another sounded like Fibber McGee and a third could easily imitate Edgar Bergen. With a line-up like that, the results were amusing and none too instructive.

As it stands now, program is a dud. Listeners like to know to whom they're listening. Subjects of local interest would help, too. D. E. D.

"Books and Music—With Mary Burke"

Reviewed Monday, 7:45-8 p.m.
Style—Commentator. Sustaining over WBY (Waterbury).

Altho possessing attributes necessary for making an interesting program, this period just misses fire and proves rather boring. Miss Burke tries hard to please. Has a nice voice for the air and possesses knowledge of her subject. At this session she reviewed *These Foreigners*, best seller by William Seabrook. Illustrates various quotations with transcribed melodies. Proves too talky, however. Miss Burke herself seems to weary toward the end and loses the even tempo of the start. S. A. L.

Air Briefs

New York By PAUL ACKERMAN

CBS shows slated for the summer can include Kate Smith, in about six or eight weeks; Monday evening Lux program, in eight weeks, and the Ford Sunday night hour and Banks Coffee, Coco Malt and Old Gold will continue. Ford Tuesday night show may remain and Gulf is indefinite. . . . Vick's and Lehn & Pink are also set for the moth balls. . . . CBS daytime shows, by and large, will continue. . . . Ned Wayburn, dance school operator, will have a show on WHN in May.

Fred Allen sponsors are looking for an audience participation idea to get away from the variety slant. . . . Bill Thomas, of Young & Rubicam, returns from Virginia vacation Monday, and Pat Weaver, of the same office, barges in from Bermuda one of these days. . . . Lyn Murray, orchestra conductor on CBS, out on a three-week jaunt, with Ray Block taking his place for the time being. . . . Artie Manners, Block's saxophonist, finally did it. . . . Judy Starr, vocalist, has a one and one-half year contract with Hal Kemp. . . . Rose Marie playing a benefit for the unemployed of Clifton, N. J., May 28. . . . "Dangerous Road," 15-minute dramatic show, debuted last week on WHN.

Phillips H. Lord, producer of "Gang Busters" and "We, the People," coming from London on the Queen Mary Monday. . . . Mrs. Pat Dougherty, radio scripter and director with

Blackett-Sample-Hummert, clears out May 1 to handle an independent radio production service. She will have Adels Whitley Fletcher, mag and radio writer, as associate. . . . Singing session set for Randall's Island by WNEW is two-thirds sold out. . . . Lucky Strike will be on WNEW for 52 weeks. . . . Negotiations between American Federation of Radio Artists and nets and agencies are now down to bed rock. . . . I. J. Fox has contracted for 52 weeks on "Milkman's Matinee," six times a week. And Manhattan Soap has taken 300 spot announcements for Sweetheart Soap in 14 new cities. Both placed by Arthur Sinsheimer, of Peck Advertising.

TOD SWALM, formerly with the WNEW news department, is now with United Press radio news sports department. . . . Maxie Baer will be on Good News Thursday (28). . . . Joe Bolton, sports announcer on WHN, just bought a new home in Scarsdale, N. Y. . . . Associate director of WHN, Herb Pettey, comes back Monday from a fishing trip in Florida. This will be okeh with Frank Roehrenbeck, station manager, who is lying under the strain. . . . Rico Marcelli, a symphony musician, is organizing a swing band. . . . Last week Dave Alber visited his client, Ken Sisco, in Montreal to work on a new show designed to give employment to unemployed musicians and singers. . . . Ruby Newman will do the Joe Penner show from New York.

Chicago By HAROLD HUMPHREY

JULIAN BENTLEY, newscaster at WLS, celebrated his wedding anniversary this week by setting fire to his bed after falling asleep with a lighted cigar. Same thing happened to the same guy last year on the same day, but next year the Bentleys say they will deviate a little by incorporating some pinwheels in the display. . . . Boris Karloff finished his *Lights Out* series here and is playing a theater engagement in Detroit before leaving for the Coast to do a pic for Warners. . . . Athlyn Deahls, former radio ed for The Milwaukee Sentinel, was in town looking for a job along local radio row.

also dickering for the services of Howard Klink, former public relations man for Firestone Co.

Gunther Beer Spread

NEW YORK, April 28.—Gunther Brewing Co., beer firm covering the Baltimore and Washington area, is now doing 15 broadcasts a week. Station and talent line-up includes WBAL, Baltimore, with sports announcer Don Riley on seven times a week; WFBR, Baltimore, four Inkspots and Eddie Matthews (transcriptions), three times a week; WCAO, Baltimore, Saturday Night Gunther Swing Party (records); WRC, Washington, Inkspots, etc., three times weekly; WJSV, Washington, two-hour swing session as at WCAO. Erwin, Wasey & Co. is the agency.

JOSEF CHERNIASVKY
now with
WLW
"The Nation's Station"
Cincinnati
"The Musical Cameraman"
every Sunday, 8 p.m. EST.



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Fridays, 8:30-9:00 P.M., EST.
Featuring
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4 MODERNAIRES
Broadcasting April 30th
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All Paul Whiteman Engagements Booked
EXCLUSIVELY
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N.Y.C.
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COLLEGIANS DEFINE SWING

No Joe Union Here

NEW YORK, April 23.—From Southern Methodist in Dallas, O. K. King Jr. was quite candid in explaining why Layton Bailey's Variety Band, a student combo, makes the best impression of all the bands that have played the school during the current year. "It's partly because he is good," confesses King, "and partly because of price."

802 Rules on Six-Day Week

NEW YORK, April 23.—While the legality of the \$54-a-week law awaits judicial clearance, Local 802 adopted a substitute resolution to go into effect two weeks after the appearance of the local's next Journal. Saw limiting boys who hog the outside jobs states "that members having a steady engagement of five or six working days in any week shall not play any engagement or any part of an engagement during any of their off days."

The union further adopted a resolution stating, "The Executive Board is in favor of the policy of establishing a six-day work week without reduction in pay in all places now having a seven-day work week." This is to go into effect immediately and will apply at first to Class A engagements, upon the expiration of current contracts, unless hotel and club operators will agree to void existing pacts and draw up new ones providing for the six-day week. The shorter working week is now observed in Chicago and the West Coast.

New resolutions have been added to the Price List, precluding any chance of members running to the courts to protect their constitutional rights, as in the case of the \$54 law.

Warns Pitts Clubs, Hotels

PITTSBURGH, April 23.—Claire Meeder, prez of Musicians' Local 63, issued an ultimatum to hotel and country club managers stating that unless they agree to the proposed triple alliance closed shop by April 30 they will be put on the unfair list. Action was precipitated when managers ignored a meeting to discuss the closed shop, only musicians showing up. Under terms of an agreement with bartenders' union and the hotel and restaurant employees' association, employers of musicians not operating under an AFM closed shop are liable to a walkout from the co-operating locals.

Frankie Files Damage Suit

ST. LOUIS, April 23.—Frankie Baker, Negro, allegedly the inspiration for the song, *Frankie and Johnnie*, as the result of her shooting her lover here in 1899, has filed a \$200,000 damage suit against the authors, producers and distributors of the film of that name, claiming that she did shoot and kill a man, the circumstances were falsely portrayed in the pic, and that the man she shot was not named Johnnie, but Albert Britt. Republic Pictures, Chester Erskine, Jack Kirkland and Helen Morgan are among those named in the action.

Double Duty for Abbott

BOSTON, April 23.—Dick Abbott has been spotted by MCA for Hotel Statler here, opening May 2, Nya Mayhew leaving after two seasons. Abbott comes up from the St. Charles, New Orleans, to take over the double chores of dinner dancing, now supplied by Mayhew, and the concert luncheon music, currently handled by Salvy Caviochio and his ensemble, who will end a five-year association with the hotel on April 30. Supper dancing will be suspended for the summer, and Abbott may have the restriction lifted which will enable him to play local engagements, privilege union did not allow to Mayhew.

Psychological, Physiological, Historical, Anthropological, Musical and Even Nonsensical

NEW YORK, April 23.—Since Yuba started thumping on his tuba in four-fold time, the pages of Noah Webster have been thumbed in double time by almost everyone in an effort to define this thing called swing—not to be confused with swinging doors. Our college boys and girls having more than a nodding acquaintance with both, college editors participating in The Billboard dance music poll were called upon to provide a definition of swing itself. And while any two fail to agree on the same wordage, all the boys and girls prove themselves to be "hep" to this thing called swing.

"In its highest form," says Bill Gottlieb (Lehigh), "swing music is the musical expression of the mood of the moment by collective improvisation about a weak, general theme." It's just "sweet and hot" stuff for Archie R. Lewis (Georgia Tech); Marjory Craft (Butler) adds "lowdown" to the sweet and hot; "jazz gone modern" for Ted Spittler (Wittenberg), and "jazz all dressed up" for Bernard S. Goldfarb (Western Reserve).

Jack K. Rimalover (U. of P.) expounds the theory that swing is "a semi-corny, semi-cacophonous melange of melody with plenty oomph and strictly in the groove." Ross T. Morris Jr. (U. of Nevada) also labels it "oomph." But Lyle Saunders (U. of New Mexico) says, "It's just clarinet madness to me."

"A loud noise to be earnestly avoided," explains John Tinnon (Haverford), while Bernard Lisman (U. of Vermont) calls it "fast, racy numbers that hardly deserve to be called music." But for Leonard Flinkman (Villanova), it's "sweet music that evokes rhythmical movement," and Ross C. Lyons (Princeton) finds it "a synchronized variation around, and built on, a melody giving each member of a band an opportunity for self-expression and interpretation of the melody as he feels it."

Weaned on Swing, Collegians Now Wooing Classical Music

NEW YORK, April 23.—While the wide-pants guys have been weaned on swing music, the lads and lassies are showing a marked interest in the other side of the musical fence and are now wooing the classics. In The Billboard's rhythm referendum no attempt was made to investigate the inroads of classical music on the campus, the survey being limited to dance music. Yet almost a dozen participating editors took it upon themselves to comment on this marked trend as evidenced on their particular campus.

At Colby College, where they blame the depression for driving "this sloppy rah rah music away," Sunday Evening Music Appreciation hours were instituted this year, a photograph and a set of classical records having been donated to the school. "This serious music," says editor W. L. Haynes, "is found to really contain something appreciated by students, believe it or not. In fact, much of our time listening to the radio is for symphony music by the better known conductors and their orchestras."

The same reaction is found at the University of Florida, where editor Thomas A. Leonard notes that "there are many students on this campus who will leave a convivial party in order to listen to Toscanini Saturday night. But few of them trouble to tune in on Goodman every week."

Bill Gottlieb, at Lehigh, points out that there is a slightly growing taste for the so-called classics and the music society is increasing in size steadily. "Probably one out of 20," he adds, "make

It's music that even the experts can't define, says Jack Shiffour (U. of Alabama). And we find expert testimony from Harold J. Feldman (U. of Buffalo) that it's "nothing more than an ordinary piece overly orchestrated and in which the rhythm section accents the second and fourth beat of every measure, the other effects being only interpolations and variations of themes."

Inclined to disagree, Gentry W. Durham (U. of Arkansas) claims that swing must have intricate arrangements "for swing fans listen carefully to orchestral technique."

Rhythm Rules

"Nutty notes denoting nuttin'," is the notation from Thomas A. Leonard (U. of Florida), with "common ordinary noise" from David Lawrence (Manhattan). But Edgar B. O'Hara (N. Y. State) finds it "a sturred, expressionistic pattern combining individual performance with accentuated rhythm." For Robert C. Casselman (M. I. T.) it's "generous improvisation of tunes—expert soloing against a tricky brass or rhythm section." "An unusual form of musical self or group expression with special emphasis on contagious rhythm," says Gene Ackensay (Washington U.).

"A simple musical theme adapted to the individual abilities of the members of an orchestra, with emphasis on the rhythm rather than the melody," volunteers Edward Helwick (Lafayette). And "a style of music based rhythmically on an off-beat rhythm and featuring much shrieking brass and many solo rides by individual instrumentalists amidst a predominant rhythm with a lift," is proposed by Bruce Proctor (Amherst).

A feminine note, Helen Weinreis (Mt. Mary), feels that swing makes you "feel like a bird without a wing," while for a sister stude, Dorothy Fritz (U. of Kansas), it's "a condition of musical madness

some attempt at collecting Red Seal (Victor) records, over 50 take the music course (many because it's an easy hour) and over 50 make good use, I believe, of a rather large classical library and the Capehart (phonograph) belonging to the school."

At the University of Arkansas a recent visit of Nino Martini and Jose Iturbi to the campus has caused a more serious consideration of classical music. The pop concerts presented on the campus by the Southern Methodist University Band are attracting many students who seem to enjoy the semi and light classics. And at Purdue there has always been large attendance when the Memorial Union presents classical selections in its music room, where convocations are given that increase the knowledge and desire to hear classical music.

From Mount Mary College, Helen Weinreis explains that "music appreciation classes which every freshman must attend and the better radio programs bring in the classics. After high school days students here feel the need for something more refined in music than hop, skip and jump." While at Holy Cross, Hugh H. Harlow bemoans the fact that while students are showing greater attention to the radio for symphonic and operatic music, "sad to say, most collegians pay little attention to it as yet."

There is no telling the likes and dislikes for the high-brow stuff at Duke and Williams, but their respective campus editors indicate that "jazzing up the classics" finds favor here.

Don'ts

NEW YORK, April 23.—Frank Kearns, editor of *Moonshins*, University of West Virginia humor mag, gives some timely tips for bands playing this dance-nutty school, where dances are staged every week-end, sometimes as many as five.

"We like a show and sorta base our opinions of orchestras on that attraction," explains Kearns. "But we do not like bands who carbon-copy other bands' styles; we do not like bands who play consistently hot or consistently poky music. And we do not like bands who play with that bored air as tho they're condescending to play for low-life college students."

under the influence of which all basic rhythmic impulses are released." "Music with a definite lift and a definite rhythm," votes Jack A. Swedish (Marquette). "A combination of good melody and lively rhythm, featured by novel arrangements and particularly frequent and skilled ride work," advances Roy E. Hunt (Brown). And for B. J. Kemper (Williams), it's "sole improvisations and rhythmic interpolation of the melody."

Page Darwin

A. A. Noyes (Mass. State) passes swing off with a single word, "statism," which the dictionary defines as "reverting to an ancestral or primitive type." Or, as Hugh H. Harlow (Holy Cross) puts it, "jungle noises calculated to provide accompaniment for the branch-to-branch antics of apes."

But for Allan McShee (Kansas State), it's "let 'er go Gallagher and the devil may care, for swing is something that gets in your blood and makes you want to go to town." To Charles E. Ferree Jr. (Colgate) it's "music to which you can't stand still when you hear it," and for Lew Schilling (Purdue) it's "music that has a kick and lift to it."

To William J. Dumas (Georgetown) swing is music "involving a peppy sway, arrangements of sweet tunes turning waiting steps into big-apple movements." For Jack Hollenbeck (U. of Washington) it's nothing more than "the modern term for the jazz of the '30s." "Music that is played with a complete freedom and with a natural style," says Richard Cook (Miami).

"Superb instrumentation, straight or improvised, of any tune, making it more suited for listening than dancing," offers Ted Menderson (Cincinnati). "Co-operative improvisation rhythmically integrated," says scholarly Hal C. Bus (Duke). "Harmony with a distinct brass section, subdued melody with an arrangement that varies both in pitch and tempo," offers O. K. King Jr. (Southern Methodist). And for J. E. S. Millar (Wayne) "matured jazz that has gained a more spectacular personal interpretation by the individual musician, with the swing arrangement typifying the collective mood of the band."

In a Lighter Mood

"Once thru a chorus according to the paped notes," notes Thomas L. Smith (Pitt), "and then every man to his own imagination." Juanita Mitchell (Tulsa) characterizes it as "playing all around the melody instead of actually playing it." Eldon Cates (Oklahoma Aggies) finds swing "a refined modification of Dixieland jazz with subdued syncopation." For W. L. Haynes (Colby) "swing music is music by a band with an assertive brass section which, however, doesn't dominate or crowd out the rest of the band." And Jack A. Wagg Jr. (Carnegie Tech) calls it "the musical interpretation of the dance's natural tendencies and movements—legal and otherwise."

Some of the lads and lassies refused to stick out their neck where experts and critics have failed to find unanimity. Lillian G. Benstead (Goucher), Lucile Gup-ton (Stephens), Henrietta Hickman (Vanderbilt), Reed McBurna (Rochester), Jerry C. Mayer (Bowling Green), Loy Baxter (Indiana) and Oliver Crawley (North Carolina U.) failing to respond.

But Charles P. McInosh (Temple) characterizes it as the "1923 flapper jazz with a page-boy bob, a fresh coat of paint and a new glidie." Frank Kearns (West Virginia) calls it "streamlined

SONNY KENDIS

and his ORCHESTRA

Opening April 27

BOOK-CADILLAC HOTEL-DETROIT, MICH.

NBC

With Thanks to RALPH HITZ and Entire Staff

Just Completed 4 Months

Glass Hat
BELMONT PLAZA
HOTEL, N. Y.

4 Months
PALL MALL
ROOM
Washington,
D. C.

Recently
One Year
STORK
CLUB
New York

Detroit Ops Form Dance Hall Corp.

DETROIT, April 23.—Jefferson Beach Ballroom opened for the season last Sunday with a close-to-capacity crowd of about 2,000. Ballroom at this park is being taken over by Park Ballroom, Inc., new corporation headed by Fred G. Haines, Frank M. Steltenkamp and Arley Fleming, who operate the Arcadia, Grand Terrace and Graystone ballrooms in Detroit. Fleming will be active manager of the Jefferson Hall for the summer.

Week-ending, Joe Haymes opened this week, to be followed by Jimmie Raschel and Gray Gordon. Nightly schedule starts May 13 with Rita Rio. Name bands, largely booked thru CRA, to follow for the season. Forty cents top prevails.

Grand Terrace closes for summer May 15, while Graystone and Arcadia open their outdoor terrace ballrooms adjoining the main halls in mid-May.

Archer Adds Skate Spot

LINCOLN, Neb., April 23.—Tom Archer, operating ballrooms in Nebraska, South Dakota, Missouri and Iowa, acquired Masonic Hall in Creston, Ia., converting it into a skating rink for the present. It will operate that way until fall, when he plans to use it for dancing. Rink is situated in dead center of his Omaha, Des Moines and St. Joseph operations.

Archer said biz in Omaha and Sioux Falls, S. D., has slumped off badly, but his other locations were holding up. Creston is his first shot at the skating biz, and it's going so well he's thinking of inserting it for a hypo in some of the other places.

COLLEGIANS

(Continued from page 11)
jazz. Popular songs dipped in romance, seasoned with soft tones and served in

High Finance

KANSAS CITY, Mo., April 23.—Drummer Eddie Phillips beats 'em no smart as they come. Four years ago he purchased a drum set, complete with cymbals, cowbells, et al., for \$35 from a high school boy who was tired of beating the hides. After using the trappings a year, Eddie sold them for \$60 and retired to work in a bank. Last fall he borrowed the same set almost nightly, used it to earn money for a new set, and yesterday climaxed his activity by buying a \$135 outfit from a downtown music store.

Someone lost money somewhere.

a rhythm stew; old-time jazz dressed in rhythmic top hat, white tie and tails."

After all is said and done, with an embracing definition still to be forthcoming, George S. Quick (Michigan) is the niftiest with the nifty—"If it creeps up on you, grabs you by every nerve-end in your body, squeezes until it burts and leaves you limp and gasping—it's swing!"

Songs With Most Radio Plugs

"Ti-Pi-Tin" Retains Lead, "One Song" Up 12 Notches

Songs listed are those receiving 10 or more network plugs (WJZ, WJAZ, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, April 21. Independent plugs are those received on WOR, WNEV, WMCA and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk. This Wk.	Title	Publisher	Plugs	
			Net	Ind.
1	1. Ti-Pi-Tin	Felst	31	20
7	2. I Fall in Love With You Every Day (F)	Famous	20	10
9	3. Cry, Baby, Cry	Shapiro-Bernstein	28	8
7	3. Please Be Kind	Harms	26	26
16	4. One Song (F)	Berlin	23	12
14	5. Don't Be That Way	Robbins	21	23
13	5. You Couldn't Be Cuter (F)	Chappell	21	7
4	5. Sunday in the Park (M)	Mills	21	4
11	6. You're an Education	Remick	20	19
7	7. On the Sentimental Side (F)	Select	19	10
8	8. It's Wonderful	Robbins	18	28
3	8. How'dja Like To Love Me? (F)	Famous	18	23
14	8. Something Tells Me	Witmark	18	13
17	8. Toy Trumpet	Circle	18	9
2	9. Goodnight, Angel (F)	Berlin	17	18
14	9. Always and Always (F)	Felst	17	13
7	9. Two Bouquets	Shapiro-Bernstein	17	8
10	10. Bewildered	Miller	16	21
4	10. At a Perfume Counter (M)	Donaldson	16	20
13	10. I Love To Whistle (F)	Robbins	16	16
6	10. Heigh Ho (F)	Berlin	16	11
11	10. Garden in Granada	Southern	16	8
7	10. Who Are We To Say? (F)	Felst	16	7
10	11. Thanks for the Memory (F)	Paramount	15	13
13	11. I Simply Adore You	Ager-Yellen	15	13
9	12. Love Walked In (F)	Chappell	14	17
6	12. In My Little Red Book	Marks	14	13
10	13. I Can Dream, Can't I? (M)	Mario	13	13
11	13. Joseph, Joseph	Harms	13	10
8	14. Romance in the Dark (F)	Paramount	12	13
10	14. Let's Sail to Dreamland	Spler	12	10
12	14. Dipsy Doodle	Lincoln	12	10
5	14. Moon of Manakora (F)	Kalmar-Ruby	12	5
..	15. Whistle While You Work (F)	Berlin	11	11
..	15. Lovelight in the Starlight (F)	Paramount	11	5
..	15. So Little Time	Shapiro-Bernstein	11	2
..	15. More Than Ever	Miller	10	13
..	16. Where Have We Met Before?	Robbins	10	13
..	16. I Can't Face the Music	Remick	10	10
..	16. Lost and Found	Southern	10	8

Shoot the Ripples To Me, Shep, Boy

NEW YORK, April 23.—The doctors may have thought they had Shep Fields in the hospital for an appendix operation, but actually they were attending the birth of a song. Not content with getting one thing at a time out of his system, the "rippling rhythm" maestro delivered himself of a ditty apparently inspired by the romantic surroundings of a hospital room and quaintly entitled *Under Ether*, or *The Mt. Sinai Blues*.

Turnpike Gets Nice Start

LINCOLN, Neb., April 23.—Turnpike Casino dragged in \$950 opening night, with Hank Halsted lending his name to the occasion. Couldn't bring in his own band, which was on location elsewhere, so stood in front of Allan Castle's Ork for the curtain raiser. Second night was Ray Herbeck, who also did well.

Jung Hotel Returns Names

NEW ORLEANS, April 23.—Ted Lewis returns name-band policy to Jung Hotel tonight, coming in from St. Louis for fortnight. Tulane Room, spot within hotel for dancing only, will now seat 1,000, with no cover but one admission price.

Jake Turns Soda Jerker

PHILADELPHIA, April 23.—A trend of the times? Jake Saunders, bass player in Happy Felton's crew, current at Arcadia-International here, quit the band to open a drug store in his native Norfolk, Va.

Batonitis

MEMPHIS, April 23.—Another of the Hal Kemp clan blossoms forth as maestro in his own right. Mark Zimmer, former piano pounder, organized his own combo here, called the Southern Swingers. Preems at the Memphis Cotton Carnival.

Music Items Nola Newest of Tin Pan Pubs

A MILLION dollars' worth of hand talent will be on hand for the Professional Music Men's benefit at the Alvin May 1. The line-up includes Benny Goodman, Paul Whiteman, Tommy and Jimmy Dorsey, Guy Lombardo, Ben Bernie and their bands, with Rudy Vallee, Abe Lyman and Russ Morgan on hand to entertain. . . . Bunny Berigan has been signed by Jack Robbins to make swing arrangements of classic Irish ballads and folksongs. . . . Robbins has also acquired a new Cliff Friend-Dave Franklin tune, *As Long as We're Together*. . . . Clarence Williams has the publishing rights of the score from the WPA production *Voice of Haiti*. Ten numbers are involved.

Sam Pokras, 20th Century-Fox composer, with the *Happy Landing* score his most recent effort, is in town on a two-week furlough from the movie mills. . . . Arthur Jones and Lou Lenman have placed *One Little Twoome* with Jack Mills. . . . Irving Siegel, professional manager for Joe McDaniel, is in New York lining up plugs for the firm's *In Every Way*. . . . Clay Boland, composer of *Mask and Wig* shows for the University of Pennsylvania, has joined the Grofes, Alteri and Foresthyes with a modern piano solo, *Zoo Day*.

THE song-writing bug has bitten Milton Berle, and it looks like a serious bite. Back in Hollywood, he's negotiating to score a new film scheduled for mid-May production, and in addition to that arranged for the publication of two numbers before he left New York. Tunes, issued by Exclusive, are *For the First Time in My Life* and *Violas and Violets*. . . . Irving Caesar claims that his early background was the inspiration for his *Songs of Safety*, featured on the Vallee show. Says that a sense of gratitude toward those who devoted themselves to bettering the lives of less fortunate children led to his cleffing *Safety*. . . . New music pub opens this week, Nola Music Publications, members of the firm being Nola Arndt, Oscar Malanga and George Wiener. Mrs. Arndt is the widow of Felix Arndt and is the author of the lyrics for the new firm's first issue, *Cara Mia*, with music by Malanga. . . . Andrews Sisters introduced Nat Burton's new one, *What'dja Wanna Make Me Cry For*, on a recent Wrigley broadcast.

Red Nichols Brings Test Suit on SS Tax

WASHINGTON, April 23.—Traveling ork leaders and bandmen playing club bookings may soon see help coming their way thru favorable interpretation of the Social Security tax laws which will relieve them of paying employers' tax. Majority have been filing returns and shelling out plenty of money without being legally declared liable. Legal minds watching the rulings coming from the Bureau of Internal Revenue are wont to suggest that the leaders would be saving their pennies if they made inquiry first about their status. Initiative will probably come from lawyers for Red Nichols, who, like others in his cult, has paid several hundreds of dollars in taxes already. The barristers expect to bring the matter before the Bureau and win a refund.

In two recent decisions handed down for musicians, the Bureau placed Edwin Franko Goldman in the name-band class and employer of his musicians. In declaring Milton Schuster and his crew employees of the Brass Hall, New York, a second ruling absolved the Music Corporation of America from employer responsibilities on the basis of contract forms, which have been worded to impress all who read that MCA is merely an agent in the deal. Other reasons for the Bureau's order on the Brass Hall are that the band is a non-continuous one, that Schuster made no contract with the musicians for salary or duration of engagement, personnel may be changed by a two-week notice, engagement is indefinite and purchaser of music controls and sets working hours of all.

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ORCHESTRA **DORSEY**

April 27, 1938.

*To the Country's
Leading Colleges:
Thanks for saying your
favorite style of music is
Sweet Swing, as played by
my band.
It is an honor which we
greatly appreciate.*

*Tommy
Dorsey*



Broadcasting
every Wed. over
NBC Coast to Coast
8:30 to 9 p.m. E.D.S.T.

*In the poll of college
band preferences conducted by
the Billboard and published in the April 16,
1938 issue, the nation's
Leading Colleges declared Sweet Swing as
played by Tommy Dorsey and his or-
chestra, their favorite
type of music.*

Personal Representative:
ARTHUR T. MICHAUD

Management:
MUSIC CORPORATION OF AMERICA

OUT-OF-TOWN OPENINGS

"Private Enterprise"

ERLANGER THEATRE (Philadelphia)

A three-act play written by Mrs. Amey Hare, directed by Melville Burk...

Cast: Richard Barrows, Leslie Austen, Jerome Lawler, Camilla Dalberg...

The play, advertised as "prior to Broadway showing," will probably never see the Gay White Way...

The story deals with philosophy, quirks of the mind, neuroses and the like...

Opens in the home of Trevelyan in Salzburg, Germany, where he's lived for 10 years with the memory of his dead wife...

The second scene introduces each patient: Venable, the old man—a bon vivant in his day—who is afraid to die...

The rest of the play tells of each recovery. It is here the author misses fire, hurrying her characters thru different situations...

The critics panned the play unmercifully, but the house was surprisingly good, due to the fact that Mrs. Hare, a Philadelphia socialite...

Marianna Fiory overacts terribly as Mrs. mumbleher words and flinging her arms about in typical Russian style...

"I Married an Angel"

SHUBERT THEATRE (Boston)

A two-act musical comedy-fantasy adapted from the play by John Vauxary. Book by Richard Rodgers and Lorenz Hart...

Cast: Dennis King, Violette Segal, Vera Zorina, Audrey Christie, Walter Slezak, Charles Walters, Dunham Brothers, David Jones, Hene Damar, Morton L. Stevens, Arthur Kent, Marie L. Quevill...

BROADWAY RUNS

Performances to April 28, inclusive.

Table with columns: Dramatic, Musical Comedy, Title, Dates, Perfs., and Gross.

Angel, a highly successful technicalized Hollywoodian spectacle transferred to the stage. Not in many a blue moon has the Hub, or will Broadway, ogle so rich a lot of musical comedy ingredients...

The book is not a hack job. Its theme of King as a young Hungarian financier who shuns marriage because women are all alike, and tells Segal, who wants him to be a benedict...

FROM OUT FRONT

(Continued from opposite page) a second glance you notice, with a sort of sinking feeling, that it shares the fuzziness, the rash generalization and the complete lack of reason-giving that has so disastroyously disfigured the boys' daily reviews...

Unlike last year's meeting, in which many votes and much umbrage were taken before the palm was awarded to High Tor, this year's conclave was quiet and friendly...

The four bitter-enders who voted for Our Town to the last were Brooks Atkinson, John Mason Brown, Joseph Wood Krutch (by proxy) and Mrs. Ruth Sedgwick...

AMERICAN ACADEMY OF DRAMATIC ARTS. THE foremost institution for Dramatic and Expressional Training in America. FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

plight to Christie, who in tadm whispers it to King's depositories.

Unhappiness befalls Zorina. Seven angels on a visit to earth decide to take her back to the fleecy clouds. Hence Segal teaches her the feminine game of golddigging and white lies...

The theme is skillfully handled, with meaty features peppered to its groove, such as a splendid satire on the Roxy Music Hall flesh bill: an F. D. B. cut-out with Walters as Charlie McCarthy...

Zorina's ballet work is splendid and she's also keen as a light comedienne. Has charm and distinctive style. King handles his job admirably...

"The Man From Cairo"

A three-act comedy, adapted from the French of Yvan-Noté by Dan Goldberg. Staged by Harry Wagstaff Gribble. Settings designed by Frederick B. Fox...

Dan Goldberg turned out the American adaptation of Cairo with that ace actor, Joseph Buloff, in the lead role. Patriot's Day eve opening crowd paid okeh b-o. tribute to a play that concerns a somewhat jekyll-Hyde pattern of a humble Budapest government tax-

tion clerk who on 333 days of the year leads a drab life of work and extremely dull marital association with an ordinary, unimaginative frau...

But a Sir Galahad gesture of shooting off a peety drunk from Helen Chandler at a near-by table in the Cafe Rudolph Overflow Lounge...

Chandler believes him to be all he is; hence she follows him to an address innocently given by the hatcheck girl...

Later Chandler comprehends the ruse and finally meets up with Buloff. He explains his reasons, aids her in returning to her fiancé...

Buloff's characterization in the first act fools the audience, with number two and three acts a distinct tangent of character. He has an easy time garnering the laughs by making each bit click...

Play should enjoy a run of consequence when it hits Broadway.

Cooling Systems for Stem

NEW YORK, April 23.—Summer business in legit should be better than at any time in years, if the current epidemic of cooling systems means anything...

Alviene SCHOOL OF THEATRE. Courses in Acting, Teaching, Directing, Personal Development and Culture. DRAMA — SPEECH — VOCAL DANCE — MUSICAL COMEDY

The 1938 Supplement to FRENCH'S CATALOGUE OF PLAYS. IS NOW READY FOR DISTRIBUTION. SAMUEL FRENCH, 25-27 West 45th St., New York

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YOU NEED THIS NOW! DUTIES OF A COMPANY MANAGER AND ADVISOR AGENT BY PHIL YORK. ELLIS ANTKES, Publisher, Room 35, 200 West 72nd Street, New York, N. Y.

"WOMEN ARE LIKE THAT"

(WARNER)

TIME—80 minutes.

RELEASE DATE—April 23.

PLOT—Dashing Bill Landin snatches his boss' daughter, Claire, on the day of her wedding to her father's partner and weds her himself. Her charming father sinks his advertising agency's dough in the market and runs off to Europe, leaving the brunt to his son-in-law. Their connubial adventure hits a snag when Bill quits the agency and Claire goes to work for them. His vanity wounded no end, he seeks the booze-bottle solution and finally comes out of his stupor to join a rival firm. While waiting in the lawyers' office to arrange the divorce, her frustrated would-be husband whom she left at the altar disgusts her once more, and the estranged pair decide to kiss and make up.

CAST—Kay Francis, Pat O'Brien, Ralph Forbes, Melville Cooper, Thurston Hall, Grant Mitchell, Gordon Oliver, John Eldredge, Herbert Hawlinson, Hugh O'Connell, Georgia Caine, Sarah Edwards, Josephine Whittell, Lois Cheaney and Edward Broady.

DIRECTOR—Stanley Logan.

AUTHOR—Horace Jackson (who evidently has taken seriously the ruling that there is no copyright on history), from the original story by Albert H. Z. Carr.

COMMENT—Built up around a profusion of kisses, highballs and sick dialog. O'Brien, as usual, maintains his scarpuss (and he's supposed to be witty, irresistible and irresistible.) Francis is still the best dressed woman; wonder why she doesn't try acting.

APPEAL—For those who are just "mad" about Kay Francis.

EXPLOITATION—Femme angle—women becoming successful in business. (Reviewed at the Strand, New York.) Sol Zoff.

"CONDEMNED WOMEN"

(RKO)

TIME—80 minutes.

RELEASE DATE—March 18.

PLOT—Another prison plot, with the mobs cast in feminine roles. Sally Elers and a mixed group of females are pictured under sentence in the Big House. En route, Elers attempts suicide, but is balked by a young neighboring doctor who, upon becoming pen physician, falls in love with the embittered lass. The warden, sort of godfather to the doctor, wills to save the lad from the scandal-provoking marriage by encouraging the girl into unforgivable, dishonoring mischief. She selects a jail break. Usual rioting and killings are provided. The truth comes out at much perjured trial—love triumphs over all.

CAST—Sally Elers, Louis Hayward, Anne Shirley, Esther Dale, Leona Roberts, Lee Patrick, George Irving, Richard Bond, Netta Packer, Rita LaRoy and Florence Lake.

DIRECTOR—Low Lander. He might go back to the shop for review lessons.**AUTHORS**—Story by Lionel Houser. Root of the blame.**COMMENT**—Just so much truck.**EXPLOITATION**—Sociological angle of women convicts.**APPEAL**—Sots.

(Reviewed at the Rialto, New York.)

Sylvia Weiss.

Chicago Chat

By NAT GREEN

TWO interesting reports having to do with Chicago movie houses were received this week. One was the annual statement of the Balaban & Katz Corp.; the other the Chicago Recreation Survey covering commercial recreation. The B. & K. report revealed that the year ended January 1, 1938, resulted in the best earnings since 1930. The dollar value of current business is running 14 per cent under a year ago. Barney Balaban told stockholders, and operating profits are off substantially more than the dollar value.

The Chicago Recreation Survey covers the rise of motion pictures from their inception in the late '90s to the present time. In 1907 Carl Laemmle was operating the White Front Theater on Milwaukee avenue and music was furnished by a piano played by Sam Katz, now a high Paramount official. About the same time the old Essanay Studios were getting under way on Chicago's North Side, with Wallace Beery, Gloria Swanson, Charlie Chaplin, Mary Pickford and others starting their climb to fame. The first picture with sound, Don Juan, with John Barrymore in the lead, was shown in Chicago starting October 15, 1928, and in less than two weeks 75,000 people had paid more than \$100,000 to witness the first 34 performances. The survey shows that more than 300 motion picture theaters are operating in Chicago at the present time and of this number nearly 300 are showing double features. "It is generally predicted," says the report, "on the basis of past experience that as economic conditions improve and the individual has more money to expend for amusement purposes the double bill will inevitably disappear." To the objection raised by the public to the release of pictures in smaller cities before they are shown in Chicago, the survey observes: "It apparently is more profitable both to the exhibitor and the distributor, whose income is usually determined by a percentage of the box-office receipts, if all pictures are released first in the Loop. . . . At any rate, when good pictures have been released in big outlying theaters they have rarely or never attracted as large a total patronage as similar pictures released with an orthodox first run in the Loop."

From the mail: "Dear Nat: Do you remember the little dark press agent who kept running in with scoops for you? Little Raye Robin! Well, darling, greetings from Hollywood, where I have been for the last two months; and lo and behold, have crashed the formidable gates of Paramount. My first picture, albeit not the lead, is *Prison Farm* with Mary Carlisle, Shirley Ross and Lloyd Nolan. I have a very good part. I see Dorothy Gulman here and loads of the Rover Boys of Randolph street. We remember Raye—now Raymon Robin—and if looks and gogetiveness mean anything she'll do all right!

Wonder if Chester Morris, whose interest in magic extends over a number of years, is grooming himself for a Houdini part in a picture! . . . Mona Leslie, world's fair diving Venus, received more publicity than her p. a. had counted on when cramps interrupted her swimming stunt and almost resulted in a drowning.

CUTS IN B—

(Continued from page 3)

movie player was submitted for personal appearance. Many of them, instead of waiting for definite vaude dates, are working up acts to be ready when lined up for either theater or night club work.

Hi Hat and Yacht Club, chiefly, have been going in for movie names, particularly the latter spot, which has been topping bills the last few months with lukewarm filmlets. They are figured as

a box-office attraction and are not always depended upon to turn out a sock act, supporting night club acts taking care of that. However, they have not proven as terrific draws as expected, and their agents are blaming it on the recession. Other spots here have open ears for movie attractions but do not open their purse strings wide enough to meet high salary demands.

Theater bookers have been harder to crack, agents asking higher figures and owners skeptical of their value. Several current and former names have been tested in all four Loop houses, but only one or two of them, notably Martha Raye and Mae West, caused any box-office rushes. Boris Karloff, here in a radio show, was submitted to Balaban & Katz for a personal appearance and may be picked up to play the Oriental or Chicago.

Among those with Hollywood reputations who have been making night club and theater rounds here and elsewhere are Ben Blue, Spanky McFarland, Judith Allen, Ramon Novarro, Chester Morris, Jack Durant, Molly O'Day, Lina Basquette, Jackie Cooper, Bruce Cabot, Estelle Taylor, Piff O'Dorsay, Toby Wing, Larry (Buater) Crabbe, Edgar Kennedy, Judy Garland, Mischa Auer, Billy Gilbert, Henry Armetta, George Jessel, Nor-

As I See It

By DAVE VINE

WHO'S WRONG? . . . Jackie Coogan sues his mother to regain the money (about \$4,000,000) he earned as a child star in pictures. He says, "Inasmuch as I am the one who earned that money, I should at least have some of it." His mother says, "I am not worried about the case because under the California laws I can keep it. He can't get a cent and he knows it. But what hurts me is the humiliation of all this. After all, I am his mother, and to think that my own son is suing me! . . . WHO'S WRONG?"

. . . 1934, Primo Carnerio wins the heavyweight championship of the world. As he boards an ocean liner he tells the press how happy he is to be able to bring the title to his homeland. Upon his arrival in Italy he is acclaimed by the natives and saluted by Mussolini. They gave him a "royal rush" or, as you would say, "royal welcome." . . . 1933, Primo Carnerio gets the "bum's rush" from Italy. He is to be exiled to Libya, Africa, for allegedly disgracing Italian sports. . . . P. R. D. in his radio chat tells the nation what is best for it. . . . Governor Landon on the air a little later tells the nation that he disagrees with the President's prescription. They both can't be right. . . . WHO'S WRONG?"

. . . MAURICE COSTELLO sues his daughter, Dolores. He says, "My daughter should support me." Dolores says, "I am giving him all the money I can afford." . . . Martha Raye's father is suing Martha. Same complaint—same answer. . . . Regarding the merits of the Brooklyn Dodgers: The owners say, "We should finish no worse than fifth." Burtleigh Grimes, the manager, tells newspaper men, "I think if we get a good break we will finish seventh." . . . WHO'S WRONG?"

. . . EDGAR BERGEN—Charlie McCarthy feud. Bergen said, "The whole trouble started when Charlie heard about the Coogan suit. I told him there was no need of getting excited, as I have already started a trust fund for him." Charlie says, "You better not try any of that California law on me, because when I grow up and find out that there is no money for me I'll have a few things to say about Mr. Bergen, and I won't let him put any words in my mouth either." . . . WHO'S WRONG?"

. . . MAX SCHMELING says, "I will knock out Joe Louis again when we meet in June." Joe Louis says, "There will be no halting when he goes back to Germany this time." . . . J. E. (Dinty) Doyle, *The New York Evening Journal* columnist, used a few lines taken from this two-by-four column and gave us credit. Dan Walker, in his *Daily News* column, used the line about dictators wanting to see who could be the greatest Julius Selzer of them all and gave the credit to someone else. That line appeared here weeks ago. . . . WHO'S WRONG?"

. . . BASEBALL HOLDOUT . . . Joe DeMaggio says, "I think I'm entitled to \$40,000 a year with the Yankees and I won't sign unless I get it." Colonel Ruppert says, "We gave him a very good raise over last year's salary when we offered him \$25,000. That's our final offer." . . . Backstage at the Riverside Plaza April 3: An actor says, "That fellow over there is a good agent." The agent, speaking about the same actor, says, "Why doesn't that lousy ham get off the stage?" I say: "That agent's remark is very uncouth. He should remember that those same lousy hams for years have been paying him commissions that make his and all agents' livelihood possible." . . . WHO'S WRONG?"

. . . M. G. (whoever that is) writes from Savannah, Ga., "Have been reading your column and I think both you and your column stink." (Nice people.) Howard Feigley, manager of Rivoli Theater, Toledo, O., writes, "Can't wait for *The Billboard* to come out each week to read your column. You are doing a swell job." . . . WHO'S WRONG?"

ma Talmadge, Herman Bing, Monte Blue, Buddy Rogers, Harriet Hilliard, Bert Wheeler, Dorothy Lee, Jane Withers, William Hall, Allan Jones, Ken Murray, Tom Howard, George Szeleton, Nick Lucas, Bobby Breen, Jack La Rue, Vince Barnett, Gene Autry, Three Stooges, Milton Berle, Betty Burgess, Sonny Lamont, Yacht Club Boys, Wini Shaw, Bill Robinson, Sybil Jason, Eleanor Whitney and Phil Regan.

Equity representative to the Federal Arts Committee to replace Burgess Meredith, now on tour. Action on a proposed constitutional amendment giving officers the right to vote at council meetings was held over for a subsequent meeting.

CONSTITUTION—

(Continued from page 3)

and set of by-laws. Press agents, treasurers and manager groups are each also working up a by-law set for themselves.

The recommendations will be voted upon at the membership meeting in August.

This week the union distributed copies of the contracts among the producers, who seem to be signing readily enough. The issue of the Theater Guild and its treasurers will probably be held in abeyance until the opening of next season, when displacing of house treasurers will have to be settled.

FTP EQUITY—

(Continued from page 3)

der that producers may not replace one actor with another at a decrease in salary, or cut an actor's salary during the run of the show. In turning down the complaint council promised that further consideration would be given the producers if the rule proved unjust.

Arthur Byron, who has been presiding at council meetings, was appointed

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Tit for Tat

CHICAGO, April 23.—After turning down an offer from a Broadway impresario to stage his show in either the B. & K. Oriental or Chicago Theater, head booker Louie Lipstone received a letter from him inclosing a trade-paper review panning one of the Lipstone-booked shows.

So Lipstone, discovering that the same paper roasted the impresario's revue after its recent opening here, secured a tear sheet and immediately forwarded it to his maddened critic.

Summer Season Looks Good in New York Area

NEW YORK, April 23.—Despite complaints that night club business here is about 25 per cent behind last year, new spots continue to announce openings and the summer season is shaping up as one that will provide a lot of work for talent and bands.

Ben Marden's Riviera, Fort Lee, N. J., will have Sophie Tucker heading its opening show May 19, with the Roadinger Twins, Roy Benson, Pierce and Harris and a chorus troupe supporting her. Leonard Stillman, legit musical producer, will stage the show and promises a "modern dress version" of a "medieval form of entertainment dating back to the 14th Century in Provençal France" that will "upset all night club tradition."

Billy Rose's Casa Manana gives its final performance as a floor show cabaret April 30, and despite a reported gross of \$800,000 since January's premiere, it embarks May 1 on its new policy of variety shows. Performers for the first show include Lou Holtz, Vincent Lopes and orchestra, Helen Morgan, Harriet Hector, George Tapp, Paul Sydnell and "Spotty." Allen and Kent and Rose's own Small Time Cavalcade, consisting of fire eaters, bellringers, jugglers, musical bottle manipulators, etc. Line-up, tagged Streamlined Varieties, is in for a two-week period with an entirely new set-up coming in after that.

The Tavern-on-the-Green, in Central Park, opens its season April 30 under Savarin management. Hughie Barrett and orchestra have again landed the musical assignment here.

Claremont Inn, on Riverside Drive, also unshatters a week from today. Ben Bilye's Arrowhead Inn will greet the spring season May 1. Out on Sheephead Bay Villepigue's will open its 51st season on May 7.

International Casino's ice show coming in May 7 is staged by George Hale, with Brooks costuming designed by Bill Livingston. It will feature Evelyn Chandler, world champion professional skater, and Guy Owen, American and Canadian champ, and includes the Simpson Twins and a chorus of 16 girls.

The Terrace Room of the Hotel New Yorker is closing its current ice show May 1, but resumes with a new line-up of headliners and a new show May 16. Ran Wilde and band will be the new musical attraction.

Additional in-town hotels which have announced spring openings of their roofs and summer rooms include the Starlight Roof, of the Waldorf-Astoria, May 5, with Xavier Cugat hired to pilot two orchestras there. The Gardens of the Ambassador Hotel spring their official opening May 3, with Arthur Herbert and orchestra, formerly known as the Meadowbrook Boys, the entertainment attraction. The Hotel White has decided on an air-conditioning system for its Mary Murray Room and will continue entertainment throught the summer.

On the other side of the ledger, the darkened Hollywood Restaurant had its chances of reopening any time soon precluded by a public auction of its furnishings and fixtures in Federal Court yesterday, the trimmings going for \$11,500. Price and "good will" of the Hollywood will be decided at another sale, to be held April 29. Hearing of the International Casino's plea for 77b reorganization will be held Monday.

Old Algiers, Inc., restaurant with musical entertainment, filed for receivership in bankruptcy this week.

Niteries Lined Up, AFA Pushes For Hotel Pact

NEW YORK, April 23.—American Federation of Actors reveals that it has practically every important local night club now under AFA shop agreement.

It has just closed union contracts with the Cafe Creole, Black Cat, Village Collar, Salon Royal, Howdy Club, Trocadero, Queens Terrace (Woodside), Happy's (Glendale, Brooklyn), Showbar (Forest Hills), Boulevard Tavern (Elmhurst) and Woodside Gardens (Woodside), giving the AFA a total of about 65 local night clubs using only AFA members.

The organization is also pushing vigorously its drive to organize chorus girls here and has secured agreements covering working conditions and minimum salaries for chorines at the American Music Hall, Ludwig Satz's Roumanian Village, Village Casino and the Casa Manana.

Negotiations are now going on with the Paradise and the Cotton Club over chorus agreements, these spots already having contracts with the AFA covering the acts. The Paradise management has reached an agreement with the AFA over the chorus contract and has submitted it to Federal Court for oking, since it is now in 77b.

Meanwhile the AFA is also pressing for an agreement with the Hotel Association of New York. Chief organizer Harry Calkins has been conferring with Dave Drexler, hotel labor relations chief, and Frank Boland, of Campbell & Boland, the association attorneys. Calkins is optimistic that an agreement will be reached without resorting to a strike.

Tuscumbia Club Reopening

TUSCUMBIA, Ala., April 23.—Silver Slipper night club, one of the largest in the Tennessee Valley, will be reopened by owner Hugh Wilkerson May 1. Present policy, following extensive alterations and redecorations, calls for large floor shows, two-week minimum booking and music by Hollin and his band, 10-piece outfit contracted for a 16-week stay.

Revue of Rudd's Club

SCHENECTADY, April 23.—Ted Merriman, formerly manager of Miss Sharon (Pa.) beauty queen, will take his Hollywood Stars revue into Rudd's Beach Club here for two weeks, and will supplement the floor show with moving pictures in the early performances. Cast includes Three Whirling B's, Conne Marlow, Caroline Toy, Flash, and Lillia Mann, who formerly was with Teddy Hill's Band.

Ice Revue Set by Sun

CHICAGO, April 23.—A Night of Lake Pleiad, ice-skating revue featuring Eddie Kelley, speed skater, has opened on Gus Sun route. Show is owned by "Sandy" Johnson and managed by Kelley. Carries 25 people, including Charles, skater; Lois Lee, vocalist; three women and two men principals, and eight girls in line. Is booked for Midwest theaters for a month of one, two and three-night stands, with more to follow.

Chicago Dance Teams Yell as First Teaching Team Is Booked

CHICAGO, April 23.—The invasion of the first performing and teaching dance team into a local hotel next month has already precipitated a hot controversy among working dance teams and dancing instructors here for and against this double-duty practice. There has been an instance or two when professional instructors have been engaged by a hotel or cafe to teach patrons new dance steps either during floor-show time or between dance sessions. The opening of Glover and LaMae at the Stevens Hotel May 12, however, ushers in the professional team angle heretofore practiced only in the East.

Veteran dance teams current in local hotels maintain that this practice may spread to an extent that will make it compulsory for a team to double as teachers or lose the engagement. Dance-school operators view it as unfair competition.



RALPH HITZ, president of the National Hotel Management Co., Inc., which operates eight hotels using name bands and floor shows, is shown here talking things over with Tom Martin (center), booker who handles Hitz hotel shows for the Rockwell-O'Keefe agency, and George Woods (right), personal manager. They were at the opening of the new show in the Glass Hat Room of the Belmont-Plaza Hotel, New York, when the photographer cornered them.

Add Ripley Deals

CHICAGO, April 23.—In addition to a guarantee given Harry Rogers during the run of his all-Chinese Frisco Follier at the Oriental last week, the deal made with Isalban & Katz also called for 50 per cent of all Chinese trade that showed up. A Rogers representative was out front counting the number of Chinese patrons buying tickets.

"The Drunkard" In Chicago Hotel

CHICAGO, April 23.—Brevoort Hotel is bringing back the melodrama idea into the Windy City with the opening of the Red Barn Players in The Drunkard in the Mural Room tonight. Feature is getting its third tryout in local hotels, the Auditorium and Great Northern having used it in the last three years.

Strolling entertainers will be retained in the Mural Room to furnish music for the community song session between acts. Show cast is headed by Louis Morgan, who portrays the scenery-chewing villain.

Boo-Boo Hoff Out

PHILADELPHIA, April 23.—Max (Boo-Boo) Hoff, sportsman and night club operator, has been dropped as a partner in the "21 Club" by Harry Drob and "Biff" Beifel. The club is being sued by New York's "21 Club" for \$50,000 for "pirating" its name.

New Bridgeport Club

BRIDGEPORT, Conn., April 23.—Newest spot to open in this sector is McCormack's Westport, with George S. McCormack, well-known ballroom operator, as manager. Jimmy Lynch is in charge of the cocktail room and Dorothy Hewes is at the Hammond electric organ.

Hitz Hotels To Use Series of Unit Band Shows

NEW YORK, April 23.—Rockwell-O'Keefe Agency plans to try out the hotel unit idea again in the fall. Tommy Martin, hotel booker for R-O-K, is planning several units to follow the success of his first hotel unit now ending a 14-week tour at the Nicolet, Minneapolis.

The unit was organized here for the Ralph Hitz chain and was composed of Emory Deutsch's Band, Ethel Shutta, Enrico and Novello and the Bachelors when it played its first four weeks at the Netherland Plaza Hotel, Cincinnati.

Ran Wilde's Band replaced the Deutsch combo for the rest of the Hitz tour, which included the next four weeks at the Roosevelt, New Orleans; two at the Adolphus, Dallas; two at the Book-Adillax, Detroit, and the last week at the Nicolet, Minneapolis, where it closes May 12.

The units planned for the fall will probably include a band, ballroom team, singer and a name act.

Chi Indie Agents Form Own Org

CHICAGO, April 23.—Smaller booking agents here have formed an organization to be known as the Illinois Theatrical Agents Brotherhood, Inc., and at their first meeting this week elected Bill Martin as prez.

Org will first attempt to get local agents to abide by rulings covering the booking of cafe and night spot acts in an effort to eradicate some of the unethical practices now prevalent.

Other charter members include Bert Peck, Caesar Arrigone, Frank Minnol, Sheldon Krim, Florence Benn, Ted Pearlman and George Hall.

Denies Zorine Stranding

DETROIT, April 23.—Denying a recent report, Dr. Frederick Merrill, manager of Zorine and her Nudists, stated that Zorine was not "stranded" after playing the Princess Theater, Youngstown.

According to Merrill, an "angel" who was backing Gil Boag, who managed the contract end of the business, withdrew his capital, leaving Boag holding the sack while the latter was in New York arranging future bookings. Zorine herself then paid off, he said, while Boag returned to Youngstown two days later and took care of all outstanding debts.

Zorine unit is now playing at the Fontaine Casino, managed by Gene Lisotte, here. Unit is being handled by Jack Dickstein.

And Less 10 Per Cent

CHICAGO, April 23.—Taking advantage of bad conditions in the neighborhood vaude field here, a booker placed a three-people act for two days in two neighborhood houses for \$25, less 10 per cent commission.

Vaudeville Notes

LORETTA LEE makes a personal appearance at Loew's State, New York, week of May 12.

REED, CARTER AND REED changed their act name to the Three Fresh-Men. . . . ABE LYMAN's unit picked up for a date at the Chicago, Chicago, next month. . . . SOPHIE TUCKER opens a week's engagement at the Oriental, Chicago, May 6. . . . DIXIE DUNBAR, of the movies, comes in with Tommy Wonder at the Palace, Chicago, Friday. . . . THE RADIO ROGUES, Walter Nielson and a Fanchon line have been contracted for Olsen and Johnson's unit. . . . GEORGE JESSEL-Normal Talmadge unit will play the Chicago, Chicago, week of June 10.

BENNY GOODMAN will groove it at the Memorial, Boston, week of May 10, then swing to the Palace, Cleveland, June 3. . . . N. T. G. and unit occupy the Boston, Boston, week beginning May 12. . . . GENE RAYMOND starts a theater appearance tour at the Chicago, Chicago, May 20, then moves on to Detroit. . . . WAYNE KING and a band of 30 started a theater tour of six weeks in Indianapolis April 19, and succeeding weeks will find them in Detroit, Cleveland, Pittsburgh, Washington and Philadelphia. . . . HARRY BERRY'S Sunkist Varieties has been booked to play the Civic Theater, Wichita, Pa., April 24 to 30.

SHEP FIELDS, recovered from his sudden appendix attack, resumes his theater tour April 28 at the RKO Memorial, Boston. . . . RAY NOBLE, British maestro, with his Canadian band and his American vocalist, starts on a tour of the GT houses in England, set by Dick Henry, of William Morris. . . . VERA WALTON, former partner of Billy House and Lester Cole, made Easter week a bit brighter at the Hospital for the Ruptured and Crippled, New York, with songs and entertainment, assisted by her niece, Frances Kraft.

ABE LYMAN, his band and a unit headed by Walter Dare Wahl and Nick Long Jr. will begin an annual theater tour the first of the month. No dates set. . . . PARADISE REVUE, headed by Barto and Mann and Bert Frohman and including Shavo Sherman, the Ashburnes, Madeleine White and others, has been set by P. & M. for Fay's, Philadelphia, week of April 29. . . . JACK PINE'S Play Girls unit disbanded after its Paramount, Newark, date last week.

HARRY RICHMAN and his bride, Hazel Forbes, are honeymooning in Europe. . . . FRAZEE SISTERS leave the Casa Manana, New York, at the end of the month for a week beginning May 4 at the Fox, Detroit. . . . RUPE DAVIS, on his way east from Hollywood, will make a p. a. at the Hippodrome, Baltimore, opening Friday. Following that he plans to come to New York to fill a radio commitment and conclude arrangements for a p. a. tour. . . . EMILE MOREO, who has been doing radio, film and production work abroad, is returning to New York from Paris next month.

B&K Earnings Off 14 Per Cent

CHICAGO, April 23. — Box-office receipts of Balaban & Katz were off 14 per cent for the first three months of this year, compared to the previous year, according to Barney Balaban, president, at the annual B. & K. stockholders' meeting this week.

Earnings of the company for 1937 came to \$1,398,616. This equaled \$4.94 a share on 264,206 common shares and compared with \$6.74 a share or \$1,674,207 earned in 1936.

William K. Hollander, head of press relations for B. & K., was elected a director to succeed Charles McCullough, resigned.

Paid Dress Rehearsal

CHICAGO, April 23. — Chicago Theater, to bring in extra morning trade, advertised an open dress rehearsal yesterday starting at 9 a. m. Acts went thru their paces with house orchestra in front of a paid audience.

Straight Films Any Better?

PHILADELPHIA, April 23.—Here's a new low for vaudeville in these parts:

Warner Brothers experimented with vaude-films in the Allegheny Theater with the following result last Friday matinee:

Twelve adults at 21 cents each. Nineteen kids at a dime a head. The total b.-o. take was \$4.42. The show included nine acts, a full-length feature, a cartoon comedy, a newsreel, plus 10 musicians in the pit at union rates. Total nut for the day is estimated at \$200.

Summer Hits Vaude; But There's Hope

NEW YORK, April 23.—Expected summer slump for vaude and combo houses throughout the country has made its presence felt very definitely in some quarters. But in others there is every indication that the theaters fight it out during the warm months. Most glaring revival is happening right here in town, with Billy Rose definitely set for a name variety policy beginning May 1. There is an even chance of Lee Shubert transforming his Winter Garden into a straight vaude house following the current run of *Hoorsy for What*.

Fanchon & Marco received encouraging support in their St. Louis venture and will undoubtedly keep shows running thru the summer. P. & M., on the other hand, discontinued stage shows at the Paramount, Los Angeles, after an unsuccessful attempt to negotiate with the stagehands' local.

RKO house in Schenectady is presenting its final bill of the season, closing tonight for the summer and perhaps for good. The RKO theater in Cincinnati closed last week.

BIRMINGHAM, Ala., April 23.—Vaude season closed eight-month run at Pantages Theater here Saturday with Harry Howard's *Hollywood Hotel Revue*. City Manager Dick Kennedy of the Wilby chain promises bigger and better schedule for next fall, citing that Birmingham has proved itself as good flesh town.

SPOKANE, Wash., April 23. — Post Street Theater, which recently dropped circuit vaude until next fall, has brought in several units, including Uncle Ezra Smith's *Barn Dance Frolic* and *The Great Virgin*.

PITTSBURGH, April 23.—Stanley Theater looks set for vaude straight thru the summer, altho good bookings are as tough as ever to find. Two years ago music union troubles helped darken stage for hot months, but b.-o. draw of flesh last summer has prompted Harry Kalinine to okay flesh. House is booking on average of month ahead. Current is the George Jessel-Norma Talmadge air revue. Next week brings Cab Calloway's Band, to be followed with Wayne King.

PORTLAND, Ore., April 23. — Rivoli Theater, reopened about one year ago with vaude and a 16-piece orchestra, suspended indefinitely its stage program April 14. Owner-operator Robert S. Ferrell Jr. said he may bill stage units now and then.

Vaude News From Sydney, Australia

SYDNEY, Australia, April 9.—Wonder Show of World Stars, with the North China Group, is still playing to good business in Frank Neil's Sydney Tivoli. One of the best revues to be staged here for some time is *Okay for Sound*, which is playing to very good houses at the Sydney Theater Royal. The cast, headed by Nat Mills and Bobby Gale and Carson, Connor and Drake, Niraka and James Evans, is tops all thru.

Greater Union Theaters, one of Australia's largest theater circuits, has started a new policy which includes stage acts. Many of Frank Neil's Tivoli circuit acts have been signed to appear.

Fay Compton's J. C. Williamson Co. is doing very well in its tour of New Zealand.

Getting Tough For Chi Agents

Recession, incompetency forces drop in licenses—small-timers squeezed out

CHICAGO, April 23.—Unsettled conditions and business incompetence among some of the bookers is causing one of the most disturbing upheavals in that field here in years. Consolidations, personnel changes, removals and office shake-ups have been the order of the day in the last few weeks.

Bureau of Private Employment Agencies estimates that the number of booking licenses will be sharply decreased at renewal time, mostly due to the massing of the smaller indie boys into collective offices. Also, slicing of entertainment budgets by hotel and cafe operators and the demand for "smarter" booking jobs under these conditions forced some of the 10 per centers to join hands and to attempt to pull the accounts thru the recession together.

A leading hotel booker here indicates that it takes depressing times to prove to some of the competitors that they are in the wrong business. Complains that they cannot do an economical job that will prove satisfactory to both operator and talent, and claims this causes grief for all other bookers.

Hardest to book in these gambling-ban days around here are the clubs which formerly thrived on the Monte Carlo atmosphere. They are now in no position to buy expensive shows.

Hotels, according to the bookers, find themselves in a more enviable position. Few managers expect the room itself to pay for the talent cost, figuring that the publicity netted by the entertainment set-up is bringing in added business to the hotel in general.

Music Hall in World's Fair Tie

NEW YORK, April 23.—Four stage productions with a World's Fair tie-up will be produced "during the coming year" at the Radio City Music Hall.

The first of these will take place this Thursday to plug the "World's Fair Motorcade" and will depict a preview of the exposition. Others to follow will be based on "Cavalcade of American Transpiration," "the development of light" and "a tribute to the nations of the world."

Plan for Far East Circuit

SHANGHAI, China, March 28.—Hamilton Mills, theatrical and vaudeville agent here for over 20 years, is outlining a plan by which artists both from the Continent and the United States will find touring the Far East more profitable and less risky a venture.

Mills' plan is to establish a circuit of leading cities, with Singapore the base and including Colombo, Bombay and other places in India, Manila, Hongkong and here. The plan would also have each of the spots in the circuit defray in part, if not wholly, traveling expenses between jumps.

Visits by English and American variety artists to these parts is now at a very low level.

Sprigg for Beverly Hills

CINCINNATI, April 23.—Jack Sprigg, who for the last 14 weeks had his music in the pit of the RKO Shubert here, ends his stint there next Thursday (28), when the house winds up its vaude season, and on the following night moves with his band into Beverly Hills Country Club, Newport, Ky., just across the river from here, for a summer's engagement. Sprigg is adding new wardrobe and three male soloists for the Beverly date.

Rivoli, Portland, Out

PORTLAND, Ore., April 23.—The latest move here to supplant vaudeville with double features came with the announcement that the New Rivoli has abandoned vaude. Acts were formerly supplied by the Bert Levy Circuit.

Mammy!

CHICAGO, April 23.—A local tap dancer lost out for a job with a unit now in organization due to her mother, who is her traveling companion. Seems that there are four mothers accompanying the show, all with acts already signed.

When House Orders The Chorus, It Must Pay SS Tax

WASHINGTON, April 23.—Bureau of Internal Revenue has again committed itself to lend some light on Social Security status of vaudevillians.

Fay's Theater, Providence, has to pay the employer's share of Social Security tax in its dealings with David Bines, producer, because the manager of the theater set up his own specifications for the show. Bines may be a unit producer, but in this engagement he carried out directions by and was under the supervision of Fay's management. The Bines decision does not therefore conflict with the bureau's previous declaration whereby head of another unit, Roger White, had to pay the tax, because White formulated, rehearsed and had complete charge of the production, which he sold outright to a radio advertiser after the show was ready.

In case of acts booked into Radio City Music Hall as special attractions, the bureau is still withholding ruling, pending more complete information on contractual relations between buyer and acts. It is reported that the theater is protesting an earlier decision which placed Jan Pierce and Viola Philo in position of employees of the house along with the permanent troupe of girls.

RKO Vaude Down; But \$1,192,000 Spent for Talent

NEW YORK, April 23.—A decline in vaudeville for the RKO circuit for the period from July to December, 1937, was indicated in a financial statement of RKO operations. With but six vaudeville houses remaining in the entire circuit, the statement revealed that a sum of \$1,192,625 was spent for artists' salaries. A net loss of \$238,909 was sustained during that period against a profit of \$803,580 for the same period in 1936.

N. Y. Agents Hope To Unite

NEW YORK, April 23.—Local night club and vaude agents met again Friday to discuss a program for their new organization, tentatively called the Theatrical Artists Representatives and Agents Association.

Proposals including licensing and bettering standards generally in the field will be taken up at a meeting April 29, along with election of officers.

Louis Loomis, who has aided in organizing the group, says the American Federation of Actors and the license department have signified a willingness to co-operate.

Fox-Tower, K. C., To Try To Weather Summer Lull

CHICAGO, April 23.—Dick Hoffman, booker of Fox-Tower, Kansas City, reports that effort is being made to continue with a combo policy thruout the summer. May and June are usually very slow in this farming area. Operators are trying to arrange with the picture distributors to effect a 25-cent top during those months. Already confirmed for week of May 6 is a show headed by Judy Canova.

Anything for Publicity

CHICAGO, April 23.—Mona Leslie, nude dancer at the Yacht Club, went for a swim in Lake Michigan the other day for publicity purposes and was nearly drowned when she stepped out beyond safety limits.

So now, fully recovered, she is featuring a new routine labeled *Dance of the Wild Waves*.

Vaudeville Reviews

Loew's State, New York

(Reviewed Thursday Evening, April 21)

Mae West, winding up her vaude tour here this week, got off to a big start when her opening day broke all house records for week-day or opening-day business up to 6 p.m. Business slumped somewhat the rest of the evening, but nevertheless her p. a. is expected to possibly break the house record held by Rudy Vallee (\$41,000 gross).

Miss West gives the boys what they expect, and nothing more. She glitters and throws out those sexy gags thru the teeth, and she walks with that hip-swaying motion that has become her trademark. The preceding acts have to work like horses to get a rise out of the audience, which is eagerly waiting for La West. She finally comes on after six men in tails sing a nifty introduction which mentions the highlights of her film career. When she does strut on, she has no trouble keeping close attention all the time she's on. Working in a boudoir set (and what's Mae without a boudoir?), she does a bit of gagging with her colored maid and then does amusing low-making with Milton Watson, who handles his lines well and also reveals a nice singing voice. For a set encore, Mae sings *I Love You in Slow Motion*, with the six boys backing her.

Miss West is in here at \$12,000 guarantee and percentage which is expected to bring her around \$18,000 altogether for the week. Except for the \$20,000 Al Jolson got at the Capitol several years back, she is probably getting the biggest salary Loew has handed out in years. Fashion note: Miss West is gowned in a black outfit trimmed in sequins; her shoulder wrap is trimmed in monkey fur and her hat is a black heart-shaped affair centered with two black ostrich plumes.

Opening turn is Juanita and her Champions, four girls on roller skates doing above-average stunts in various formations. They work fast and make a solid impression.

Frakson, magician, follows. Offers lighted cigaret palming and smoking stunts, followed by card manipulations, closing with disappearing radio set trick. Held close attention all the way.

Moore and Revel, back in town after an absence, clicked easily with their comedy ballroom antics. They get entangled, go into comic postures and then burlesque standard ballroom movements, the total effect being an enjoyable light comedy turn.

Jack Powell, recently returned from a trip to Europe, is still doing his marvelous trick drumming in blackface and in chief costume. Has a great sense of rhythm and works in a load of trick stuff, closing his amusing turn with an echo bit and also drumming to *Bei Mir* rhythm.

There were six vaude shows today (opening day) with seven slated for Monday and Wednesday, five for Sunday and seven for Saturday. This would mean 49 vaude shows—the most the theater has ever run in one week. (Did some one mention two-a-day?) Picture is *Merrily We Live*.

Paul Dents.

Oriental, Chicago

(Reviewed Friday Afternoon, April 22)

Speed is sadly missing from the new bill, putting the individually good acts at a collective disadvantage. Small house first show opening day was not responsive, taking on a try-to-make-me-laugh attitude.

Doecthy Hild Ballet, house line, opened with a modernistic fantasy, employing their dress trains for cape effects. Following them are Lewis, Van and DeLaney, tap trio. Formerly Lewis and Van, the two boys now added a slim, nt-

tractive brunet but made little improvement in the act. The chaps do excellent dance steps but do not sell them with the proper spirit. Their staircase routine to tango music is one of their better features.

Five Elgins, jugglers, stay on briefly and entertain with their tricky manipulation of hats and clubs. Produce some funny sights that are comparatively novel.

Bobby Short, local colored piano-playing and hot-singing lad, has plenty on the ball for a youngster his age but has not developed enough stage presence to transmit the sock he has in his hands. Plays good piano and can sing a song as well. Line girls work around him in the opening *Shoe Shine Boy* number.

Becho Gray, cowboy performer, has a versatile but slow offering. Does familiar tricks, such as knife throwing, roping, tricky banjos strumming and gets a few extra laughs with his howling coyote and hick townish stooge.

The finale is impressive because it is a little different. After the line's slow and swing versions of the minuet *Myron Bear* and Co. in royal outfits present some novel dancing. Two men excel in Russian footsteps, while the more youthful couple in the turn whirl thru a dreamy Viennese waltz. Colorful costumes and powdered wigs fit in with the Continental personalities of the two older men.

On screen, *Battle of Broadway* (20th-Fox) and the latest *March of Time* issue. Sam Hontigberg.

Capitol, Portland, Ore.

(Reviewed Monday Afternoon, April 19)

A well-balanced bill, in contrast to the shows of the past few weeks, in which dancing definitely held the upper hand. This week there was just one dance team, a trained dog act and two singing acts.

Warner and Leigh, boy-girl singing team, were best liked. Their harmony was close as they sang *One Alone*, *September in the Rain* and *Rose Marie* and turned down an encore. Miss Leigh is a blond looker.

Next in line were the Four Hot Shots, Negro tap dancers with plenty of action in their bones and the stamina to go with it. The boys worked hard, demonstrating many new steps and routines. The local *Rivoli* had them several months ago.

Miss Barbarina, pretty English girl, came on with her three educated Pomeranians. Opens with a song about her dogs, then puts them thru all kinds of tricks while she performs acrobatically. They dance, skip rope and take part in balancing stunts.

Master of ceremonies was Bob Nelson, tall and slim young singer. He had some prize jokes that kept the audience laughing much of the time. Among his vocal selections were *Lullaby on Broadway* and *Love in Your Eye*.

Key Hartsook.

Irving, Wilkes-Barre, Pa.

(Reviewed Thursday Afternoon, April 21)

In resuming its regular three-day vaude after a week's layoff due to Holy Week this theater is housing one of its most hilarious and entertaining programs, Milt Britton and band.

The show started off slowly, but it soon warmed up and kept up a fast pace until a fitting climax with the special *Poet and Peasant* comedy number.

Britton was in Wilkes-Barre several years ago, his last appearance being in the Penn Theater four years back, but the attendance and fine reception given the current show bests his previous marks. The 15-piece band opens with a special arrangement of *Good-Bye, Jonah*, with cute Sybil Kaye lending her fine vocal talents. Later Miss Kaye returned to render *Dinah*. Attractive Rita Ray gave an enthusiastically received tap and encores with an imitation of Eleanor Powell.

One of the real hits was Tommy Rafferty, member of the band, who does a rollicking imitation of Chaplin and then goes into his specialty—a comedy dance which almost brought down the house. Bob Richardson, also of the band, gave a cornet solo of *Once in a Blue Moon* and added a vocal in his fine baritone.

The difficult and yet seemingly easy feats of John and Jerry Armstrong, acrobats, proved entertaining. Outstanding

is the fact that Miss Armstrong does as much of the heavy work as John.

Sharing the spotlight with Rafferty is Fred Werner, who got plenty of laughs with his comedy cellist number, among others.

The other members of the band carry on from there with their portrayal of famous old music masters. The action goes to the ridiculous again, the band continuing the fast action and doing everything but tear down the stage.

Pic, *Arsene Lupino Returns*.

Milton Miller.

Shepherd's Bush Empire, London

(Week of April 11)

One of Sir Oswald Stoll's four suburban London vaude houses and generally offers an eight to nine-act program. Current show rates fair, with two popular American acts, Ken Harvey and Arnaud and Peggy and Ready, sharing headline honors.

Opener is Will Russell, English comedy magician, with a mild act that carries a few laughs. *St. Moritz Kids*, three youngsters and a pianist, have a neat novelty of yodelling songs and hit solidly. Swiss costuming meets with approval.

Al Marshall, diminutive dancing comic, and Dawn White, girl beef-trust comedy, prove a winner with a funny act that byplays on their size difference.

Arnaud, Peggy and Ready, Anglo-American comedy dance team, prove one of the most original of the countless ballroom travesty terpatchoreans around. Trio present new angles in this line of business, act is smartly presented and evenly paced.

Alce and Jimmy Day open the second half with spirited stepping. Couple are clever on their feet but lack showmanship. Ken Harvey, American, offers five minutes with an electric banjo, his invention, and six minutes of peppy and laugh-coaxing talk. Aided by a compelling personality and showmanship,

Harvey registers a show-stop. The Jovers, musical and acrobatic clowns, adhere to the same drolleries they have been using for years. Typically slow-measured Continental clowning but nevertheless sells well here.

Alf Atkins Coaster Band is strictly for English consumption. Ork is dressed in loud cockney outfits and relies on harmonicas and accordions. Carries singers and dancers and makes plenty of noise in addition to passable music.

Bert Ross.

Capitol, Atlanta

(Reviewed Sunday Evening, April 17)

Something new in stage circles here was offered in the form of a double feature vaudeville. Forty-minute show drew a packed house, but to meager applause.

Show opened with the Dixie Novellettes, 30-piece children's orchestra, getting a good hand from parents for Easter prod-

log. The professional part of the performance, *The Hit Parade*, opened with the Chan Knoll Trio, offering an adagio movement in white tie and tails. Vincent Yerro, Filipino impersonator, gave good take-off on Crosby and Mexican dancer. Mae West impersonation was rather smutty and greeted with silence. Show lacked an ensee.

Herb Schirner lived up to billing as harmonica wizard, offering good chatter as well as playing of instruments. Finished using lighted mouth organ.

Stanley and Capman, comics, were clever in dances but talk was slow and anything but funny. Corce and Barry received good hand for dance. Only five chorines in line.

Pic was *Tip-Off Girls*.

J. Kassewitz.

Reviews of Units

Three Cheers for Rhythm

(Reviewed at the State-Lake Theater, Chicago, April 22)

Nick Bedla's show stacks up as a fast and generally entertaining show. While not generous with new production ideas, acts caught here successfully brace the

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stage band framework with a variety of talent and are fittingly spotted for the best response.

The Diplomats, 10-girl orchestra, grace the boards, conducted by Dorothy Dan, sexy leader. Opening number brings out a stock line of a dozen girls with a fair routine of Love Is on the Air Tonight, spotting the band on a clever radio set frame.

Winston and Lolette, airy swing and tap team, follow with a jovial version of the Dipsy Doodle that brings an early tonic to the revue.

McKay and LaVelle carry on in equally grand style with an acro tap routine that is rock and their drunk falls that brought a heavy hand.

Sandra Miller, decorative soprano, gave out with feeling and appeal. Her short session has merit, doing a good vocal and delivery job.

Girls return with a masquerade number featuring Florence Baird, graceful danseuse, who has a novelty in her modernistic mask offering. Plagg and Arnold slow the bill's pace with their hand-balancing but earned more than ordinary response with ace tricks accomplished in face of their comparatively equal statures and muscular development.

Walter Walters, in one, is next with his familiar ventriloquist act that is almost perfect technically but could stand a little gag revamping. Uses man and baby dummies, bringing in a number of time-tricked tricks.

Band dishes out a medley that is not too impressive and show would probably be better off without it. A rumba number by the line brings back Winston and Lolette in an capable rumba tap teaser. Performed with gracious facility.

Roy Cummings next-to-closes with his standard drop, cute femme stooge and stark mad comedy. Some of the stuff he is doing is still good, but some of it looked outdated. Also, a stronger finish would help.

Kids in brief and flashy costumes, fronted by Winston in a tap concoction, return to close. All back for a final bow. Sem Honigberg.

Clarence Robinson's Harlem Stars

(Reviewed Monday Evening, April 18, at the Campo Amor Theater, Havana)

An American colored unit, The Harlem Stars, made its bow to a Havana audience here.

Right off the boat on the way to Buenos Aires for a four-month engagement, Ernest Smith, best-known local impresario, secured them for their Havana stopover. They are here for four nights and leave again on the Friday steamer for their South American appearance.

They are a bunch of peppy high-steppers, hoofers and singers, with a 10-piece jazz band not to be overlooked. Whole segregation is under charge of Clarence Robinson, producer of the shows of the Cotton Club, New York.

Some of the leading performers were Velma Middleton, stout singer and comedienne; Johnny Hudgins, creator of the Wow Wow; Dot and Dash, two superior hoofers; Connie McLean, leader of the orchestra; Ella Mae Waters, blue singer; Blooms Brown, novelty dancing and eccentric act; Clarence Robinson, and the Ebony Venus, clever dancing act.

Show is being appreciated by the large Cuban audiences that are crowding this popular Havana theater, and since the first performance the S. R. O. sign has been hanging in the lobby.

Unit opens May 10 at the Avenida Theater, Buenos Aires, Argentina, for four months and options. Will do two-a-day. Booked thru Mary Shank and will play B. A. under title of Harlem's Big Apple Revue. L. Maclean Secrs.

Bell's Hawaiian Follies

(Reviewed at Weller Theater, Zanesville, O., Saturday Evening, April 9)

An augmented edition of this popular troupe which has played many sizeable combo theaters. Howard Bell, owner-producer, has assembled a most capable company of entertainers, retaining his original half-dozen members as a nucleus for the enlarged unit. It's a well-balanced revue, fast paced and quite a relief from the stereotyped musical.

Bell has not deviated from his original Hawaiian theme in the make-up of his new revue. Crowded into 45 minutes, he has injected many new and novel ideas with audience appeal. A number of the members do several turns and meet of them are far more versatile than the average unit artist. Instrumental music plays a big factor in the success of the show.

Bell himself is a premier Hawaiian entertainer of the old school. His steel

Night Club Management

News and Angles on Night Club Operation

By GEORGE COLSON

Clubs Use Radio

KANSAS CITY niteries are experimenting with a novel plan of publicizing their spots. At least 20 spots are taking time on a program offered over Station KOMO. Each is allotted five minutes, which is time for about one recording and a plug of fair length. Program is in form of a tour about the city after dark, Yellow Cab being used to transport radio audience. With the niteries and cab company paying the bill, program runs over an hour every night and sponsors appear well pleased with results.

Urge Patrons Check Tabs

PRACTICALLY all of the respectable clubs and hotel rooms nowadays not only shy away as much as possible from heaping the indignities mentioned above on their customers, but to make doubly sure and to encourage the patron to assert himself, they are placing little cards on all tables on which are written, beside the usual waiter's name and number, in bolder type than anything else the words, PLEASE VERIFY TOTAL.

Village Spots Use Float

EXTRA efforts to revive waning interest in New York's Greenwich Village culminated in the decision recently by the Greenwich Village Restaurateurs' Association to have its own float in the coming World's Fair Motorcade April 30. The spectacle depicting "Night Life

in the Village" will be supervised by Jim Riley, owner of the Village Casino.

Still the Clip Joists

THERE are still a number of spots on and around Broadway that find it hard, the perhaps a bit profitable, in breaking away from the boorish clip joint methods of the prohibition era. Unsavory tactics are not quite as brazenly practiced in these places now as it was their wont then; still, if the opportunity affords and the traffic is suitable, these places are not past check padding, liquor cutting or substitution, or the wanna-make-sumpkin-of-it attitude taken by proprietors and managers when a daring soul asks that a mistake be rectified.

Often, too, the ungracious former social contacts of the props break out with such outie things as kowtowing to a bunch of gangster pals, giving them the choicest locations in the house. And should there not be a choice spot available, well then, they make one, and to hell with the nice customers!

K. C. Spots Hurt

AFTER several weeks of poor biz, Kansas City operators are convinced the new "early closing" law is not to their advantage. All night clubs, cabarets and saloons have been shutting their doors promptly at 2 a. m. since the last week of March. It all came about during the election campaign last month, but has carried over until it's now beginning to really hurt.

Talent Agencies

AL DASH, formerly with Bert Jonas, has opened his own office in New York in conjunction with Robert Brager. . . . WILL WEBER, New York, has acquired exclusive bookings, in conjunction with MCA, to two new spots, Silver Lake Inn and Weber's Hofbrau, both in Camden, N. J.

VAL CAMPBELL, partner in the Detroit Gus Sun office, has returned to Florida to recuperate from a typhoid attack. Campbell is planning to open a branch at Sarasota. Plans for a four-week stand in Atlanta were being completed this week to break the jump between Northern and Florida dates. BILLIE CURLEY, associate booker in the Empire Theatrical Booking Service, Detroit, has retired from booking. Chuck Smith, formerly with the Gun Sun office, has taken her place.

JOE MOSS, former stage manager of the French Casino, New York, has entered the agency field, handling a number of standard vaude turns. . . . STANLEY WOOLF, New York, is now booking Babbette's, Atlantic City, exclusively. Opening show there, April 15, had South and Lane, Grace and Evelyn Honey, Payne and Foster, Elaine Jordan and a line of eight Paul Florens girls.

guitar work is a show-stopper. Honolulu City Trio are harmony singers who feature American melodies. Kanakoli scores with her unusual hula dance, while Princess Leilei interprets sacred and ceremonial dances in native costume. Neki La Meka entertains with a rumba novelty, and John Kahookona is a pleasing tenor. Baby Joy is an accomplished juvenile entertainer and is a big hit with kiddies.

The Steel Guitar Band provides the musical background and does an excellent repertoire of Hawaiian and popular tunes.

On the screen, Crashing Hollywood (RKO). Rex McConnell.

Gaudette Sets Up Office

NEW YORK, April 23.—Gene Gaudette, personal manager of Don Bestor, has set up his own artist management office here. After a string of Southern college dates, Bestor is slated for a June opening at the Adolphus Hotel, Dallas.

Other Gaudette-managed combos include Penn Wayne, former arranger for Bestor, set for the summer at Bluff House, Milford, Pa., starting May 27, and Tommy Whalen, erstwhile Bestor drummer, dated for the season at Edy Hotel, resort near Sparrowbush, N. Y., opening the same day. Gaudette is also handling the Rhythm Boys Band, eight-piece ork built around Paul Whiteman's ex-Rhythm Boys.

New Chattanooga House

CHATTANOOGA, Tenn., April 23.—Closing of the Bonita, combo house, and plans for a new theater were announced by the Dixie Operating Co. here.

Remodeling and equipment of the new theater will total \$30,000. Seating capacity, 728. Dixie company also operates the Volunteer, picture house, whose policy has been changed to two-day vaude with the closing of the Bonita.

Olympia Club To Fold

OLYMPIA, Wash., April 23.—Club 100 will fold May 7 after a fairly successful winter season. During its run the club proved a bonanza to Seattle and Tacoma vaude and niterly artists.

Gene Dennis Returns

SEATTLE, Wash., April 23.—Gene Dennis, mentalist, now the wife of J. G. Von Herberg, local theater magnate, is returning to the footlights and mentalism with a week's engagement at the Michigan Theater, Detroit.

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R K O THEATRES 1270 Sixth Ave. Radio City, New York

Review

Tri-Boro, New York

(Reviewed Saturday Evening, April 16)

After a year, during which it was superseded by vaude and pictures, burlesque is back doing business at a familiar stand, although under a different name and a slightly restrained policy.

The Tri-Boro is the new moniker for the erstwhile Gotham, one-time Abe Minsky-owned house and one of the first to go down in the storm that almost sank burly a year ago. House is now under management of Ed Rowland, Harry Palmer and Harry Brock and reopens with a stock show entitled Tri-Boro Follies.

Most notable feature is, paradoxically, its underwings attitude, apparent in both strips and comedy. Operators evidently don't care to jeopardize their investment by going overboard on nudity and raw comedy. At least they intend to keep any censurable angles at a premium for a while, judging from this first effort.

At any rate a fast, well-staged and attractively costumed show has been put together by Paul Kane, late of the Star, Brooklyn. Show runs two and a half hours, with two afternoon performances from 12 to 6, and a reserved-seat evening show starting at 8:30. House was comfortably filled at the opening, but the audience seemed a bit surprised and disappointed at the noticeable restraint.

Most popular of the performers was Zonia Duval, for the very simple reason that she alone didn't seem to be bothered by the general holding back. Two strips accompanied by songs were her contribution and she made the most of them. The gal knows how to put over a song, too. Dolores Leland, Joy St. Clair and Jane Dobbins formed the remainder of the undressing contingent, each one offering, in addition, a specialty dance. Leland has a "Dragon Lady" dance which is effective, but poor routine has her follow it immediately with a comic ditty informally talked across the footlights. Both bits are good but each loses some effectiveness thru being spotted together.

St. Clair does a pair of specialties in one, while Dobbins is the highlight of several production numbers, scoring nicely in an Indian setting used to open the second act. Costumed beautifully, she does a good job here. Girls also handle straight assignments in the skits.

Comedy is in the hands of Fred Binder and Jack Rosen, working together, and the Italian-dialect team of Pinto and Della. Latter are getting away from their usual style and branching out into full-fledged comedians, doing creditably with the rather weak material. Boys still retain their familiar specialty which starts with them as plants and ends with Della displaying his banjo-playing virtuosity. Binder and Rosen work well together, their act being an army drilling scene wherein Floyd Hallley, playing straight, attempts to get Rosen back in line with Binder and Al Golden Jr., also straightening. Absolutely clean, this bit gets plenty of howls because it's genuinely funny. Hallley and Golden, the latter especially, help considerably in the skits.

Ella Leng, soprano, and Murray Green, tenor, are called upon frequently in the production numbers and are not found wanting. Among others, the pair duets the Indian Love Call, Sweetheart and the current pops on the Sentimental Side and Garden in Granada. A Spanish number also has Green singing the inevitable *Ti-Pi-Tin*.

Ten girls in the line and eight show girls dancing and walking to Toni Callaghan's music.

Daniel Richman.

Mrs. DON LEE (Lila Dean), former singing and talking woman, is mourning the loss of her German shepherd dog, Huntress Von Don-Cele, who died March 11 in Chicago. Huntress was 12½ years old.

Burly Performers Help Vallee at State; Other Notes

New York:

JOE FAXE, Bert Grant, Rags Ragland and Maxine DuShon comedied at Loew's State on the Vallee bill almost all last week, another feather for burly talent. Comedy was needed and their names were suggested. Called April 15, they rehearsed in the cellar and jumped in April 16 for a strenghener. . . . LEE PERRIN is still at the Nomad, Atlantic City, and likely to be held over all summer. . . . BOBBY MORRIS and Charles Harris open May 6 at the Casino, Toronto. . . . LEE HICKMAN and Tramp McNally will comic for Jules Leventhal's new stock at the Hudson, Union City, N. J., week of May 1. . . . PAULA LIND, with the Hirst circuit, has a younger sister, Shirley, first time on stage and with the French Follies, vaude unit touring the South.

Lois Benton Loses Mother

LOIS BENTON, chorine, is being sought by Juanita, of Juanita and her Champs, at Loew's State week of April 21, who seeks her to advise about the death of Lois' ma in Philly April 19. . . . DONNA DELONZA, new dancer, opened at the Republic April 23, thru Sid Traube. Charmaine, off the Hirst circuit, due the week following. . . . LESTER MACK, former burly straight, is now acting in pix for the Jam Handy commercial studios in Detroit and Hollywood. . . . GAY LEBAR is at the Gayety, Minneapolis. . . . JACK DIAMOND and Ethel DeVoe move into the Howard, Boston, May 16.

Margie Hart in Vaude

MARGIE HART exited from the Eltinge April 21 and opened the day after at Fay's (vaude), Philly, in an audience number especially arranged for her. . . . MURRAY BRISCOE, straight man and team mate of Sam Raynor, going in for race horses. Negotiating for the purchase of one to start a Briscoe stable. . . . BERNIE MILLER returned to the People's April 16, with Eddie Yubell departing after a one-day stay. Nina Nixon left April 21, with Winnie Garrett in place. . . . BETTY ROWLAND is spending her a.m.'s at Mabel Horsey's dance school for additional routines before regular duties at the Star, Brooklyn. . . . JANE DOBBINS, dancer at the Triboro, is sporting her own idea of a new and odd coliffure. . . . NORA FORD left the Eltinge April 21 and opened April 24 at the Gayety, Washington. . . . DAVE CORN booked Betty DuVal into the Palace, Buffalo, week of April 21, and shuttled Miss St. Louis back to the Star, Brooklyn, and the Eltinge, weeks of April 22 and 29 respectively. Also Mary Joyce for the Howard, Boston, May 30.

Roxy, Cleveland, Cautious

GEORGE YOUNG, of Cleveland, letters that his Roxy will continue with pix until business conditions improve. Has also under wing the Octopus ride and an illusion show at Idora Park, Youngstown, O., and in contemplation other concessions at Chippewa Lake Park, O. . . . JOANN DARE returned to the Eltinge April 22 after an absence of three years, most of which was spent at the Apollo and the Republic. . . . JOE WEIN-STECK almost took over the Irving. Up in the air over what policy to adopt if he did, he finally gave the idea. . . . FLORENCE VLADALY, debuting this season on stage via the Hirst circuit, is to take up dance routines during the summer lay-off at home in Buffalo. . . . HAROLD MINSKY, of the Eltinge, likes his comies paired in equal heights. Not long ago it was Rags Ragland and Hank Henry, six-footers. Next came Bobby Morris and Tommy Raft, midgets. Now it's Peanut Bohn and Raft, ditto.

UNO.

Chicago: GEORGE PRONATH, producer at

Colosimo's, has returned from a three-week vacation in New York. . . . FRANCES ABRAMS, Milt Schuster's girl Friday, is back on the job after a long rest. . . . COUNTRY AND BRENNAN and Jack Buckley close at the Rialto Thursday and open the next day at the Gayety, Minneapolis.

CHARLES FOX, former operator of the Gayety, Milwaukee, was in town and reported that he will soon reopen the Garden in that city with a picture policy. . . . JUNE ST. CLAIR will work with her sister, Helen Colby, on the bill at the Gayety, Minneapolis, starting Friday. . . . ADD SCHUSTER BOOKINGS: Frank Silk, George Lewis, Billy (Bumps) Mack, Merwin Harmon, Roy Parsons, George Kaye, Margie Kelly, Leona Lewis, Louise Miller and Ada Leonard at Rialto, Chicago; Marty Wayne at Casino, Toronto, May 6; Eileen Dale, among others, into the Gayety, Minneapolis.

Latest Rosenberg Bookings

NEW YORK, April 23.—Latest Phil Rosenberg bookings include Jean Carter, "Hello Jake" Fieids and Pat Paige for the Bijou, Philadelphia, April 29; Bronx-Skin Models unit at the Hudson, Union City, N. J., the 24th, and the Empire, Newark, May 1; Princess White Wing, Jack Tiny Fuller, Lew Petel, Ina Thomas, Sid Gold and Nadine Marsh at the Gayety, Baltimore, April 24; Charmaine, Derby Wilson, Streamline Sue and Sahjl, Republic here, the 29th.

Opening at the Gayety, Washington, April 24 are Nora Ford, Eddie Lloyd, Billy Wallace, Sherry Britton, Dawn DeLees, Gerrie Beck, Les Sponsler, Alexianne and Jack Keller. The Howard, Boston, May 2 and Jack Rosen, Billy Hagan, Sunny Lovett, June Marshall, Jimmy Francis, Betty Palmer, Milt Bronson and Joyce Breazeale.

Seattle Burly Comes Back

SEATTLE, April 23.—Burly houses are going strong again here now that the mayoralty election is over, with Arthur B. Sangle replacing ex-Mayor Dore. Latter had theaters closed a month before election.

Eddie Page and Johnnie King, emcee comics and hoofers, are again playing to full houses at the Rialto.

Burly Signs Threatened

DETROIT, April 23.—Theater signs on the Avenue and Empress, both burlesque houses, were threatened this week by the Detroit City Council.

Action was taken to ban projecting signs on Woodward avenue below Grand Circus Park, with these two theaters the only ones affected. Council's action is being vigorously fought by various merchants, as it will apply to some of the largest stores in the city, covering the principal shopping district of Detroit.

Morokoff to Rialto, Chi

CHICAGO, April 23.—Paul Morokoff, who recently closed as producer at the Casino, Pittsburgh, moved into the Rialto here to succeed Fred Clark and Ida Rose. He will produce his first show Friday, when a new cast headed by Frank X. Silk will be featured.

K. C. Burly Okeh

KANSAS CITY, Mo., April 23.—Subject of recent attacks by anti-Democratic politicians during the recent city election, the Gillis Theater continues to play nightly to good crowds.

Only objectors to the acts were members of the defeated Coalition party, which was exterminated when the Democrats won the election. Since the balloting was concluded not a word against the Gillis' policy has been heard.

Hirst Unit to Boston

NEW YORK, April 23.—Modes and Models, Hirst unit, started a week at the Howard, Boston, Sunday after a Hudson, Union City, engagement. Cast includes Red Marshall, Harry Kiegas, Jack La Mont and Guido and Eva, latter team slaying with the show until it closes.

CANTON, O., April 23.—The Hofbrau at near-by Meyers Lake Park will be operated again this season on a night club basis. Carl Stelclair is manager of the amusement center. Policy will be the same as in former years, with a floor show changed weekly and a seven-piece band. Opening has been deferred until shortly before the regular park opening in May.

Reviews of Acts

Chester Morris

Reviewed at the State-Lake Theater, Chicago. Style—Comedy and magic. Setting—in front of band. Time—Ten minutes.

Morris is still a good movie name, comparatively fresh from a series of important leads in A pictures. His entrance was greeted with a big hand, indicating that he is still a favorite. And his act is far better than the average contribution by a film notable on a personal-appearance tour. He has obviously prepared himself and his offering is definitely entertaining.

First, in his usually vigorous talking style he pictures himself visiting a moviegoer's home and during the conversation with the folks is annoyed with queries about competitive stars. He closes with magic, presenting a couple of Chinese box tricks with veteran showmanship. Well received thruout.

S. H.

Warren and Bodee

Reviewed at the Paradise Restaurant, New York. Style—Singing.

Wes Warren and Mildred Bodee are late additions to this floor show and come thru with a pleasing singing turn.

Miss Bodee is a plumpish but pleasant looking blonde, while her partner is a nice-looking man, both combining to make a pleasing pair. Sticking to the mike, they open with *Jam Barbore*, followed by *Organ Grinders Swing* and then leading the production number with a special on *Sing Is Here To Stay*, which in turn paves the way for introduction of the Bergin swing band featured here.

Their voices blend nicely and their arrangements are attractive. Not too tricky, but just fancy enough to catch attention.

P. D.

Jane Pickens

Reviewed at the Palace Theater, Chicago. Style—Singing. Setting—in one. Time—Seven minutes.

Only sister of the Pickens trio carrying on in the business.

She, undoubtedly, has the best voice of the three, a high soprano that holds up well and pleasantly. Her delivery is good, too, although act on the whole has not yet reached maturity. She needs, for instance, better material to fill between-song gaps. Her appearance is good and personality charming.

In this house she opened with *I Can Dream, Can't I?*, adding a soprano finish, and followed successively with *When a Gypsy Makes His Violin Cry*, nice rendition; an amusing astute of an operatic soprano, and the popular *Ti-Pi-Tin*.

Three bows.

S. H.

Hollywood Unit in London

LONDON, April 23.—Hollywood Star Doubles Revue, under direction of Howard Bruce, will open at the Palladium July 18 for an eight-week engagement. Included in group are Virginia Rensel, double for Mae West; Arthur MacLaglen, brother and stand-in for Victor; Tom Herbert, brother of Hugh; Betty and Carole Dietrich, sisters of Marlene and doubles for Greta Garbo and Marlene Dietrich respectively; Sylvia La Marr, for Joan Crawford; Margaret Bryson, for Loretta Young; James May, for W. O. Fields, and Bealle Poole, for Zasu Pitts. Bruce poses as Edward Arnold and writes the script for this unit. The doubles are those used in the recent productions of *It Happened in Hollywood*, *Stand-In* and *Hollywood Hotel*. M. D. Howe Booking Agency, Inc., of Hollywood, is doing the booking.

Ft. Worth Hostess Ban Takes Effect

FORT WORTH, April 23.—New dance hall and night club ordinance prohibiting hostesses in dance spots passed recently went into effect Wednesday.

The Buccaneer Club, the principal spot featuring hostesses, has already closed and operator Nig Johnson plans to reopen the Oasis Club as Shadowland between now and May 1.

New ordinance switches closing hour from 1 a.m. to 2 a.m. on week nights and 3 a.m. Saturday. Also requires night spots to have licenses, costing \$25 for first-class places and \$15 for second class.

LISTEN MOE

Remember

TOMMY RAFT

The Guy who does comedy, shakes the feet and toots jazz on the cornet?

WELL, he's back East, now at the ELTINGE, N. Y. CITY, and just closed four weeks at the Star, Brooklyn.

ALL SOLID RIFFS, MOE.

Thru Sugar's Domino

AT THIS writing the fate of the Neely-Pettengill Bill, designed to eliminate compulsory block booking and blind selling from the film industry, is still uncertain altho the measure's opponents hope with a certain amount of assurance that it will be crowded out of the running at the present session of Congress. Which does not make less real the danger of the bill's eventual passage.

It is just as difficult to function as a conscientious legislator as it is for a judge to further the ends of justice on a bench of uncompromising hardness.

Using as an example the Neely-Pettengill Bill, it is easy to see how a legislator not amenable to palm smearing or the entreaties of favor-exchanging friends can be confused to the point of desperation. The bill's proponents are certain that it represents the only means open to save the film industry; the forces lined up against the bill are just as vehement in their declarations that the passage of the measure will kill the industry. Each side has a strong case and the spokesmen are equally eloquent. The situation is interesting, to say the least, and rather terrifying to those who are inclined to swallow press statements without the proverbial grains of salt. Our own guess is that whether or no the bill is passed there will still be a great film industry and producers, distributors and exhibitors will still find ways and means to preserve their own hides. Enforcement appears to us to be the most important factor in the process that this bill will undergo between the starting point of legislative enactment and the goal of actual realization of its aims. As a general rule you can depend on the government to bungle any system of industry regulation that it undertakes. In this instance the chances of bungling are great. Which might make the bill's most sincere supporters think twice before continuing their fight. There is a great difference indeed between achieving an ideal thru legislation and achieving it only on paper, with abuses more rampant than ever despite successfully consummated legislation.



F. E. SUGARMAN

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POSSIBILITY of the Neely-Pettengill Bill becoming law brings again to the fore consideration of that fascinating subject, trade paper advertising, particularly as applied to the motion picture industry. As anybody directly concerned with the booking or leasing of films knows, advertising of product in film trade papers today is, in its most charitable light, a friendly gesture. A costly one but as meaningless when considered in the category of advertising as a swain's promises in the moonlight with a hooting owl as the only witness. For the benefit of those who do not know we explain that with very few exceptions trade paper advertising in behalf of films appears when most exhibitors have already contracted for the product—and if they've been stuck the ads represent nothing more than a mocking replica of the film salesman's arguments and glowing descriptions many months before.

There is little that can be done about it. Except for the boys who lay out the cash there isn't anybody who wants to do anything about it. Even the ones who pay the freight are perhaps well satisfied if they can keep the "boys" happy within the confines of a reasonable budget. They look upon the practice as a necessary evil of the industry. Just like the big-town exhibitor who has a fund laid aside for troublesome firemen who can't reconcile crowded aisles with public safety—until they are slipped the convincer.

What connection has the Neely-Pettengill Bill with trade paper advertising? Simply this: There is included a provision, according to the lucid interpretation contributed to a recent issue of Box Office by Louis Nizer, New York attorney, that it is against public policy to lease films before they are produced and without opportunity for the exhibitor to ascertain the contents of such films—in other words, blind selling. And the bill seeks to eliminate blind selling. Which leads to the assumption that exhibitors will actually be in the market for advertising influence should the bill be passed. Added to this is the provision in the bill for the elimination of compulsory block booking. Which will give the producers an incentive to sell films individually. That is, actually sell them and not merely advertise them as a so-called good-will gesture long after they have been contracted for by exhibitors tied down to block-booking contracts.

Passage of the bill will not do away with the advertising of product that has already been sold. This might be a less important practice financially because even film companies can be pressed so far and no further. But there will be a revival (the term is correct because some few years ago distributors actually sought direct results from trade paper advertising) of product advertising with sales as the goal. The trade papers will benefit considerably and the film companies will at last derive direct returns from their advertising expenditures.

ON THE subject of trade paper advertising generally, it is regrettable that far too many showmen and actors regard trade paper advertising lineage as contributions to publishers who exact tribute for silence or eloquence in news columns, depending on the circumstances. If advertising is sold this way it is the fault of the advertiser as much as it is the fault of the publisher who stoops so low. Trade paper advertising (we do not refer to strictly commercial advertising, which cannot be sold on other than a businesslike basis) can be sold ethically and on the basis of result-producing power. A paper that inspires respect because of its honesty, integrity and hands-off-the-editorial-department policy can sell advertising with a strictly commercial approach. A paper that actually has circulation and can prove it to the satisfaction of the intelligent skeptic can also sell advertising on a strictly business basis.

A performer with guts and with intelligence need not buy advertising in a trade paper because he fears the consequences if he doesn't. The reasons are simple: A performer with intelligence will not remain in the business for any length of time if he feels that he cannot make good on the basis of his talent. And if a performer has the stuff all the bad trade paper notices in the world will not make a solitary bit of difference. A producer who fears a trade paper's adversely critical comment and thinks he is buying his way to theatrical heaven by throwing ads the way of a trade paper is wasting his money and is using up an awful lot of nervous energy worrying about nothing at all. Intelligent readers can tell, eventually if not at once, whether a trade paper is honest in its news and review treatment of attractions and individuals.

AFM, Radio Indies Still Dickering On Music Problem

NEW YORK, April 25.—Negotiations thus far between the American Federation of Musicians and Independent Broadcasters indicate that the sum to be spent by indie stations for musicians will probably be about \$450,000 per annum. This estimate is based upon figures in the possession of the Federation, showing that the gross income of the independents is about \$17,000,000.

According to spokesman for both the indie and the Federation, the plan of settlement will closely parallel the agreement effected between the union and the Independent Radio Network affiliates, under which plan 5 per cent of the gross is set aside for live music.

Federation does not expect the business to be cleared up before a month. Committee of the broadcasters is submitting plan to the members, a stipulation providing that plan must be approved by a majority.

Settlement of recording situation is next on the fire. Angle which may cause trouble here is provision in IRNA agreement stating that stations who abide by agreement shall have recordings. Pointed out that should AFM clamp down on recorders stations might beef that union is violating its IRNA contract.

Pitt's Late Season

PITTSBURGH, April 23.—With possibilities of the latest closing in years, Harry Brown has announced the booking of John Steinbeck's *O J Mice and Men* as one of the Theater Guild subscription series for the Nixon Theater's 1938-39 season.

Currently closing a fair week at the box office for You Never Know, first musical to hit town all year, America's best patronized road-show house brings back John Barton in Tobacco Road Monday for his second date this season to be followed May 2 by *Three Wishes*, with Everett Marshall replacing Michael Bartlett. Possibility for the week of May 9 is *I Married an Angel*, the engagement depending on whether its producers, heartened by its road reception to date, cart it into Manhattan before the Pittsburgh opening.

Longest run show of the year enters the second of its four scheduled weeks Monday at the Pittsburgh Playhouse. Charles Gaynor's musical revue, *Hold Your Hats*.

Director Fred Burtleigh, imported from the Indianapolis Civic Theater last fall to pilot the Playhouse, was signed this week for next year by the local board of directors. Burtleigh will direct the South Shore Players at Cohasset, Mass., this summer for the fifth consecutive year.

FRANKFORT, Ky., April 23.—Gov. A. B. Chandler this week legalized Bank Nights conducted by motion picture houses in Kentucky by permitting a bill to this effect to go thru without his signature.

FTP Tries Experimenting With New-Art "Trojan" Stew

NEW YORK, April 23.—Deviating from the standard dramatic form prevailing in the legitimate theater today, the Federal Theater Project offered *Trojan Incident* Thursday at the St. James Theater as an experimental combination of a play, interpretative dance, choral singing and group recitation. There is no intermission in the show, which runs to 70 minutes and represents the government's first show in the heart of the Times Square sector. Private producers strenuously objected to the leasing of the St. James to the

Persons engaged in a business such as amusements owe its trade papers a certain amount of support as expressed on occasion by good-will advertisements. Such advertising helps a paper and does direct good to the advertiser. Showmen, who are inherently publicity-minded, should understand this better than any class of individuals. But such advertising should not be motivated by fear or solicited by coercion, gentle or otherwise. The smart showman or actor should know when advertising can do them good, but they are not smart when they consider an ad inserted under duress or coercion as a good investment. Ask the men who have defied blackjacks and they will tell you what a grand and glorious feeling it is to be liberated from fears that are groundless.

THREE CHOCOLATEERS

Introducing the new dance craze "SKRONTCH"
Held Over 2nd Edition.
COTTON CLUB, N. Y.

WANT TO BUY

2 Unicycles and Trick Bicycles. Bicycle must be sufficiently strong to support 3 adults. Address HARRY BERRY, Ohio Theater, Wichita, Kan., April 24-30.

The Princess Stock Co. WANTS

Singing-Dancing Team, Bass Player with Soprano, also Tenor Sax, Man, Juvenile, Man and Ingenue Woman. Wire or write E. G. WARD, c/o Princess Stock Co., Pineville, Mo.; week of May 2, Sweet Springs, Mo.

WANT

Musicians, Line Girls, Sister Team, M. C. Must make strong candy and concert sales. Other useful people for stage. Real Starlet. Men with car. We parade. Washington, Thursday; Williamson, Friday; Winston, Saturday; all North Carolina, MIGHTY BOSSO SHOW.

MONROE HOPKINS PLAYERS

Now playing stock in Dallas, on Grand Ave. at Fourth., wants to hear from People in all lines.

Four-Hour Fiesta Closes Variety Club Convention

CINCINNATI, April 25.—Leaders in politics, business, finance and the amusement field turned out for the four-hour banquet and show which concluded the fourth annual convention of the Variety Clubs of America at the Hotel Netherland Plaza here last night. Hall of Mirrors, banquet hall, was crowded beyond capacity.

Principal speakers included Councilman Russell Wilson; Senator Robert J. Buckley, Ohio; Senator Alben W. Barkley, Kentucky; Gov. Martin L. Davey, Ohio; Hugh Herbert, stage and screen star, and Gov. Harold G. Hoffman of New (See FOUR-HOUR FIESTA on page 29)

Usher Drive Planned

NEW YORK, April 23.—Plans for a concerted drive to organize the ushers of local theaters was announced yesterday by Richard F. Walsh, third vice-president of the International Alliance of Theatrical Stage Employees and guiding spirit in the present campaign.

According to Walsh, 650 ushers have been inducted, 400 in Manhattan and 250 in Brooklyn theaters, representing the majority of houses in those areas. Aim is to have the field well organized and to represent a formidable factor by the time annual elections roll around in June.

FTP on ground of unfair competition from a governmental agency.

From an all-over point of view *Trojan Incident* is an odd spectacle which will probably draw the same curiosity seekers who paid to see mutilated Shakespeare and sceneryless dramas. As a new theater art form it is quite a way from acceptance in its present state. The same devices, dovetailed more articulately, are not a far-fetched possibility, however; so if in dissecting the production one criticizes *Incident's* spot- (See FTP TRIES on page 29)

South Is Weak For Van Arnam

Rain, cold weather and low prices on farm products hurt biz

CINCINNATI, April 23.—John R. Van Arnam's Radio Funmakers, tent organization, has finished its brief run in Florida and will play a week in Alabama and Georgia and a few days in the Carolinas and Virginia before heading for New York, which it is slated to invade late in May. Business has been only fair to date and in some spots not even that, what with rain, cold weather and low prices on farm products impeding the box-office take.

Show tent is 52 by 140 feet, with 500 reserved seats and 500 blues. Prices are children 15 cents and adults 35 cents. Equipment consists of five trucks and five trailers with the show, and one auto, one truck and one trailer in advance.

Staff includes Roy Roberts, manager; Warren L. Warren, general agent; Jack King, contracting and press; Jay Wall, brigade manager, assisted by Bill Bates Jr. and Unit Lee; Al (Weedy) Pinard, stage manager. Cast comprises of Billy O'Brien, Billy Henderson, Charles (Dome) Williams, Roy Ewing, Frank Broun, Grace Ewing, Helen Brown, Sondra Manning, Margie Hughes, Freda Noble, Pearl Davis, Garnette Davis and Margo, featured dancer. Orchestra, under direction of Danny Sharpe, has Paul Coble, Stanley Adams, Al Pinard, Hollis Edam, George Wells and Joseph Fry.

George Wall is steward; Thomas Maroney, front door; "Windy" Saunders, box canvasser; Clarence Reed, concessions; Joseph Witherstone, electrician; Billy O'Brien, sound car. Work crew includes Hugh Williams, Jimmy Demetro, Joe Carr, Frank Brown and George West.

John Van Arnam left the show at Perry, Fla., to look over new territory. South is full of circuses, carnivals and tent shows and conditions at present do not warrant staying in that area too long. BILLY O'BRIEN.

Kansas City Jottings

KANSAS CITY, Mo., April 23.—Paul Weiss, after closing a long circuit season with Denny's Comedians in Colorado, spent a few days here this week before joining Jack Kelly Stock Co. in Michigan.

Bob Thrasher, veteran rep pianist, was spotted on the main drag here this week-end.

Ivy Bowman left here this week to join Ben Wilkes Co., rehearsing at Albion, Ill.

Walter Price and Helen Gentry left here this week to join Ward's Comedy Players in Oklahoma.

Mrs. Kari Simpson has returned to the village after a visit with relatives in the Windy City.

Blacky Spear left here this week to join the Jack Ripley Players in North-west Iowa.

Miser Players, who claim Omaha as their base, were in the city several days this week en route to Iowa.

Cocli Kenyon and Marjorie Montgomery left here this week-end for Western Kansas to join the Nig Allen Players.

Fred and Lyliyan Poole left here this week to join the Ben Wilkes Players in Illinois.

Ned Wright, publicity man, was spotted on the local risio this week after a business trip to a Western city.

Sid Kingdon, of the Kingdon Players, made a hurried trip here this week on business, accompanied by Tip Tyler.

Betty Zane has terminated her contract with Denny's Comedians and was spotted on the main stem here this week.

Sid Snider left here this week-end to join the Ray and Margie Bash Players in a Western spot.

Floyd (Slim) Arnold is emceeing at the Greenhorn Tavern here.

Shaver Switches to Canvas

STONEVILLE, N. C., April 23.—Shaver's De Luxe Entertainers, who recently concluded a 20-week rotary season in North Carolina and Virginia, began their week-end tent trek here April 19. Compeing the canvas unit are Mr. and Mrs. Shaver, Buddy Barnett, Gene and Broadus, Gene Mathis, a four-girl line and a four-piece orchestra.

Billroy Briefs

COLUMBIA, S. C., April 23.—With horse racing and Jai Alai being abandoned for the time being and with the usual missing word and cue contest Billroy's Comedians began their 14th annual tour April 14 in Valdosta, Ga., to a goodly number of paases and friends.

Eddie Mellon and Johnny Finch have turned out some beautiful work on the trucks. The new top is so large that the candy salesman got lost the opening night and didn't show up until the finale.

One of the highlights of the show is the new rich baritone voice that Cal West discovered that he possessed. How anything like that could have remained dormant so long is a mystery.

Clarence and Sherry Ballerac caught our opening, accompanied by their performing coach dog, Major.

Usual good time was shown us in Augusta, but the absence of Patsy Lyons was somewhat of a disappointment. In Columbia we were visited by Mr. and Mrs. Ches Davis, the Littlejohns and one of our former drummers, Euber Saunders.

Hal Crider, who slept underneath the palms in Miami all winter, is suffering from a severe case of indigestion, no doubt caused by eating too many peanuts in Nick's place in Valdosta.

Bob Heidelberg is recuperating after a strenuous night at one of Quitman's better roadhouses.

A quick exit saved Rochelle Roberts from an embarrassing situation the other night after her costume came unfastened. WAYNE BARTLETT.

Brownie's Comedians Are Moving Northward

YEMASSEE, S. C., April 23.—Brownie's Comedians, now in their seventh week of the season, are heading north from Georgia, where they have been playing since the opening in February. Weather has been ideal, conditions in general good and show hasn't had a loser since opening. Paul Brown reports. Show still operating under its talking picture and vaudeville policy.

Roster includes Paul Brown and Herbert Davis, owners; Mrs. Billie Davis, Leslie Olds and Mr. and Mrs. Burleigh Cash, Mrs. Brown and daughter, Edna, will join as soon as school is out.

Biehl Sisters Stock Headed for Missouri

COPEYVILLE, Kan., April 23.—Biehl Sisters Stock Co. opened a week's engagement here under canvas Monday to satisfactory business. This is the second stand for the troupe this season, a three-day engagement being played at Caney, Kan., before coming here.

Company will play several Kansas spots before trekking it to Missouri for the regular summer route. Roster includes Cleve Terhune, owner and manager; Frank C. Myers, advance agent; Sam Martin, stage manager; Grace Biehl, musical director; Al W. Clark, dramatic director; Eddie Wilson, Elinore Wilson, Del and Florence Post, Louise deLousis, Mickey and Bertha Mae Arthur, Dick Lauderbach, Cecil and Ruth Phelps and Milo Pinley. Bob Grady is boss of the outfit with a crew of four.

Weiss Gets a Bouquet

KANSAS CITY, Mo., April 23.—Hersehell C. Weiss, veteran Midwest rep actor and playwright, after seven years of labor saw and heard his Biblical drama, *The Nazarene*, proclaimed a masterpiece and outstanding as a major theatrical production when it was presented here April 15 in the Music Hall of the new Municipal Auditorium. Production was highly praised by press and public. In the cast 30 Weiss was outstanding as Judas Iscariot.

John Lawrence Players Begin Season May 12

WORTHINGTON, Ind., April 23.—John Lawrence Players will open their canvas season here May 12 with considerable new equipment. This is the show's winter quarters.

Workmen began Monday rebuilding the 40-foot stage and painting the outfit preparatory to the beginning of the show's 30th season. Route will extend thru Western Illinois and Eastern Indiana, with all week and three-night stands.

Rep Ripples

TOL TEETER'S one-nighter of *Uncle Tom's Cabin*, working Oklahoma stands, comprises the following: Tol and Nellie Teeter, Sid Winters, the Four Jeffries, Eghan Allen, King and Hazel Peaton and a working crew of six. . . .

HAZEL WILLIAMS, after a long stretch with Sid Kingdon's merry-go-round, has joined the Frank Smith Players rehearsing at Cape Girardeau, Mo. . . . MR. AND MRS. HAROLD GAULDIN, who closed recently as managers of the Chic Boyes No. 2 unit on a winter circuit, have joined the Boyes No. 1 unit for the canvas swing. . . . POWELL'S POPULAR PLAYERS, who have been rehearsing at Handley, Tex., open in that area this week with the following line-up: Jack Lockwood, Mr. and Mrs. Billy Fortner, Octavia Powell, Bob Bayley, Art and Mae Newman and Frank Powell, manager.

HAZEL McOWEN PLAYERS wind up their circuit season May 12 to launch their tent trek nine days later. . . . LEO AND MAXINE LACEY have joined the Eddie and Mona Hart Players at Depps, Okla., where the troupe opens this week. JIMMY AND MARY BURKE have signed with the Ed C. Ward Princess Stock. . . . J. STARK ROBINSON has signed with Shippy LaMore's Comedians for the Michigan canvas tour.

CLIFF CARLIS Comedians make their canvas bow at New Market, Ia., this week. . . . LEON FINCH, now permanently located and working in Kansas City, Mo., last week enjoyed a visit from Mr. and Mrs. Richmond Roy, who left there the past week-end to join the Rosalie Nash Players in Michigan. . . . C. (BOY) SCHAFFIN posts from Midland, Tex., that he's enjoying reading a line here on Oscar Johnson, Charles Brunk, Ted Edlin, Billie Seldon, Jackie Phillips, Beanie Green, Gene Walsh, Tommy Taylor and Buddy Lavell. Shoot in a line, folks. . . . MRS. LEON FINCH is still confined to her home in Indianapolis with illness. . . . DON (JAKE) DRUMMOND will leave the Rialto Theater, Grand Rapids, Mich., April 26 to join R. Seehofer's *Midnight Gayeties* on the Keystone Shows.

KENNY PRICE is a recent addition to the Jennings-Porter Show on the Coast, replacing Carl Thomas. . . . MONA RAPIER has signed for another season with the Neal and Caroline Schaffner Players. . . . DONALD NORTHBURP has signed with the Hollywood Lane Players in Wisconsin for a seven-week period, after which he plans to join a tent rep for the balance of the season. . . . WILLIAM BALTHAZOR will wind up his South Dakota merry-go-round early in May, reopening a fortnight later under a big top. . . . DON BERAN will begin his Wisconsin tour early in May. He is adding sound pictures to his regular dramatic line-up. . . . DICK WARD and Corinne McDonald are currently vacationing in Wisconsin. . . . BOB AND MARGARET McLAIN have signed with Zarlington's Comedians for the new season. . . . AL PITCAITHLEY, now en route with the Heffner-Vinson Co., posts from Dalton, Ga., under date of April 15: "Caught Newton Bros.' Circus yesterday at Rome, Ga., and enjoyed visit with Jack Kofron, who has the band on there. We tramped together with Chick Boyes' Show several years ago. After two weeks in Georgia we move into Tennessee tomorrow at Athens. Show carries around 40 people. Sure like it on here."

RUDY HOFF helped out for two weeks on trumpet on the John R. Van Arnam show until Hollis Edam joined last week from the Dan Fitch show. Rudy and wife, Libby Mack, are signed for the new Kay Bros' show, which opens under canvas early in May. . . . MEL AND MAY COOGAN have left Boston to join Dave Costa's dramatic med outfit at London, Ont. . . . A NUMBER of the smaller shows in Maine and Eastern Canada report business improved over last season at this time. . . . D. M. STANDRIDGE SHOW, presenting talking pictures and vaude, launched its canvas cruise at Good Hope, Mo., April 15. Weather stormy, crowds fair at opening. Standridge reports. . . . BILLY O'BRIEN, of the Van Arnam *Nadjo Funmakers*, last week received his Christmas present, an electric razor. It had been mailed from Watertown, N. Y. December 19 and arrived at Perry, Fla., April 9. . . . LEDA M. KOHLER, former leading woman with Midwestern shows, is directing a series of plays for the recently organized Theater Guild in Centralia, Ill.

Hopkins Players Set for Dallas

DALLAS, April 23.—Monroe Hopkins Players, who opened here two weeks ago for a limited engagement, have decided to remain for the entire summer and may make Dallas their permanent home. Manager Hopkins says that two truck-loads of equipment used by the company in Houston the past five years will be brought to the Dallas location, Fourth and Grand avenues, next week.

Hopkins roster is almost a complete change from the one that played Houston. Cast includes Crystal Morse, leads and heavies; Ruth Mock, ingenue; Emily Ruth, ingenue and specialties; Allen Sandler and Vergil Lester, general business; Jesse Gilde, characters, Theo Harper, comedy; Eddie Durringer, leads; Vivian Vetter, characters and comedy; Gertrude Jefferies, ingenue and specialties; Jack Robertson, characters; Russell Morse, canvas; Maurice Luckett, piano; Carl Briggs, drums and publicity, and Frank Clark, scenic artist.

Company changes bills once a week. This week's bill was *Sidenights of New York*. Specialties and vaude numbers are used between acts, with transient talent being used as added features.

Ellis Morgan, sister of Mrs. Hopkins and temporarily with the Hopkins Players here, will open her own show, Ellis Morgan Players, in five weeks. Show will again follow its old route thru Iowa.

Cannon Shots

SPRING GROVE, Va., April 23.—Sailing and fishing have been the order of the day the past week. The Chesapeake has afforded fine fishing and the Sea Toy II some fine sailing. Show can't be clean now with everyone getting so "nautical."

Show is clicking in fine style and business is improving rapidly. Louise Johnston is garnering her share of applause with her bird circus. The Japanese Doves really take the youngsters' eyes.

Holly Holland spotted the band for two dances this week and a broadcast from Norfolk.

Jimmie McCann, recently a student at West Point Academy and a graduate of V. M. I., on to take over reserves, was immediately dubbed "Brother Rat."

Bob Hoffeler caught us on the fly today, and Hubert, the magician, dropped in for a tete-a-tete. Hubert says he plans to open his opy in a couple of weeks.

New ones in the crew are Hennie Lewis, Eddie and Ellis Williams and Lemmie Jones. BUDDY CANNON.

Tolbert Tattles

PERRY, Fla., April 23.—We spent Easter Sunday in Ocala, Fla., where nearly the entire show enjoyed the evening dancing at a nickelodeon. Monday we were guests of Mr. Martin at Silver Springs and enjoyed the sights and swimming.

Tuesday Frances and LeRoy Provalet, our adagio team, were held over for pictures under water and on the beach for photographers of the Associated Press and the *Life* and *Look* magazines.

Proud owners of beautiful new trailers are Lillian and Henry Ferguson and Dorothy and Toby Eastman. There are five trailers on the show now.

Things I can't find out: Why do wedding bells for Pedro? Why Clyde Jewel and Joe Kohot had to thumb their way on a trip last week.

BEATHICE JENES.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

WALTER B. GIBSON, well-known magician and writer whose articles have entertained millions of readers of pulp magazines, was a visitor at the magic desk last Saturday (23), accompanied by Alvin R. Flough. Cincy magish and booker. Mr. and Mrs. Gibson were guests of the Floughs during a three-day stopover in Cincinnati en route from Orlando, Fla., to their home in Gray, Me. Gibson, whose nom de plume is Maxwell Grant, has just finished work on a new mystery series for *Critics Busters* mag wherein a magician has the principal role. He also has gathered specialized material for a new book for magicians which he expects to spring in about three months. . . . TED HEUBER, IBM national secretary, of Beaver Falls, Pa., jumped into Cincinnati last Saturday (23) to consult with John Snyder Jr. on arrangements for the forthcoming IBM convocation. . . . PAUL ROSINI is in his second week at the Walton Roof, Philadelphia. . . . HUBEKT, magician, plans to launch his tent opry around the middle of May in the Southland. . . . STEWART JUDAH, Cincinnati triester, journeyed to Norton, Va., last week to do a one-hour show out of his pocket for the State convention of the Knights Templars. Alvin R. Flough made the booking. MR. AND MRS. CHARLES E. HUDSPETH, veteran mystery entertainers, are current this week with their rental turn at the Haunted House, Cincinnati, set by Morris Jones, local booker. The Hudspeths arrived in Cincy from the South early last week to join a carnival company, but switched their plans when things went awry. . . . CLIPPINGIS FROM English newspapers continue to flood our desk, telling of the grand success Dante is enjoying with his *Steu-Sole-Sim* magical revue in the English provinces. . . . WILFRID BECKMEN, Montreal magish, was featured at the National Theater in his home city last week. . . . GALLI GALLI is in his second week in the Florentine Room of the Hotel Gibson, Cincinnati.

everything was hoky today with the well-known magus. . . . MILBOURNE CHRISTOPHER winds up in the Fall Mail Room of the Raleigh Hotel, Washington, this week, and on the 28th opens at the Stevens Hotel, Chicago. He received a grand picture spread and a long story about his travels in *The Baltimore Sunday Sun's* mag section April 17. . . . BILL WAILL is in his second week at the Chez Ami, Buffalo, with his magical and vent routines. . . . THE SAM CONFERENCE slated for Cincinnati May 27-29 will have two night shows. Local Junior League will sponsor one at the Netherland Plaza, while the Syrian Temple Shrine will sponsor the children's show to be held in Scottish Rite Auditorium. . . . AL DELAGE and Shirley, after concluding their Canadian engagements, are en route to Atlanta to join the *Talk of the Town* Revue, playing Southern pic houses.

Saranac Lake

JOHN C. LOUDEN

Jennie Grande and Marie Branchi received their ok papers and left the lodge last week for their homes in New York, where they will continue the cure. Henry Wunsch and Irving Wilbur responded favorably to the phrenic operation last week. Both boys are showing marked improvement. Johnny Jones, of Hartford, Conn., is our latest patient. He was formerly a member of the roller-skating act the Three Aces, which played in Europe and America. Jules Zwilling left the lodge last week for the French Hospital, New York, where he is under observation for stomach trouble.

Robert Burk responded favorably to

the pneumothorax operation last week and is coming along nicely.

Mrs. Fred Eslinger and sister, Mrs. Robert Schlag, of Westchester, N. Y., spent a pleasant 10 days here visiting Mrs. Eslinger's husband, Fred, who is making excellent progress.

Isabelle Rook is curing well after a successful pneumalysts operation last week performed by Dr. Woodruff. Jack Edwards left the lodge last week to spend a two-week vacation with his wife and family in New York.

Jerry Vogel, of the Vogel Music Company, New York, has our thanks for his weekly donation of candy which he has been sending the patients for years.

Another pal and trouper has passed from our midst in Fifth Cinema. For further details read *The Final Curtain*, this issue.

ROUTES

(Continued from page 14)

Waldron, Bob: (Murray's Wonder Bar), New Market, N. J., no.
Walsh, Jimmy: (Sweet's) Oakland, Calif., no.
Warren, Harry: (Stacey-Trent) Trenton, N. J.
Watkins, Sammy: (Hollanden Vogue Room) Cleveland, N.
Weeks, Aaron: (Mark Hopkins) San Francisco, N.
Weldon: (Armando's) NYC, no.
Weider, Michael: (Old Roman) NYC, no.
Weiser, Len: (Michigan Tavern) Niles, Mich., no.
White, Bob: (Montclair), Montclair, N. J., no.
Whitney, Palmer: (Baker) St. Charles, Ill., no.
Wilde, Ray: (Noodle) Minneapolis, N.
Williams, Penn: (Rosebud), Brooklyn, N.
Williams, Joe: (Mark Twain) Hannibal, Mo., no.
Winton, Barry: (Sam Royals) NYC, no.
Woodard, Harry: (Sammy), Canton, O., no.
Woods, Howard: (Laurel-in-the-Pink) Lakewood, N. J., no.

Z
Ziemer, Cy: (Edgewater) Lafayette, La., no.
Zoeller, Carl: (Paddock) Louisville, no.
Zollo, Leo: (Franklin) Phila, N.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Pop Dunlap Show Opens in Savannah

SAVANNAH, Ga., April 23.—"Pop" Dunlap has opened his show in close proximity to Savannah under a top 240x120 feet. Opening was witnessed by nearly 3,000 people. Location is Thunderbolt, about four miles from downtown Savannah, right off of Victory drive.

Show broadcasts are made three times daily over WTOG, with Mickey Thayer handling the microphone. Opening was well handled by Dick Edwards, Lenny Paige and Mickey Thayer. Music by Don King's Californians. Stand-out performances on the opening night included those by Hughey Hendrickson and Rella Finney and Jack Berquist and Marge Berquist, dancers. Marvin Hobough, Elmer Dupree, Jack Kelley and Smitty Inman, comics, also registered well.

Following is the official entry list: Bobbie Burton, Caroline Webster, Jack Berquist, Marge Berquist, Johnnie Reed, Jennie Bush, Smitty Inman, Tholma Lane, Walter Anders, Margarine Harrell, Betty Steele, Billie Steele, Elmer DuPre, Lucille DuPre, Hal Loth, Jo Jo Dandrea, Hughey Hendrickson, Rella Finney, Sammy Kirby, Joan Comerford, Joe Nichols, Jean Hughes, Tommy Loring, Rita Abate, Billy Willis, Ruth Carroll, Marvin Hobough, Jean Hobough, Stanley West, Eileen Thayer, George Bernstein, Leone Barton, De Marlett, Dusty Rhodes, Roy Meyers, Millie Meyers, Jules Zachary, Midge Parker, Jack Thompson, Orly Baune, Steve Roberts, Marlene Windsor, Jack Kelley, JoJo Hite, Earl Harrington, Audrey Vauchet, Helme Rink, Wilma Bratton, Louie Merdith, Viola Comerford, Duffy Tarrainmo, Tillie Sweet, Gooper Wilson, Peggy White, Clinton Dodge and Joan Leslie.

Personnel of the Dunlap organization comprises Marge Lingo, auditor; Dick Robinson, scenic artist; Harry Dunlap, concession manager; L. L. Buckner, canvassman; Harry McLaughlin, electrician; Popcye Knight, cook (days); Jack McCarroll, cook (nights); Scottie McBride and Stanley Fudge, concessionists; Dick Layer, head judge; Walter Grafsky, day judge; Pop Van Harmin, night trainer; Joe Van Harmin, day trainer; Margie King, day nurse; Eida Corina Mitchell, night nurse; Lowell Mossop, night manager; Bill Harris, reserve seat

manager; Eileen Edwards, reserve seat cashier; Helen Howard, Mickey Palmer and Ann White, cashiers; Jessie Rock and Helen McLaughlin, concessionists; Johnnie McGee, pop corn; Johnnie Martin, day manager. Show is under the supervision and personal management of Ray (Pop) Dunlap.

Pughe's La. Derbyshow In Final Sprint Stage

BOSSIER CITY, La., April 23.—George W. Pughe's Derbyshow, which opened here March 3 under local Lions Club auspices, is fast coming to a close thru the efforts of chief floor judge Larry Cappel and his villainous assistant, Jack Reynolds. Organization has experienced a number of severe storms, but has stood up and showed withal. Business has been big in fair weather and attendance on some of the stormy nights has been surprising.

Six couples and one solo still in the running at this writing are Mary and Joe Rock, Marge Bright and Jack Glen, Lou Melshen and Dale Thorpe, Kitty Ellis and Porky Jacobs, Hilda Ludwig and Larry DeCorrado, Gladys Maddox and Marvin Ellison, and Mickey Britton, solo. Organization's next date is all set and will open seven days after closing here. A new Hammond electric organ was delivered to the show five weeks ago, and Dave Ackerson, "pie-eyed piper" of the marathon business, is going to town on it.

Recent visitors included Nat Rodgers and his recent bride, the former Sonny Fox; J. C. McCaffery, president of the Showmen's League of America; Pl Pullon, Mickey Thayer, Hughey Hendrickson and King Brady, well-known emcee.

TIM HAMMACK pencils from Bossier City, La., that he and Pauline Rosen grabbed off first honors in the recently concluded B. W. Johnson show at Lake Charles, La. Mr. and Mrs. Nick Nichols took second honors, and Jack Diamond and Mrs. Eddie Smith finished in the show hole. They ran it off with a 20-minute dynamite sprint and an Australian Pursuit race. Hammack reports that the show went 720 hours and was not closed by law, as recently reported. Tim, now visiting the George W. Pughe show in Bossier City, expects to move on to the Pop Dunlap show in Savannah, Ga., soon.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

WHEN THE MINSTREL *Plantation* Revue shows on the Wildwood (N. J.) High School auditorium stage May 8 it will be more like a grand reunion of the ocean resort's old and experienced minstrel players. Bob Kelly, vet of the Keith Circuit, is directing the show, with a cast including Charles RossKam, Courtwright Smith, Bob Penkethman and Bert Taylor, all of whom have had many years of professional minstrel experience in the past. Revue is sponsored by St. Simson's Church, Wildwood.

EMMETT McATEE, formerly with the *Lasses White Minstrels*, produced *The Firemen's Revue*, sponsored by the Mobile (Ala.) Fire Department and presented at Murphy Auditorium, that city, Monday night, April 18. McAtee, now settled in Mobile, his home town, has been producing and directing home-talents thru Southern Alabama and Mississippi the last two years.

BOBBY COSSANS, former minstrel satellite now settled in Columbus, O., posts to wit: "Have more of Al Tint's 'Do You Remember?' Sure enjoy reading of the old minstrel days."

LEE McDANIELS has taken the front of Diamond Tooth Billy Arnte's Minstrel on the Eric B. Hyde Shows. Arnte is carrying 22 people, with George Beamon batoning the seven-piece orb.

"JUST READ H. H. Whittier's assertion in last week's issue of *The Billboard* in regard to my statement on Boyd's Modern Minstrels taken out by Sig Sautelle and Mill Boyer season of 1892-'23," typewrites Prof. Walter Brown Leonard from Glens Falls, N. Y. "I have before me a house program of the show which I saw at Cortland, N. Y., November 28, 1892. Sig was with the show, and Mill was in advance. I visited with Sig at that stand, and some of the principals on the show were John Mack, Matt Shelvey, Sam Horner, Henry Brown, Frank Forest, J. C. Delancy, Lall Eggleston, Sardo and John W. Gray. I can show Mr. Whittier programs that will convince him that I was not wrong when I stated that Sig Sautelle was with the Boyd minstrels."

LEE GOLDEN is now playing first trumpet for S. H. Dudley's *Ebony Follies* currently touring West Virginia. Marlon Blue is featured blues warbler with the troupe.

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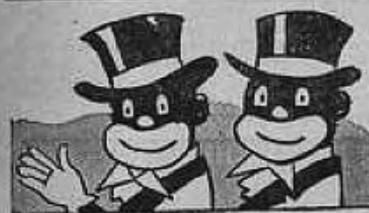
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CLIMAS—Fifi, 32, dancer, April 17 in Will Rogers Memorial Hospital, Saranac Lake, N. Y. She was born in Hungary and for a number of years appeared with the Four Climas in vaudeville and night clubs. Survived by her parents, two brothers and two sisters. Burial in Saranac Lake.

COTILLIER—Theodore, 39, musician at the Spalding Hotel and Flame Room, Duluth, Minn., April 17 in a Superior (Wis.) Hospital. Survived by his widow, son, mother and sister.

I wish to thank the many hundreds of friends for their words and messages of sympathy and for the many, many floral offerings sent to my darling husband and partner, Dennis L. Curtis. May God bless and keep you all.

EDNA CURTIS

CRONK—Fred (Alfred), 56, for 50 years a trouper and originator of Cronk's Comedians and Cronk's Shows, April 13 in his house trailer of a heart attack in Moccasin, Mont. He was a motion picture operator, touring small towns in summer. For the past five months he had been appearing with the Borgan Players. Cronk was en route to Minnesota, where he expected to open his own show. Survived by a sister living in Chicago. Body was sent to Minneapolis for services and burial.

DWINELL—Isabelle M., 83, aunt of Mrs. Louis Chavis, Miami Beach, Fla., March 13 in Stanwood, Ia.

In Loving Memory of My Jim

JAMES DUTTON

Passed Away April 28, 1937, in Miami, Fla.
His Loving Wife, **NELLIE DUTTON**,
Now in South Africa.

ELLSWORTH—Edna Earle Lindon, former well-known stock actress, March 28 in Los Angeles. She also appeared in such road shows as *Fast Mail* and *Thorns and Orange Blossoms*. Married Gene Ellsworth in 1910, she toured with him in vaudeville as Ellsworth and Lindon. Survived by her husband. Burial in Forest Lawn Memorial Park, Los Angeles.

POWELL—Fletcher, 58, former carnation owner of Twin Lake, Mich., April 14 in Hackley Hospital, Muskegon, Mich., after a week's illness. He owned a number of carnivals during his career and in recent years managed a roadside zoo near Muskegon and a recreation park in West Lake, Mich. Survived by his widow; a son, Fletcher Jr., and two daughters, Mrs. Charles Mattson and Mrs. Richard Witham, both of Muskegon.

FRUMVILLER—Julia, 66, former Detroit music teacher and organist, April 4 in St. Mary's Hospital, that city. Survived by a brother and five sisters. Burial in Mt. Elliott Cemetery, Detroit.

GIROUX—Thais, 26, dancer, suddenly in New York April 19.

HENE—William B., 61, veteran theater man, recently at his home in Denver. Hene started as program boy at the age of 12, held the post of business manager at the Tabor 35 years and managed the Broadway until it was converted into a picture house. Survived by his widow, Mrs. Mabel Hene; a brother and a sister. Burial in Denver.

HUDNALL—Eva, 26, aerialist in the act managed by William Vert, killed April 19 in a 56-foot fall on the West Coast when the platform on which she was working collapsed. She had been rehearsing prior to leaving for the East to fill contracts.

RYLAND—Jenny, performer, April 18. She was known as Jenny St. George, harpist, in the act of Callahan, Mack and St. George. Interment in Freehold, N. J.

KRAUSS—Ida, 78, widow of the late Otwin S. Krauss and mother of LeRoy Krauss, operator of concessions and rides at Eastern beaches and amusement parks, April 14 at her home in Lansdale, Pa., following a stroke. For a number of years she operated park concessions, retiring about 10 years ago. Services April 18 from New Goshenhoppen Reformed Church, East Greenville, Pa., and burial in the adjoining cemetery.

LONG—Minnie, musician, April 10 in Terre Haute, Ind. She had been pianist with orchestras in vaudeville, film houses and stock companies and had also played organ for Sparks' theaters in Leeburg, Lake City and St. Augustine, Fla. Her late parents taught music, her father at one time having been a member of Ringold's Band. Survived by a sister, Kitty Etwina, of Barnes and Etwins, Tampa, Fla., and a sister and brother residing in Terre Haute. Burial in Highland Lawn Cemetery, Terre Haute.

The Final Curtain

MacMILLAN—Donald, 60, character actor, April 18 of heart disease at his home in New York. His first stage appearance was under the management of Abbey Schoffel and Grau in *Americas* during the Chicago World's Fair of 1893. He was in the cast of *A Stubborn Cinderella* and *Baby Mine*. In 1917 MacMillan went on tour with Fehr and Warner and was a member of the Bainbridge Stock Co. at the Shubert Theater, St. Paul. He played with Otis Skinner, Richard Bennett and with the Theater Guild's *Good Earth*. More recently he was with the Federal Theater's production *Power*. Services under auspices of the Actors' Fund and burial in Kensico Cemetery, Westchester County, New York.

McGOVERN—John, 71, night club operator in Chicago for 40 years, April 21 in Illinois Masonic Hospital, Chicago, after an illness of several weeks. McGovern had owned and operated Liberty Inn on North Clark street, Chicago, since 1901. He is credited with having been the first person to operate a night club north of the Chicago River, where night clubs now center. He also was credited with having introduced the ragtime band to Chicago long before jazz bands became popular. During the prohibition era his place was closed when he refused to allow the powerful "syndicate" to muscle in and he was closed for a year and a half. Survived by two sons and an adopted son. Services April 25 from Holy Name Cathedral and burial in Calvary Cemetery, Chicago.

McNIFF—David, for 30 years connected with the Ringling Bros. Circus as advance and stock man, April 14 at the home of his cousin, John Dec, Rochester, Minn. Services April 18.

MEISTER—Henry, 40, stage manager at Bay Theater, Green Bay, Wis., for the past six years, April 18 in a hospital in that city. He formerly traveled with carnivals and was a member of the Stagehands' Union. Survived by his widow, mother, three sisters and two brothers.

PETERS—Mrs. Harry, 64, for many years a member of J. C. Williamson's Opera Co. and known professionally as Ray Jones, March 11 in Sydney, Australia. Survived by her husband and two daughters.

PETROVIC—Mrs. Ruth Townsend, 50, former concert and operatic mezzo-soprano and wife of Milan V. Petrovic, operatic baritone and former teacher of voice at the Cincinnati Conservatory of Music, April 18 in Holmes Hospital, Cincinnati. Born in Scranton, Pa., she was a pupil and associate teacher with Jean De Reszke, former well-known operatic tenor and baritone, and made her debut while still in her teens as pianist in Berlin. During her career Mrs. Petrovic appeared with operas in Germany, France, Italy and Austria. She also was heard in recitals with symphony orchestras in Boston, New York and Philadelphia and on one occasion accompanied the New York Philharmonic Symphony Orchestra on a tour to the West Coast. She played accompaniment for her husband on tours and since 1927 had been on the faculty of the Cincinnati Conservatory. Survived by a daughter, Habetta Townsend, by a former marriage, and a sister, Mrs. E. H. Merkel, New York. Services April 19.

REYNOLDS—Wilson, 68, actor and stage director, April 10 in Osaging Hospital, Osaging, N. Y., following an abdominal operation. He had been ill two years. Spending 40 years on the stage, Reynolds played for more than 10 years with the late Holbrook Blinn, appearing in *The Bad Man*, *The Dove*, *The Challenge* and *The Play's the Thing*. From 1932 until 1935 he directed the Beechwood Players. He was also an organizer and life member of the Actors' Fidelity League. Survived by his widow; a daughter, Mrs. Samuel N. Jones, Philadelphia; two brothers, Otho, Los Angeles, and Charles, Swampscott, Mass., and a sister, Mrs. William Hazelton, Berkeley, Calif.

RUBIN—Pedro, Mexican dancer formerly with Ziegfeld's *Follies* and *Follies Bergere*, April 17 in Mexico City.

RUBINOFF—Reubin, 79, father of Dave Rubinoff, radio and movie violinist, April 20 at Montefiore Hospital, Pittsburgh, following an operation.

SCRIBNER—Mrs. Frank, 84, mother of Mrs. Sam E. Spencer, owner of Spencer Exposition Shows, at her home in Brookville, Pa., April 15. Interment in Brookville April 18.

SHAW—Bert, 60, native of Barberton, O., and operator of an amusement resort in Glenns, Mich., April 16 at the home of a relative in Barberton. Survived by his widow. Burial in Lakewood Cemetery, Barberton.

SMITH—Lee Etta, well-known Negro pianist and blues singer with George E. Lee's Orchestra at the Kansas City (Mo.) Jockey Club, April 17 in that city.

SMITH—Edward, 42, treasurer of the Strand Theater, New York, April 21 of gas asphyxiation at his home in that city. He was associated with the Strand, one-time vaudeville house, for 15 years.

TIPT—Milo F., for a number of years manager of the Orpheum and Hippodrome theaters, Oswego, N. Y., and during early days of silent films owner of Dreamland Theater, Oswego, April 13 in that city. Services April 16 and burial in St. Paul Cemetery, Oswego.

WERTZ—Max W., 76, former cornetist with the Preston T. Brooks Marine Band, Chicago, and the Milwaukee Symphony Orchestra, April 12 at his home at Pewaukee Lake, Wis. He was a charter member of the Musicians' Union, Local No. 8, and is survived by his widow and daughter.

WINCHELL—Mrs. Julia Dahlin, 65, formerly of the act of the Winchell Twin Sisters and Troxell and Winchell, March 2 of a heart attack, it has just been learned. Survived by two sisters, Mrs. Lottie Ford and Mrs. Carrie Donnelly, San Francisco, and three brothers, Billy, Henry and Alfred, Seattle. Burial in Seattle.

WOODEND—Mrs. Jane, well known in radio circles, recently in General Hospital, Oklahoma City, after an illness of three weeks.

Marriages

BELL-PASKIN—Dave Bell, treasurer of the Republic Theater, New York, and Clara Paskin, vocalist, in New York April 16.

BROGAN-WARD—Henry G. Borgan, chief mechanic with Buffalo Shows, and Jeanette Ward, side-show worker, Portland, N. Y., in that city April 25.

BURR-ALDEN—Eugene Burr, dramatic editor of *The Billboard*, and Marian E. Alden, nonpro, in Eckton, Md., April 13.

DOLLAR-HAGLER—Leslie (Bill) Dollar, special agent with the L. J. Heth Shows, and Laura May Hagler, nonpro, of Northport, Ala., in Owensboro, Ky., April 11.

GREGG-HOFFMAN—Robert Gregg, nonpro, and Jeanette Hoffman, receptionist at Phillips H. Lord, Inc., in Connecticut April 14.

HUNT-SHEPARD—Terry Hunt, Los Angeles, nonpro, and Elaine Shepard, actress and model, in First Methodist Episcopal Church, Hollywood, April 17.

IZAL-HALL—Franco Izal and Evelyn Hall in St. Stephen's Church, Sydney, Australia, April 9. Both are well-known singers.

KIRK-PIERSON—Ruk Kirk, nonpro, and Nina Pierson, former Ziegfeld *Follies* girl, in Greta Green, Scotland, April 21.

LOROW-HEMPHILL—Bert Lorow Jr., of the Lorow Brothers, side-show operators with Hennies Bros. Show, and Lillian Hemphill in Tampa, Fla., January 7. It has just been learned.

PRICE-BARRETT—Vincent Price, actor, and Edith Barrett, actress, in St. Thomas Episcopal Church, New York, April 20.

ZOLOTOV-SHAPIRO—Maurice Zolotov, press agent in George Lotman office and former member of *The Billboard* staff, and Charlotte Shapiro, nonpro, in Mt. Vernon, N. Y., April 14.

Correction

In recording the death of Mrs. Verna Melville Boyle in the issue of April 16 it was stated that she was the wife of John W. Boyle. It should have read that she was the wife of Irvin L. Boyle.

Coming Marriages

John Davis, announcer for Station WWSW, Pittsburgh, and newscaster for *The Pittsburgh Post-Gazette*, and Elaine Poulton, of that city, June 25.

Gilbert A. Evans, stockbroker, and Muriel Oxford, British showgirl, in London soon.

Clark Andrews, radio executive, and Chaire Trevor, screen actress, in June.

Daniel Richman, member of the editorial staff of *The Billboard*, New York, and Margery Lavin, nonpro, in New York April 30.

Andre Kostelanetz, orchestra leader, and Lily Pons, Metropolitan opera singer, soon.

Births

A son to Mr. and Mrs. Ken Barratt in Sydney, Australia, recently. Father is a member of the publicity department of Station 2GB, that city.

A 6½-pound daughter, Linda Mervyn, to Mr. and Mrs. Mervyn Leroy in Los Angeles April 18. Father is a film producer-director.

A 7½-pound daughter to Mr. and Mrs. Bobby DeCosto, of the Hollywood clown, still dancers, February 27.

A 7½-pound daughter to Mr. and Mrs. Frank Connors in Grace Hospital, Detroit, April 15. Father is tenor soloist at the Fox Theater, that city, and mother is the former Nina Kirk, dancer.

Divorces

Arthur H. Paquette, Pawtucket (R. I.) musician and orchestra leader, from Corinne Paquette in Providence April 6.

Beth Stroud from Clarence Stroud, of the Stroud Twins, radio comedians, in Chicago April 14.

Sara Ann McCabe, singer, from Frank H. Clark, newspaper man, in Chicago April 19.

Mrs. George S. Sherwood from George S. Sherwood, New York producer and actor, in Reno April 14. Mrs. Sherwood is the former screen star Pauline Starke.

Helen Caldwell from Erskine Caldwell, author of *Tobacco Road*, in Augusta, Mo., April 18.

FTP TRIES—

(Continued from page 26)

times one should render the producers their due for shouldering the cost of an idea which many a commercial sponsor may have harbored, but which the entrepreneur couldn't afford to tackle.

Homer and Euripides' *The Trojan Women* are the springboards from which the FTP leaped into a free version of the sacking of Troy by the Greeks to avenge the honor of the Greek home. The play itself is weak in text. The male leads suffer most therefrom, for they have little with which to work. There's no color or impressive characterization among them. They are neither types nor individuals—just some mechanical reciters.

The women of Troy are concentrated in the sensitive pointed demonstration by Isabel Bonner as Hecuba. She was the least self-conscious of anybody connected with the production, with the possible exception of Evelyn Swenson Eden in the role of Helen. For the brief spell that Helen appears in person (how she is talked about!) Miss Eden gets in a beautifully dramatic showing.

Tamiris? She is not so successful in a speaking role when the effect is supposed to be dynamic and tragic. Her voice is pitched high and her elocution is forced. However, her terpsichorean performances bear the finesse and polished execution for which she has been known, though her compositions were primarily subjective numbers which will get the public a bit dizzy if an interpretation is attempted. The group of dancers were pictorially attractive and dramatically significant.

For the choral group under the direction of Genevieve Pitot, the orchestra under Wallingford Riegger, the music by Riegger and the designing by Howard Bay there is little but praise.

FOUR-HOUR FIESTA—

(Continued from page 26)

Jersey. Before the show Councilman Wilson introduced a galaxy of distinguished guests, including former Governor White of Ohio, Supreme Court Judge Arthur Day and Ohio Congressman-at-large Harold G. Moyer.

Participating in the show which followed the speaking were Johnny Perkins, ringmaster; 12 Terry Girls, Paul and Nino Ghazzi, Irene Vermillion, Kermit Dora's Trumpeters, four Franks, four Mangan Girls, Gail Gail, the Oxford Boys, Joe and Jane McKenna, Jimmy and Mildred Mulcahy, Diane Denise, Peter Higgins and Professor Lambert. Event was aired over local stations, and John L. Herman, Paramount newsreel cameraman, filmed the proceedings.

The Forum

This department of *The Billboard* is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to *The Forum*, *The Billboard*, Box 872, Cincinnati, O.

Belmar, N. J.

I've been a burlesquer for over 45 years and have many scripts. When on the Columbia Wheel I always came in 1, 2 or 3 for 18 years. When Scribner & Mack ran that circuit they knew burlesque from the roots up. I remember many times that they even cut me in using the words "hell" or "damn." I kicked, but when you figure it out they were right. They played to the family trade. Look at the big-city theaters closed today. The public today is tired of the same bite; the burlesque houses are now playing sex pictures. What are they going to do for an encore? They never gave out tickets two for one on the old Columbia. You were lucky to buy one for one. The public wants books with clean comedy so a man can bring his family. The price of a woman's ticket is better than an empty seat. So, good luck to burlesque. Let's all clean up for next season so our boys can clean up. **BILLY WATSON.**

Watson Urges Clean-Up for Burly Field

"damn." I kicked, but when you figure it out they were right. They played to the family trade. Look at the big-city theaters closed today. The public today is tired of the same bite; the burlesque houses are now playing sex pictures. What are they going to do for an encore? They never gave out tickets two for one on the old Columbia. You were lucky to buy one for one. The public wants books with clean comedy so a man can bring his family. The price of a woman's ticket is better than an empty seat. So, good luck to burlesque. Let's all clean up for next season so our boys can clean up. **BILLY WATSON.**

Says Claim of Only Full-Grown Gorilla All Wet

In *The Billboard* of April 16 it was stated the Ringling-Barnum show boasts that it has "The Only Full-Grown Gorilla Ever Seen on This Continent." I think it would be a good idea to cast their eyes around the zoological gardens of this old U. S. A. They will then see that they are in the wrong.

If I am not mistaken Budda, alias Gargantua the Great, was exhibited at the World's Fair in 1903. At that time he was considered to be three years old, according to Mrs. Lentz, who then owned him. I visited her with my wife in her quarters and we had quite a talk on her two gorillas, one of which is now in Philadelphia. One she called Massa and the other Budda. As that was five years ago it would make the great Gargantua eight years old today. And as gorillas do not reach maturity until they are 12 years of age, he is about four years shy of being full grown.

There are two gorillas in San Diego, Calif., that are older and larger, one about 9 and the other about 10 years of age. There is one in Philadelphia, age about 13, the oldest in America. And there is one in Lincoln Park, Chicago, that is just 10 years old. These four gorillas happen to be males. Then the one and only trained gorilla in the world, that famous Susie in the Cincinnati Zoo. She will celebrate her 12th birthday anniversary this fall.

So where do they get the idea that Gargantua the Great is "The Only Full-Grown Gorilla Ever Seen on This Continent"? Get yourselves together, fellows, and say you have the largest ever seen with a circus. Also get someone to talk about gorillas who will not have

to carry a sheet of paper to read from. Anybody knowing a lot about gorillas would not have to do that sort of thing. If any of the R-B folks should by chance come to Cincinnati, step out to the Zoo and see a gorilla of intelligence with no six high-powered guns around her cage. All I can say further is: "Study up on your gorillas."

WILLIAM (BILL) DRESSMAN,
Trainer of Susie.

El Paso, Tex.

I have before me a copy of *The Billboard* and as I glance thru its many pages and note the teeming activity with which preparations are going forward for the coming outdoor season I cannot help wondering why music doesn't enter into the consideration of planned activities. The better type of music is conspicuous by its absence from parks and gathering spots of today in comparison to the many fine bands and orchestras which one could almost hear in some of the leading amusement parks in years gone by. Well do I remember the personal appearances of such fine organizations as that of Victor Herbert, Theodore Thomas, Arthur Pryor, Walter Damrosch, John Philip Sousa, etc., in Willow Grove Park, Philadelphia.

The advent of radio, talkies and other forms of mechanized music has appeared on the scene and crowded out the old sentimental ballads, substituting for them the jazz era and the swing era and the whatnots of "popular" fancy which are here today and gone tomorrow. I refer in particular to the average, humdrum, played-to-death and soon-forgotten type of radio fanfare which clutters up the air waves to a very large extent.

With this condition in existence as it is today I was just wondering whether there are enough people left who would welcome the return of some of the better type of smooth, melodious, syncopated rhythms which have really never lost their popularity and which are being revived quite often by the broadcasters themselves from day to day.

D. H. ALPER.

Wonders Why Better Music Isn't Featured

Philadelphia.

I read a splendid page about concert bands in the Spring Special number of *The Billboard*, and I would like to ask some of the leading band men just why bands are not a feature on the radio. Why can they not get a sponsor? Bands are needed on the radio. So far, we heard one band this winter with a sponsor. We have good bands in the U. S. A. A man, however, told me there were no good bands for the radio. How about New York and Philadelphia? They have good bands, as do other cities. I say get busy, band men. We belong on radio as well as swing bands.

MARTIN SNITZER,
Philadelphia.

Agrees With McClintock on Circus Posters

Glen Falls, N. Y.

I was much interested in P. M. McClintock's article on circus posters in the Spring Special Number of *The Billboard*, as I have been a constant scrutintizer of circus posters since the '70s when I first beheld with juvenile wonderment the advance billing of Dan Rice's Circus, which I attended in Northern New York. Being an old-time advance agent, I had unusual opportunities to see most of the circus billing east of the Mississippi, and fully agree with Mr. McClintock as to the most popular and artistic circus posters of

all time. I have had the pleasure recently, as well as in former years, of looking over collections of many leading collectors and it is difficult to decide which is most complete. My old friend Charles Bernard, who recently passed on, may be classed among those who had given this delightful hobby the most time and well-directed attention. A more orderly collection of posters and programs; in fact, every kind of amusement features, I have never had the pleasure of examining. Another collection of pictorial and descriptive matter is that of Prof. C. Spencer Chambers, mentioned by Mr. McClintock, who is a very busy man. Among his professional duties he is superintendent of penmanship in the schools of Syracuse, as well as principal of one of the high schools, and he finds that the time he can devote to his hobby is entirely too limited to do it justice. His collection consists of everything in the way of outdoor and indoor amusements from all over the world and it would tax the capacity of a suite of rooms to properly classify this huge ensemble. He buys entire collections of programs in many languages, including French, German and Spanish, and he estimates that his collection has cost him about \$20,000, which, I should judge, is a fair estimate. He has a summer home in Kentucky where the greater portion of his belongings are kept and he spends his entire vacation in this interesting place, working on this immense assemblage of data.

WALTER BROWN LEONARD.

Has Wistful Word for Old Steam Piano

Santa Monica, Calif.

It looks as tho the steam callopie is a thing of the past, tho to kids it was one of the greatest thrills of circus day. What has become of the men who played them? Where are they and what are they doing? Those fellows had to understand whistle tuning, had to have knowledge of steam boilers and had to know a lot about music in order to make the instrument what it was—the feature of the parade and a wonderful bally on the lot. I understand there are now less than six callopie players in this country. I mean real ones, the fellows who used to go into winter quarters in the spring to get the callopie ready for the road. They would usually find a pile of junk with half the whistles missing, no water tank, a boiler with no fittings, fuses full of pin holes, no brakes on the wagon and the floor rotted away. But the old boat always had plenty of gold leaf and red paint daubed on it and the operator was supposed to make the darned thing play—and many of them did. Good operators usually cost money, but they were worth it. I suppose the steam callopie is gone for good.

HARRY EPP.

Would Give Blackstone Dean Title

Sheridan, Wyo.

A writer to *The Forum* recently nominated H. R. Evans, Washington newspaper man, for the title of "Dean of American Magicians." Evans is undoubtedly magic's greatest living historian, but I feel that even his excellent writing does not entitle him to an honor due the man who presents the largest and most successful magic show in America—Harry Blackstone. Both the late Keller and the now deceased Frederick Eugene Powell (former deans) were professional magicians and were both entitled to the honor which would have been deserved by Thurston had he outlived Powell. Now that Thurston is gone Blackstone is the worthy successor to the great magicians of the past, and for one time at least a profession composed of selfish egotists should cast aside professional jealousies and bestow the title of dean upon the man who has built from a humble beginning the greatest magic show now traveling in America—the Great Blackstone.

GEORGE MARQUIS.

Sees Need For Bands On Radio

Philadelphia.

I read a splendid page about concert bands in the Spring Special number of *The Billboard*, and I would like to ask some of the leading band men just why bands are not a feature on the radio. Why can they not get a sponsor? Bands are needed on the radio. So far, we heard one band this winter with a sponsor. We have good bands in the U. S. A. A man, however, told me there were no good bands for the radio. How about New York and Philadelphia? They have good bands, as do other cities. I say get busy, band men. We belong on radio as well as swing bands.

MARTIN SNITZER,
Philadelphia.

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|--------------------|---------------------|-----------------|-----------------|-------------------|-------------------|-------------------|-----------------------|--------------------|------------------|
| Keller, John | Knight, Dick | Laten, A. S. | LeVas, Pat | Loew, Harold | McDoe, P. L. | Manson, Joe | Miller, Albery | Montgomery, Don | Nell, Willard |
| Kelberg, Carl | Knutson, Larry P. | Lento, Al | Lewis, Cesar | Loew, Jack | McDonald, Walter | Martins, Ira Wolf | Miller, Whitely | Montgomery, Lester | Nelson, Harry R. |
| Keller, Herb | Knutson, Steve | Lambton, George | Lewis, Edgar | Low, Don | McDonald, Bob | Masto & Carman | Miller, Chester | Moore, J. Y. | Nelson, L. E. |
| Keller, I. C. | Kobak, Kalchil | Laurin, David | Lewis, F. C. | Low, Hugh | McGrath, Clarence | Matkins, Andrew | Miller, Trumpp Player | Moore, Jack | Nelson, Vir |
| Keller, J. W. | Kobak, Carl | Lewis, J. E. | Lewis, F. J. | Lowry, Willie | McGregor, Willie | Maxon, Fred | Miller, H. K. | Moore, Patrick H. | Notman, J. E. |
| Kelly, Bill | Koehn, Mike | Lewis, J. H. | Lewis, H. E. | Lowry, Michael W. | McGuire, D. D. | Maxon, E. H. | Miller, James | Moore, Fred | Notman, J. E. |
| Kelly, Bill | Kohls, O. V. | Lewis, Harry | Lewis, L. B. | Louder, Neeldes | McKay, Lee | Mason, Walter | Miller, James | Morse, Carl | Norton, Harry |
| Kelly, Steve | Korik, Eddie | Lewis, Dan | Lewis, L. B. | Lawson, Ned | McKinnon, Frank | Masson, George | Miller, J. Leonard | Moore, Henry A. | Novotny, Don |
| Kelly, James | Kranz, Antropole | Lewis, Geo. | Lewis, Nels | Lawson, Fred | McKinnon, Wm. | Maxon, J. C. | Miller, Joe | Morgan, Charles | Novotny, Ode |
| Kenn's Lion | Kranz, Kenneth | Lewis, Dan | Lewis, Sam | Lauby, Lloyd | McKinnon, James | Maxon, J. C. | Miller, Joe | Morris, Harry | Norwood, M. A. |
| King's Menagerie | Kressels, Is. Pomer | Lewis, S. M. | Lewis, S. M. | Lauby, Lloyd | McKinnon, James | Maxon, J. C. | Miller, Joe | Morris, Harry | Norwood, M. A. |
| Kennedy, Tom | Kressels, Ray | Liberman, Sam | Liberman, Sam | Lauby, Lloyd | McKinnon, James | Maxon, J. C. | Miller, Joe | Morris, Harry | Norwood, M. A. |
| Kennedy, Harold F. | Krups, F. H. | Lipocky, Morris | Lipocky, Morris | Lauby, Lloyd | McKinnon, James | Maxon, J. C. | Miller, Joe | Morris, Harry | Norwood, M. A. |
| Kent, Richard | Krups, John | Littie, Albert | Littie, Albert | Lauby, Lloyd | McKinnon, James | Maxon, J. C. | Miller, Joe | Morris, Harry | Norwood, M. A. |
| Kerwin, Jack | Krups, Art | Lambert | Lambert | Lauby, Lloyd | McKinnon, James | Maxon, J. C. | Miller, Joe | Morris, Harry | Norwood, M. A. |
| Kerr, John | Krups, Art | Lee, Jack E. | Lee, Jack E. | Lauby, Lloyd | McKinnon, James | Maxon, J. C. | Miller, Joe | Morris, Harry | Norwood, M. A. |
| Kerr, Wm. F. | Krups, Art | Lee, Joe | Lee, Joe | Lauby, Lloyd | McKinnon, James | Maxon, J. C. | Miller, Joe | Morris, Harry | Norwood, M. A. |
| Kerr, Wm. F. | Krups, Art | Lee, Joe | Lee, Joe | Lauby, Lloyd | McKinnon, James | Maxon, J. C. | Miller, Joe | Morris, Harry | Norwood, M. A. |
| Kerr, Wm. F. | Krups, Art | Lee, Joe | Lee, Joe | Lauby, Lloyd | McKinnon, James | Maxon, J. C. | Miller, Joe | Morris, Harry | Norwood, M. A. |
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44th YEAR

The Billboard

Founded by W. H. DONALDSON

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Vol. L. APRIL 30, 1938. No. 18

New Program For Russell

Is characterized by youth—half-holiday declared at Rolla, Mo., for opening

ROLLA, Mo., April 23.—With an all-new program, characterized by its youth, that left home-town patrons singing its praises, Russell Bros.' Circus opened here April 14. As usual, Rolla declared a half-holiday, closed its stores, offices and schools and gave the show an excellent day's business despite windy, cloudy weather that made the day short of ideal.

With Gene Enos as equestrian director and C. S. Brooks making his debut as musical director, program moved smoothly and at a spirited pace. The few stalls and minor flaws that were present at matinee were missing from night performance, and show took to the road next morning, exceptionally well organized and routinized.

Albert Hodgkin Jr. and his bareback riding trio, who were on this show in 1936, were welcomed back and both their offerings won enthusiastic applause.

Among the new features which scored heavily were the Stuart Roberts Trio of serial bar performers, the Morris Troupe of teeterboard acrobats, Aerial Ortons and wire acts of Don LaVola and Bob Atterbury. A refreshingly novel note is provided by Eddie and Kay Barbeau's Arctic dogs, two teams of 10 each staging a sledge race on the hippodrome track, besides making an interesting menagerie display.

Another important new personage on roster is Will H. Scofield, who gives a welcome new interpretation of the horse numbers. Emphasizing the comedy element (See NEW PROGRAM on page 36)

R-B New York Run Ends April 30; Then to Boston

NEW YORK, April 23.—Ringling-Barnum has played to "satisfactory" business the first two weeks of its 23-day run at Madison Square Garden. Show, which opened April 8 and runs thru next Saturday (20), moves to Boston for a week's engagement beginning May 2. Late this week signatures of circus and American Federation of Actors officials were put to a compromise contract settling the recent labor trouble and subsequent workmen's strike. Contract insures employees of a \$45 a month minimum wage during New York and Boston engagements and consists of stipulations generally similar to those published last week in *The Billboard*. Show is now operating under three separate AFA contracts: a five-year contract signed last May by former management of the show and covering the canvas season; a winter-quarter agreement signed by the late Carl T. Hathaway last winter, and the latest contract covering indoor dates and signed this week by John Ringling North, new president of the Ringling-Barnum corporation. Last paper is good for one year, first two for five.

Following last week's annual directors' meeting and election of officers, George W. Smith was elected general manager by unanimous vote on part of new executive staff. Mr. Smith was appointed general manager last January following the death of his predecessor, Carl T. (See R-B NEW YORK on page 37)

New Series of

Legal Opinions

In this issue, in the Carnival Department, is the second of a new series of legal opinions of special interest and benefit to circus, carnival, park and other amusement enterprise owners, showing how to avoid litigations and giving advice on how to win suits. One of these articles will appear in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



KARL KAE KNECHT (left), cartoonist of *The Evansville (Ind.) Courier* and vice-president of the CFA Central States Tops, greets Will Wilken, contracting press agent of Hagenbeck-Wallace Circus at Evansville on rear end of advertising car.

Haag Bros.' Show Enlarged

First in Upper Ohio Valley industrial area—business has been spotty

COSHOCOTON, O., April 23.—Substantially enlarged and with improvements in all departments, Haag Bros.' Three-Ring Circus, which opened at Monticello, Ark., March 25, was first in the Upper Ohio valley industrial area. Show traveled more than 1,500 miles to get into this territory.

Roy Haag informed *The Billboard* representative here that business to date had been spotty. Even when weather was right, patronage had not been up to expectations. Conditions in States visited are not so good.

Show is moving on 50 motor units, including private cars. Big top is an 80 with two 30s and one 40, while kid show is a 50 with three 20s, with all new canvas for the latter. Side Show has a 100-foot banner line. Equipment is in excellent shape and most of the props new. Program runs an hour and a half. No parade this year, but downtown bally each day by the band. Cookhouse feeding 163 people here. Show is sticking to the smaller towns, with itinerary definite for only two weeks in advance. Admission prices: 40 cents general, 25 cents for reserves, 25 cents for children; general and school tie-up in many towns in afternoon for 15 cents. Top seats (See HAAG BROS.' on page 59)

H-W First in Cincy Vicinity; Show Improved Over Last Year

CINCINNATI, April 23.—The first circus in this vicinity this season was Hagenbeck-Wallace at Covington, Ky., across the river from Cincy, on Tuesday. Local dates for show on Cumminsville lot are May 1-2.

Show at Covington was favored with ideal weather, but the lot was not so favorable for a show of this size. Things were rather cramped. It was impossible to have the entire banner line of the side show (228 feet) on display. Attendance very light at matinee, but tent was packed at night.

Now in his second year as manager of H-W, Howard Y. Bary has greatly improved his equipment and performance, which has a number of new turns and some good-looking young girls. It is a classy show in every respect. Canvas is all new, wagons freshly painted and several of them steel construction and costuming beautiful. Many comments were heard on everything with the organization. A large new tractor is also an important item.

The big feature of the performance, indeed a novelty, is Blacaman, Hindu

Downie Show Has Variety

Charles Sparks retrenches but standard of performance not lowered

MACON, Ga., April 23.—With a widely varied performance that won high praise, Downie Bros.' Circus started season here April 18, playing to two capacity crowds. Rain fell just before night performance, but this did not hamper attendance. Business compared very favorably with previous openings.

In the face of unsettled business conditions, Manager Charles Sparks made plans for the 1938 Downie show accordingly. Rare wisdom was shown in retrenchments and the high standard of the performance was not lowered. With a new spread of canvas, new costumes and much new equipment, show made a pleasing impression.

Mr. Sparks, fully recovered from last fall's illness, directed all preliminary arrangements and was on the lot all of opening day. Auspices was the Macon Fire Department.

While there are many new faces in the personnel of performers, the executive staff remains almost as last year. Charles Katz, assistant manager, who has been Mr. Sparks lieutenant for the eight years of Sparks ownership of the Downie show, is credited with many of the innovations that make a smooth-running organization. He has also developed a new stake driver and puller.

Showmen visitors on opening day included Danny Odum, former circus man. (See DOWNIE SHOW on opposite page)

Watson to America

LONDON, April 14.—Stanley W. Watson, booker, sails April 16 for New York. While in America Watson will visit the Ringling-Barnum show, for which he is the European representative. His stay concludes May 3, when he leaves for Germany, where he will line up talent for his many English circuits.

Art Mix Explains Closing

CINCINNATI, April 23.—Regarding recent closing of the Art Mix Circus, Art Mix explains:

"I leased my title to the U. S. Printing and Engraving Co., Kansas City, Mo., which appointed Joe B. Webb as manager of its equipment. Show went on road from Orange, Tex., March 7. During the month some performers and musicians left. After a month's run I withdrew and also had title withdrawn."

KANSAS CITY, Mo., April 23.—Art Mix and company have been signed by Chase & Son Circus, which opens April 27. Will (See ART MIX on page 53)

R-B Review Corrections

NEW YORK, April 23.—An unintentional error appeared in the recent detailed program review of the Ringling-Barnum opening at Madison Square Garden. In comment of Display 11 (high-school horse number), Tamara Heyer should be credited with side-saddle riding instead of Norma Hume. Mrs. Heyer is the wife of William Heyer, who has charge of this year's menage number and is credited with the direction of routine.

Reviewers also owe an apology to Bert Dearo. Mention of Mr. Dearo's contortion work on the single trap in Display 15 was omitted from the review. He works over Ring 1 and finishes with a series of dislocations.

Cole Biz Light; The Cimsies Join; Personnel of Show

CHICAGO, April 23.—Cole Bros.' Circus is rolling along nicely now, most of the handicaps under which it got under way having been overcome. Attendance the first six days has been light, reflecting general business conditions here. Business is gradually building, and with schools closed next week it should continue to build.

The Florenzo somersaulting auto act is now working. Florenzo's wife occupying the car, which is now caught in a triple net instead of on a platform. The Cimsies, high-pole act, in which motorcycles are ridden on a circular track at top of pole, has joined and are getting over nicely. Reuben Castang, who was to have opened with his chimpanzees, (See COLE BIZ on page 58)

McCoy Wild West Shaping Up Nicely

CHICAGO, April 23.—Trimmed down to an hour and 50 minutes, Col. Tim McCoy's Real Wild West and Rough Riders of the World is working faster and much more smoothly than it did the first few days. Business has continued light, altho there has been some pick-up the latter part of the week. There have been some changes in routine that have speeded up the action. Others will be made after the show leaves the building. Several clowns are to be added to give a comedy touch. With a 10-day break-in here, show will shape up nicely for the road.

There have been a few changes in personnel. John Powers, business manager, resigned due to a difference over policy and left for New York. When show goes under canvas at Columbus, O., next Monday S. L. Cronin will take complete charge as business manager and manager of show.

Barnes Closes So. California Tour

LOS ANGELES, April 23.—The Barnes-Sells-Floto show completed tour of Southern California at Glendale April 15. The last night in Hollywood a big house; Santa Monica, two big houses; Glendale, a two-thirds matinee and straw at night. Mr. and Mrs. Irvin Cobb and Mr. and Mrs. Cameron Rogers were (See BARNES CLOSES on page 44)

Terry Stephens Hurt; Other Gainesville Notes

GAINESVILLE, Tex., April 23.—Terry Stephens, 12-year-old somersaulting teeterboard acrobat, broke one bone of his left arm just above the wrist when he slipped from the board. His brother, Perry, is taking his place in act temporarily.

Sheriff Luther McColtum, Capt. Tom Hickman and CFA C. H. Leonard and A. Morton Smith were guests of Tom MEN Circus at Greenville, Tex.

Col. C. G. Sturtevant, of San Antonio, Southern vice-president of Circus Fans' Association, who will preside at Southern States Fans' convention here April 27, will address Rotary Club at noon on that day on *The Circus* as a Hobby. CFA Roy Stamps, of Gainesville, will be program chairman, and visiting CFA will be guests.



With the Circus Fans

By THE RINGMASTER

MELVIN D. HILDRETH, President
216 Essex Bldg.,
Washington, D. C.
Secretary
W. M. BUCKINGHAM
Times Bank
Norwich, Conn.
Editor
WALTER HOHENADEL
"The White Tents," care Hohenadel Printing
Company, Hohenadel, Ill.

ROCHELLE, Ill., April 23.—W. L. Montague, of West Hartford, Conn., has been selected as a member of the Colonel Linard Jones Memorial Committee to raise a fund thru contributions from circus and theatrical folks and Circus Fans for a monument at the grave of "The Little Colonel" in Umatilla, Fla. Checks are to be made payable to George H. Lux, general chairman, and sent to him at 1231 W. 10th street, Erie, Pa. Committee requests that all donations be in on or before Flag Day, June 14.

G. C. Comfort, of Moline, Ill., caught the Cole show in Chicago April 18, leaving the 18th for a trip to Dallas.

Mr. and Mrs. George Scholderer, of Binghamton, N. Y., attended opening of Ringling-Barnum.

George H. Barlow III spent several days in New York and attended the Big Show. At matinee April 18 he served with Pat Valdo, Fred Bradna and Buddy North as a "pinch-hit" property man.

The Blue Landolt Tent No. 24 of Hartford, Conn., held its April meeting at the State Armory following evening performance of Shrine Circus on the 7th. Landolt, who was playing there, was their guest.

W. W. Dunkley 25 years as a columnist on The South Bend Tribune was celebrated night of April 11 by a group of Tribune officials and employees in the German Village at South Bend.

At opening of Cole show in Chicago, following Fans attended in a body: Mr. and Mrs. Frank Hartless, Mr. and Mrs. Bert L. Wilson, Col. William Sneed; George Webster and George Duffy, of Fort Plain, N. Y. Duffy was on his way to the West Coast. Those attending the McCoy show in Chicago April 18 were

Clint Berry, Bill Sneed, Mr. and Mrs. Hartless, Mr. and Mrs. Burt Wilson.
Mr. and Mrs. Walter M. Buckingham, of Norwich, Conn., attended the Big Show in New York April 23.
Circus Fans who attended funeral of Dennis Curtis in Chicago were William Sneed, Burt Wilson, John Shepard, Frank Hartless, Clint Berry and Harry Cancio.
The writer, W. H. Hohenadel, accompanied by John R. Shepard, attended matinee performance of McCoy show April 20. In the evening caught Cole show. Their sons, Walter and Francis, made both shows on the previous Saturday. Fred Schlottbauer, of Oquawka, saw both shows.
Art Miller, general agent for Sells-Sterling Circus, called at office of White Tops April 19, when he contracted Rochelle for May 14.
Justice Edwards, Joe Webb and Miss Wilcox on advance of Russell Bros.' Circus, were visitors at home of Mr. and Mrs. W. H. Hohenadel April 17.

Work Completed at Robbins Quarters

ROCHESTER, Ind., April 23.—Robbins Bros' Circus, which opens at Kokomo, Ind., next Saturday, will have rehearsals there Thursday and Friday. Work at quarters here has been completed on all allegorical tableaux, cages, floats, etc., for the parade.
Stanley Beall, in charge of distributing crew on program truck, arrived from Hot Springs. Rodney Harris is conducting band rehearsals. The two story men on press staff, Al Wilson and R. B. Dean, left on their itineraries. Bernie Head is contracting press.
Baggage stock is in charge of Joe Wallace. Charles Hunter is ring stock boss.
The John Robinson military elephants are being worked by George and Dorothy Thompson. John Robinson IV was a quarters visitor this week. Boss elephant man is John Smith.
Others busy around quarters are Manny Malman, concessions superintendent; Frank Carl, steward; Leo Loranger, superintendent; Mac McGrath, trainmaster; Bill O'Day, slide-show boss cinematoman.
Harry Harrold, treasurer, was in Kokomo on business relative to opening. Floyd King, general agent and traffic manager, returned after business trips to Pittsburgh and Chicago. Stanley Dawson, superintendent of tickets, motoring from Florida, spent two days here. Will join at Kokomo.
A shipment of animals from Swope Park Zoo in Kansas City arrived Thursday. Consisted of camels, vliank Varkes, gazelles and llamas. George Thompson will be menagerie boss.

William M. Brown Loses Eye

DETROIT, April 23.—William M. Brown, known in the circus and theatrical profession, has returned to his home from hospital. He underwent an operation for removal of an eye.

Downie Show

(Continued from opposite page)
ager; Mr. and Mrs. Robert Courtney, Walter D. Nealand and L. D. Hall.
Notable this year are the national advertising hook-ups effected by R. O. (Dick) Scatterday. His national contracts this season are the best in the Downie show history, it was stated.
For the first time the show is not directly operating candy stands and privileges. All were leased to the Southern Circus Concession Co., a corporation recently formed here by Sam Crowell, Adolph Crowell, Harry Nelson, formerly of Ringling-Barnum, and Paul M. Conaway, Macon attorney. They have many elaborate stands.
Among new big show features that won encores were Joe Hodgini family in comedy riding act and Harry Cress troupe of acrobats in an outstanding teeter-board novelty. B. T. Carsey, new band leader, won commendation for an excellent musical score.

The Program

DISPLAY 1—Spectacle, Hawaiian Revels.
DISPLAY 2—Eddie Keck and his sit-down striking mule.
DISPLAY 3—Leaps with Tony Scala, Roy Leonhart, Harry Cress, Cascar De Liberto, Johnny Bossler and Ralph McGehee.
DISPLAY 4—Head slide by Mickey Larkin and foot slide by Georgia Larkin.
DISPLAY 5—Principal riding acts by Hodgini family.

DISPLAY 6—Double swinging ladders with the Butters Sisters and Cress Sisters; Martha Principena on web.
DISPLAY 7—Elephants, performed by Ruby Hoyt and Jeanette Wallace, under supervision of Buck Taylor, in charge of elephants.
DISPLAY 8—Comedy acrobats, Leonhart, Bossler, Scala, Harry LaPearl Trio, and the Larkins, jugglers.
DISPLAY 9—Liberty horses, performed by Carlos Carreon and Bert Wallace; ponies by Jeanette Wallace.
DISPLAY 10—Clown band, conducted by Harry LaPearl.
DISPLAY 11—Cress acrobatic act, with Harry Pearl, Jack and Betty Cress, De Liberto, Dorothy Park and Ariane Kentz.
DISPLAY 13—Tight rope elephants, performed by Georgia Larkins and Jeanette Wallace.
DISPLAY 13—Butters wire act of five persons.
DISPLAY 14—Trained seals, performed by Captain H. C. Peard.
DISPLAY 15—Clown walkaround.
DISPLAY 16—Comedy riding act of Joe Hodgini and company of four.
DISPLAY 17—Menage number. Riders include Carlos Carreon, Etta Carreon, Ruby Hoyt, Jeanette Wallace, Bert Wallace, Frieda Landers, Marion Shuford, Georgia Larkin, Jewel Poplin and Butters Sisters.
DISPLAY 18—Special hippodrome track riding numbers, featuring Marion Shuford, the Carreons, Ruby Hoyt and Jewel Poplin.
DISPLAY 19—Iron-jaw, Martha Principena; perch act, Mickey and Karl Larkin; web, Avta Butters.
DISPLAY 20—Indian riding act, featuring Hodgini family and tribe of Omaha Indians, including Chief No-Knife, Chief Three Trees and Princess Red Bird.

The Staff

Charles Sparks, manager; Charles Katz, assistant; Clint Shuford, treasurer; William Morgan, auditor; Jerome T. Harriman, general agent; James M. Beach, contracting agent; Lee S. Conarce, advance care manager; Harry B. Chipman, story man; J. M. Salter, 24-hour agent; Joe Gilligan, superintendent transportation; A. G. Bradley, legal adjuster.
Bert Wallace, equestrian director; B. T. Carsey, band leader; Harry LaPearl and Roy Leonhart, producing clowns; Anthony Laska, superintendent lights; Frank Martin, assistant; Buck Taylor, superintendent elephants.
R. O. Scatterday, advertising banners; Harry Mack, press agent back and announcer; Chester Mays, Social Security secretary; Harry Miller, superintendent tickets; Adolph Crowell and Harry Nelson, superintendents privileges; Lawrence Miller, steward; Augustus (Kelley) Elpert, head waiter; Charles C. Hutcherson, head usher.
Mack Kasso, manager of Side Show, has an impressive list of attractions, including Aloa, alligator boy; Milo Larraway, sword swallower; Myrna Karsey, snake enchantress; Brantley's minstrels, Al Flosso is inside lecturer; J. D. Kitchfield on doors; Joseph Brantley, band leader.
Carsey's band personnel includes Ed with Benedicto, Ingersoll (Jingles) Carsey, R. R. Bianchi, John J. Campbell, C. H. Erwin, Theodore Girard, Louis F. Graba, Dewey L. Orrell, Floyd Walton and Melvin Whitaker.
Wild West concert features Carlos Carreon and Congress of Cowboys and Cowgirls, with Chief No-Knife and troupe of Omaha Indians, under management of B. S. Griffith. Bill Leon, wrestler, is an added feature.

PITTSBURGH

April 23.—Murphy Bros' Circus, being organized here, will open near this city under auspices May 20. Big top, new, is 80 by 110. William C. H. Lumb is general agent.

Services in Downie Big Top Easter Sunday

MACON, Ga., April 23.—To the accompaniment of a steam calliopo, the personnel of Downie Bros' Circus on Easter Sunday sang as Dr. George Stoves, pastor of Mulberry Street Methodist Church, made his first appearance under the big top in Central City Park. A member of the band played the trombone as an added feature.
Dr. Stoves said he never talked to a more appreciative audience than the showfolk. Approximately 250 employees, attending their last idle day in Macon, attended the services.

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SQUARE ENDS, 16x20 to 40x100.
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In White or Khaki, Top or Wall, or Both.
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Large stock new Tents ready to ship, and a few slightly used ones. Sidewall, new and used, bargains. Write us what YOU want.
We'll save you money.
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W. R. HENRY, Mgr.,
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WORLD BROS. CIRCUS WANTS

Side Show Ticket Sellers who can make openings, the Ice Novelties, Candy Stand and Candy Pole, Richmond, April 27, Virginia.
Low Minimums, WANT 5 HUSTLING HUTCHERS who really want to make money.
RIP WINKLE, Manager,

WANTED CONCESSIONS

ATTEBURY'S CIRCUS, Fall Glass, 1938-Full-Size, Sitting Room, Penny Entertainment, Novelty, Scales, Price Candy. Any others, Low Minimums, WANT 5 HUSTLING HUTCHERS who really want to make money.
FRANK WARD, Concession Mgr., Dakota City, Neb.

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

FIRE HITS K. C. FAIRYLAND

\$30,000 Blaze Deals Damage

Mill Chute destroyed and Skyrocket reached—owners to spend \$100,000

KANSAS CITY, Mo., April 23.—More than \$100,000 will be spent in the next month for new buildings, rides and other equipment in Fairyland Park here, said Owners Victor and Mario Brancato. A fire, which started last Monday afternoon when a workman carelessly dropped a burning cigaret, destroyed the Mill Chute ride, crippled the big Skyrocket, causing damage estimated at \$30,000.

Mill chute was owned by the Brancatos. Skyrocket was property of Ingersoll Amusement Co., St. Joseph, Mo., in charge of R. L. Mulkey and Ed Mayer. None of the other rides and structures were damaged. Quick action of 50 city (See FIRE HITS on page 40)

Showmen Return to Resort

SANDUSKY, O., April 23.—Joe Tracy Emerling reported he expected to renew contracts for space at Cedar Point, opening on June 11, for his show, called Death Valley Mysteries, Monsters and Melody. He said that Claude Woods, who was with him when he took over the Ten-in-One Show there last August, would be back at Cedar Point but that they would have separate attractions. Woods is expected to have a Monkey Circus in a building on the new course. Emerling show will be in a building formerly occupied by Leap-the-Dips and will present two illusions, reptile exhibit, juggling and a feature being developed.

Opening in Atlanta May 16

ATLANTA, April 23.—Lakewood Amusement Park will be opened for summer on May 16. Atlanta Jaycees will have charge of program in co-operation with Mike Benton, president of Southeastern Fair Association. Midway, skating rink and lake will be opened and fireworks and barbecue are planned. Governor Rivers has been invited.

ATLANTIC CITY.—The George Hanford family will visit here after many years' absence—and in high hats. Robert W. Leeds, secretary of Atlantic City Horse Show committee, said he had signed the family as star attraction. There will also be about \$30,000 in prizes and entries now total 1,200, with 114 events programmed.



R. E. RICHWINE, proprietor of Williams Grove Park, Mechanicsburg, Pa., superintending a large building program, including an \$18,000 outdoor theater, which will play vaude. Outings will again be featured, 214 having been booked last season. Williams Grove is known as a "depression-built" spot, having been expanded ever since 1929.

Pontchartrain Ready for Last Season on Site

NEW ORLEANS, April 23.—With Bee Kyle, high diver, booked as opening-week free attraction, Pontchartrain Beach is set for opening on May 1. Manager Harry Batt of Playlands, Inc., operator, said a full season of free acts will again feature the beach. "This will be the last year in this location, as the beach will be moved about two miles east to the site of once-famous Milneburg Beach.

Workmen are repairing thousands of feet of the boardwalk, repainting the (See PONTCHARTRAIN on page 40)

Depression Built, Williams Grove Is Scene of Construction Program

MECHANICSBURG, Pa., April 23.—"Depression-built" Williams Grove Park, which started expanding in 1929 under management of proprietor R. E. Richwine, has an ambitious building program, including an \$18,000 structural steel 2,200-capacity outdoor theater. Vaude shows will be changed twice weekly, dances will be held four nights a week with various orks and "more free acts and specialty acts will be engaged than ever before."

Joseph P. Day, front designer, is at work on all fronts and is building a sound truck. Crews are pushing work for the park opening on May 7. School Children's Day. Mr. Richwine, looking

Baker Hopes for a Nation-Wide Coverage by NAAPPB Risk Plan

NEW YORK, April 23.—Harry C. Baker, president of the National Association of Amusement Parks, Pools and Beaches, in a recent address before New England Section of the NAAPPB, spoke of the success thus far achieved by the association in solution of amusement men's public liability insurance problems and prophesied even greater results in the future.

In a recent interview in his New York office, Mr. Baker said: "Procrastination seems to be one of the failings of outdoor showmen, be they owners, managers or concessioners. We have been conducting a strenuous campaign thru the

Outlay Great On M.-D. Pier

New appearance being given A. C. structure taken over by Hamid, Gumpertz

ATLANTIC CITY, April 23.—One of the greatest Boardwalk improvements in recent years, involving a heavy initial outlay, is the overhauling and rebuilding of Million-Dollar Pier. This famous structure in center of the downtown area, recently taken over by George A. Hamid, New York, on a 14-year lease, will be streamlined from bow to stern. Color scheme, architectural design and general layout will be completely changed. Like renovation is going on (See OUTLAY GREAT on page 40)

Hamid's M.-D. Pier Post Held by Fennan

ATLANTIC CITY, April 23.—William Fennan, many years general manager of old Steeplechase Pier here before it burned and who has since managed Hunt amusement interests in Wildwood, N. J., including Hunt's Ocean Pier, will return to Atlantic City, announcement having been made by George A. Hamid that he had signed Mr. Fennan to handle the Funhouse and Steeplechase on Hamid's Million-Dollar Pier. Funhouse (See HAMID'S M.-D. on page 40)

Brown Revamping Buckeye

BUCKEYE LAKE, O., April 23.—Buckeye Lake Park, undergoing extensive revamping, will present a changed appearance when it reopens next month, said A. M. Brown, managing director. New fronts are being installed on several buildings, and a new lighting system, including uniform colored neon signs, is another innovation. Crystal Ballroom launched its pre-season on Easter Sunday with Eddie Camden and his orchestra.



R. L. HULL, who was elected general manager of White City Park, Boise, Ida., at annual meeting of stockholders, is a nephew of the late G. W. Hull, founder of the enterprise. Mrs. Annie V. Hull, secretary of the company and widow of the late head, reports that construction of the \$10,500,000 Twin Springs Dam 60 miles above Boise will stimulate business in the territory for several years. White City will play name bands this season.

Atlantic Beach Taken by Ponty And Associates

ATLANTIC HIGHLANDS, N. J., April 23.—Atlantic Beach Amusement Park here has been taken over by new interests and after extensive improvements will open on May 28, it is announced. Present operators, who have a lease with option to purchase the property, say that with proper management and promotion it should regain the standing and success attained a few years ago when the late John Ishister and Van Poznak in- (See ATLANTIC BEACH on page 40)

Modernization Is Glen Echo Keynote

WASHINGTON, April 23.—Featuring the reconstructed Old Mill and with numerous new features, Glen Echo Amusement Park opened its season on April 16. General Manager Leonard B. Schloss said the pool will be opened on May 28. New streamlined Dodgem cars have been installed, as well as boats in the water ride. About 50 attractions and concessions have been repainted and modernized. Roster of employees and (See MODERNIZATION on page 40)

Wells Jantzen Pilot Again

PORTLAND, Ore., April 23.—At a meeting of directors of Jantzen Beach Park here to elect officers and consider plans for opening of the season, Harvey Wells, who remained president, said MCA bands will appear in the park ballroom throughout the season. Other officers elected are G. R. Zehnbauer, vice-president; G. G. Smith, secretary; J. E. Dodson, treasurer; James Cornack, Charles E. Eckelman, John A. Zehnbauer, directors.

New Series of

Legal Opinions

In this issue, in the Carnival Department, is the second of a new series of legal opinions of special interest and benefit to circus, carnival, park and other amusement enterprise owners, showing how to avoid litigations and giving advice on how to win suits. One of these articles will appear in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



FRED H. PONTY, former amusement park builder and operator, who, with associates, has taken over Atlantic Beach Amusement Park, Atlantic Highlands, N. J., and new management is doing improvement work for opening on May 28. Excursion steamer Mandalay will make daily trips and an ambitious entertainment program has been mapped.

NEW ATLANTIC BEACH AMUSEMENT PARK

ATLANTIC HIGHLANDS, N. J.

UNDER NEW MANAGEMENT, extensive improvements now under construction, an entirely new, inviting, refined atmosphere, now booking excursions and picnic parties. STEAMER "MANDALAY" MAKES THREE DAILY TRIPS DIRECT TO THE PARK LANDING PIER. Sandy Hook Steamers also land at Central Railroad of New Jersey Pier, adjoining the Park. Park has large giant coaster, beautiful four-abreast carrousel, air-o-plane swing, 1,500 bath houses, whip and other Rides.

CONCESSIONAIRES, TAKE ADVANTAGE OF THIS UNUSUAL OPPORTUNITY getting in on the ground floor of one of the finest recreational spots in the East, less than 20 miles from New York by boat, many near-by Jersey towns with big summer colonies to draw from. You have the assurance that progressive live wire experienced amusement park operators are in charge of this mammoth new development. We want high-class, reputable Concession People in all lines. Drinks—Frankfurters—Custard—Pop Corn—All Games Open—Wheels—Shooting Gallery—Penny Arcade—Photos—Motordrome—Japanese Roll Down—Pony Track—Scales—High Striker—Ball Games—Skee Roll—Palmistry—Illusions—Kiddie Rides—Sportland—Erie Diggers—Bingo—Anything New and Novel—Legitimate Shows Ten-in-One—Zoo—Indian Village—Wild West and Circus Arena—Open-Air Dancing and Roller Skating open.

CARNIVAL COMPANIES NOT GOING OUT OR OTHER RIDE OWNERS, we can use Portable Rides in good condition. Ferris Wheel—Dangler—Lindy Loop—Custer Cars—Skooters or Dodgem—Octopus—Loop the Loop—Tilt-a-Whirl—Any Ride not conflicting. Season's program as outlined will include Fireworks—Free Acts—Band Concerts—Boxing Bouts—Clam Bakes—Beauty Contests, etc.

Realizing the necessity to meet present conditions all rents and percentages will be offered at prices so operators can meet any competition in the Metropolitan Area. Act quickly. Time is getting short to the Big Grand Opening Saturday, May 28, 1938. Get in touch with

FRED H. PONTY, Managing Director

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American Recreational Equipment Association

By R. S. UZZELL

Bertram Mills, the greatest circus man of England, has folded his tent for the last time. A remarkable man and career that sounds American. From a humble beginning he climbed to success and fame thru sheer force of character and hard work. His father was an undertaker. The business did not appeal to the son, who became a harness maker. This led him to an expert knowledge of horses, especially fast horses. Oddly enough his acquired knowledge of horses led him to the circus.

At our annual meeting in Toronto he told us the fascinating story of how he came to take the lease on Olympia in London, where for 20 years he has put on the annual Fun Fair and Winter Circus. Olympia is more than twice the size of Madison Square Garden in New York City. He enjoyed a close association with Ringling brothers, from and thru whom he booked many of America's best known circus acts and performers. His own

story of Olympia gives the largest credit for his success to his wife. You cannot go far wrong on a man who so recognizes his life's helpmate. We may be sure that the good wife and his two sons will carry on. We shall look forward with keen anticipation to meeting them.

Wildwood Also Passes

Another landmark passes. This time it is Wildwood Park, St. Paul, Minn. It was built by the Twin Cities Railway Co. and enjoyed fine prosperity just after the war with such concessionaires as Fred W. Pearce, Philadelphia Toboggan Co. and R. S. Uzzell Corp. A few years ago Longfellow Gardens at Minnehaha Falls passed out, so now Fred Pearce at Excelsior Park, Minn., is left a clear field in the Twin Cities area.

At Coney Island, N. Y., along the Boardwalk they are to taboo ballyhoo. Perhaps along the city-owned walk this can be enforced, but we have repeatedly heard in the past that Coney can't "bark." The old place always has and on the side streets and Surf Avenue as well (See RECREATIONAL on page 44)

Gulf Coast Openings Set High Expectations for Biz

GALVESTON, Tex., April 23.—Tomorrow, Splash Day, will open Galveston's 30-mile beach front and improved facilities for what is expected to be a record year by officials of Galveston Beach Association. Easter holidays gave a hint as to what may be expected when the beach was jammed despite threatening weather.

Aquatic events, fashion show, concerts and fireworks are included in opening-day ceremonies. New equipment is in at East Beach lagoon, a mile-long parkway opened for the first time on West Beach, while concessionaires have painted and remodeled. A new fishing pier more than 500 feet long is nearing completion. A State-wide publicity campaign has been opened.

BILONI, Mass., April 23.—Thousands jammed the Gulf Coast here last weekend, giving concessionaires the opinion that 1938 will be a record breaker for this area. Hotels and lodging houses hung out the SRO and food dispensers sold out.



Allan Herschell Company's Kiddie Auto Ride Gone Modern!

Moderatistic design and coloring on center panels, corse and hood shields. Indirect illumination! We couldn't improve mechanically, so we improved the appearance! More than 100 satisfied owners. 10-Car Deluxe Model loads on 12-ft. Truck Body. Weight 2 1/2 tons, 24 ft. in diameter.

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77 Percent Net Profit

That is the earnings made by a No. 16 BILG Bilt Wheel during the 1937 season, after the eleventh consecutive year at the same location. Mr. Park Manager, why not plan to install a No. 16 BILG Bilt at your Park? It is a fine money-maker. Write for information.



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Builders of Dependable Products.
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South River Beach Park, Md.

2,500,000 Population Within 30 Miles, on Main Highway, 2 1/2 Miles from Prosperous Washington, D. C. 30 Miles from Baltimore, Md.; 4 Miles from Annapolis, Md.

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WANT BIDES — Merry-Go-Round, Ferris Wheel and one or two other Money-Makers. Photo Gallery, Cassidy Stand, Parlor for Luncheon, Concession, and few other legitimate, Clean Establishments. Opening May 20 for season. FREE ACTS, especially Five High Dive or any other sensational Act. **SOUTH RIVER BEACH PARK MGT., 1300 E. St., N. W., Washington, D. C.**

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B. A. B. ORGAN CO., 340 WATER ST., NEW YORK CITY

OPPORTUNITY

For Loan-a-Plane, Pony Cycle, Auto Scooter, Portable Radio, Skating Rink Owners. I have a fine location at Ohio's largest summer resort for you. An amusement seeking crowd, changing every week.

F. W. LOMAX, Geneva on the Lake, O.

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS

WANTED

WHIP, FERRIS WHEEL, TILT-A-WHIRE, OCTOPUS, FUN HOUSE, MINIATURE RAILROAD, or any other good Rides and legitimate Concessions. Park operates 7 days, with one of the largest Swimming Pools, Ball Rooms and Skating Rinks in the State.

PUBLIC AMUSEMENT CORP., Dreamland Park, Newark, N. J. MR. H. GOLDSTEIN, General Manager.

DANCE HALLS! **PROTECT YOUR PROFITS**

Our Patented Dance Check fits through bottom-bar. Cannot be removed and made to re-locate without destroying Gumball your profits. Priced low, \$10.00 a Thousand. **SEND LIT. ORDER, without printing. Samples 5c. No return. Order today. Made in U. S. A.**

LETHERT'S NON-TRANSFERABLE DANCE CHECK

WESTERN BADGE & NOVELTY CO., 422 W. Michigan St., ST. PAUL, MINN.

Dance at MARLOW'S PARK

BAKER HOPES
(Continued from page 38)

lems, such as price quoting and inspection.

For Smaller Operators

"I am confident that another year or two will see this plan in operation and working for benefit of park, pier and beach operators all over the United States. We have been working for years in our association to do more for operators of smaller parks and individual concessioners and this public liability insurance plan offers the greatest benefit to them which we have ever been able to provide, and while the response thus far has been most gratifying, it is not what I hope will be realized in the immediate future.

"Last year's policyholders enjoyed a flat 10 per cent reduction on both manual rates and minimum premiums where State laws would permit, with the same experience credits allowed. The usual 20 per cent additional charge for contingent liability was waived, and a material saving was afforded on excess coverage. All 1938 policyholders received a dividend of 3 per cent last September and on April 15 an additional dividend of 3.5 per cent, so that in addition to all of the substantial savings enumerated an additional profit of 8.5 per cent was enjoyed. We earnestly hope that 1937 policyholders will enjoy at least as satisfactory dividends. My experience during the 1936-37 seasons was most gratifying, and both the inspection and claim service ran far beyond my optimistic expectation.

No Quarrel With Carriers

"We of the association have no quarrel with any other carrier or carriers. We have set out to provide the members of our industry with first-class coverage at moderate cost. This we are accomplishing and on behalf of my fellow officers and directors I extend a most hearty invitation to all park, pier and beach men and their concessioners to join with us now to bring about at as early a date as is possible our proposed universal coverage for the industry. Our secretary, A. R. Hodge, Suite 295, Hotel Sherman, Chicago, will be very glad to handle any inquiries, either by letter or on our standard questionnaire, promptly and he will see that the brokers interested render prompt service."

DEPRESSION BUILT
(Continued from page 38)

100-acre farm adjoining the park. Many patrons also come by train, with service right into the grove. Later Mr. Richwine plans to build a race track on the new property.

The outdoor theater is built of specially sprung steel to provide a roof without obstructing the view thru its sides. Stage and dressing rooms are combined into a likeness of the Washington shrine at Mount Vernon. For productions requiring much space pillars are the 80-foot stage can be rolled aside. Novel dressing rooms also will be utilized as first-aid headquarters, with a nurse on duty during picnic hours.

When Mr. Richwine took over there were nine cottages in the park, today there are 92. Mr. Richwine is president of the Grange Picnic Association and an annual event is the Pennsylvania Grange, a farm-organization outing, which lasts a week. Last year 130,000 attended. Williams Grove has a political background and in its earlier days was scene of many campaign openings. Mr. Richwine hopes to retain this feature, which brings huge crowds.

HAMID'S M-D.
(Continued from page 38)

is under construction. Mr. Pennan also will bring a number of big gatherings to the city, working in conjunction with

the convention bureau.

He took over the Willwood pier more than four years ago, succeeded in re-building many parts of it, re-establishing its popularity and booked more than 500 gatherings a year.

However, he has desired to return to the city and has approached officials and others on many occasions with step-by-step ideas. He took up his work this week.

MODERNIZATION
(Continued from page 38)

concessioners is about the same as last year.

New policy in Spanish Garden ballroom will be of rotating orchestras, with Little Joe Hart and his boys in for opening. During August the park's regular band, Dave McWilliams, will return to play until end of the season.

PONTCHARTRAIN
(Continued from page 38)

Casino and other buildings, constructing new rides and rebuilding old ones. Tractors and crews are grading the long stretch of sand beach and landscaping the grounds.

"We are spending more than ever this year and look for another record attendance in 1938," Manager Batt said. "We will again stress safety of our beach, where no one has drowned in 10 years. I expect over 80,000 out on opening day."

Manager Batt has been commended by the mayor for his part in Home Improvement Month, about \$15,000 being spent at the beach for improvements.

ATLANTIC BEACH
(Continued from page 38)

vested heavily here, including a pier costing \$95,000. Pier has been leased to Dimox Steamboat Co., which operates the excursion steamer Mandalay on three daily trips to the park from the Battery, New York.

Fred H. Ponty, former amusement park builder and operator, one of the prime movers in the undertaking, reports he has as associates several new in the amusement field, including John F. Fitzgerald, president of Bartenders School, Inc. Park is situated facing Sandy Hook, with fine water front and bathing beach, picnic groves; rides, including giant Coaster; restaurant, bar, clam bake pavilion and other features.

New management plans a program to appeal to New Jersey towns, population of which are more than trebled during summer. A large outdoor arena for pro and amateur boxing will also be used for Wild West shows and circuses. Park will cater to large and small outings, featuring clam bakes and shore dinners.

Programmed also are fireworks, free acts, Indian village and a beauty contest in which a winning participant will be chosen for finals representing New Jersey at the national beauty pageant, Atlantic City, in September.

OUTLAY GREAT
(Continued from page 38)

around the pier and many concessioners and shops in this district are putting on bright colors.

Mr. Hamid returned to the city this week and he and Samuel W. Gumpertz, Sarasota, Fla., his partner in the deal, and who will be resident manager, laid out plans and workmen started at once. City planning commission and Mayor C. D. White have okayed plans of Mr. Hamid to give the pier a new face. The old front, which has been unchanged since 1905, will come out a brilliant canopy of black, white and chromium. A modernistic design will carry it out over the Boardwalk, with silhouette letters on all signs and a blaze of neon on top. Latest in modern lighting effects will be installed. The lobby is also going thru a change, with old rocking chairs and bare floor giving way to a carpeted lobby with modern furniture.

Second Theater Coming

Pier ballroom will have numerous changes, mostly in lighting, designing and new band stands. The small ballroom will be turned into a skating rink. At one time the pier had a large rink considered skating headquarters of the East and Mr. Hamid hopes to revive this.

The Hippodrome, its vast stage and wide seating no longer practical for today's presentations, will be torn out, vast sections boarded off, ceiling raked, re-painted in modern design and made available for musical comedy units and pictures. Under supervision of Horace DeVanney, a crew has cleared out the old seats and painting is under way. There will be many hundred additional bath-

PARK MEN!

ATTENTION!

DON'T BUY

ELECTRIC BULBS—CABLES—
HOCKEYS—ETC.

Until you see our new 1938 Price List. Send for your List NOW!

Prices Guaranteed to be the Lowest on the Market.

Catering to Showmen Since 1910.

BRIGHTON LAMP CO., INC.
12 HUDSON ST., NEW YORK CITY.

ing lockers, as the pier will feature bathing. At present there are about 1,000 lockers.

A second theater will be built behind the Hippodrome, to be a newsreel house, first in Atlantic City, and final plans await approval. Funhouse and Steeplechase when finished will be most complete in the East, it is said. Harry C. Baker has been engaged to lay out plans and secure the rides and other equipment. Many of the devices will have their first showing here.

Young Home for Museum

No. 1 Atlantic Ocean, home of the late Capt. John L. Young, will not be changed outwardly. Many improvements, including lighting, will be installed, as Mr. Hamid will continue the home as an attraction in memory of Captain Young. It will be turned into a museum of Captain Young's relics, gathered from all over the world. In a stadium to be built at extreme end of the pier high serial acts will be installed for summer.

All signs now read Hamid's Million-Dollar Pier. Said Mr. Hamid, "Better look at the old pier as it is now, for you will never recognize it when we get thru. These are the improvements for this season. We have even greater ones in mind for next year."

Hamid Announces Contracts

NEW YORK, April 23.—George A. Hamid, back in this city after spending several days at his newly acquired Million-Dollar Pier in Atlantic City, announced that contracts are being let for complete renovation and that demolition work has been launched. S. W. Gumpertz, who will be general manager, is due to arrive on May 1, at which time Mr. Hamid will confine his activities to supervision from a distance.

"After all," he said, "my fair and park booking activity form the backbone of my show-business interests and it is essential that I devote my usual amount of time to those ends."

Contracts have been let to Joe Hornstein, New York, for redecorating and remodeling the Hippodrome; to Ideal Seating Company, Indianapolis, for seating; to Arterart Co., New York, for reconstruction of the immense front marquee; to Harry C. Baker, New York, for new Funhouse, and to several other firms, mostly local or in Philadelphia, for jobs of lesser import.

Billy Pennan is handling special-event bookings in Atlantic City and Philly, and Alfred Steinberg has charge of national events and exhibits. Orest J. Devany is supervising inside decorations; Emil Schwartz is redecorating the ballroom, and Superintendent Al Hill is overseeing outside painting and decorating. Leonard Traube is directing advertising and promotion and, according to Mr. Hamid, has lined up numerous publicity tie-ups. Offices in New York and on the pier have seen constant activity since announcement of Hamid and Gumpertz's intention to lease and operate the big amusement layout.

FIRE HITS
(Continued from page 38)

firemen and a breeze which blew flames in a direction away from other buildings were credited with saving Kansas City's only amusement park.

Owner J. Kenyon, general manager, said formal opening would be on May 14, as originally planned. New rides to be installed include a dual Octopus, dual Loop-o-Plane, Caterpillar, Kiddies' Auto Ride, Waltzer, rebuilt Heyday and Tumblebug. A large roller rink will be installed just inside the entrance, to be 50 by 350 feet, with hard maple flooring, and Max Tripp, Chicago, will be in charge.

Ballroom, largest in this section, and Crystal Pool, holding 1,200,000 gallons, are being readied, Mr. Kenyon said. Where the Mill Chute stood for a decade will be a recreation field. A stadium will be built later. Fairyland has been the city's only amusement park since Winn-wood Beach was destroyed by fire in June, 1936. The Brancator and Mr. Kenyon anticipate a banner season.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Screen Exploitation

In *The Billboard* of April 23 N. Edward Beck, prize agent for Metro-Goldwyn-Mayer, focused attention on possibilities of carnivals attracting free screen advertising by trying up with picture theaters. I've always been a big booster for screen exploitation, and what he proposed for carnivals could certainly be followed by outdoor and indoor pools with success. Advertising on screens of local picture houses is one of the most valuable forms of publicity. First tank to use screen advertising was, I believe, Jerome Casades, Bronx, New York. About four years ago Sol Pincus and Mack Rose had a motion picture short produced, describing advantages of swimming at their aquadrome. It was shown in theaters in environs of the pool and is said to have had good effect in enticing new patronage. A competitor, the Miramar, across the Harlem River, went in for screen advertising the following season by making a tie-up with a neighborhood chain of theaters. By staging bathing-beauty contests the Miramar made arrangements for the chain to take moving pictures of each week's competition and then showed them in all of its theaters. This stunt was one of mutual advantage.

Picture exhibitors are seeking good promotional tie-ups to pull in crowds on summer nights. If they are approached properly many of them can be sold on a reciprocal ticket-give-away plan or some such promotion. If you are interested in getting screen advertising for your tank, and you should be, remember that you've got to see that the theater in which you are interested in getting the plugging can also get something out of it. Too many pool men attempting tie-ups of this kind start by trying to get everything and offering nothing. Naturally, they fail in making a tie-up and thus feel that it can't be done. You can get screen advertising this summer for your tank. But go about it in the right way.

New Ownership

Word is that Peter Tessler has taken over management of Roche's bathing pavilion. Far Rockaway, L. I., said to be the largest aquatic establishment in the Rockaways, with 3,500 bathhouses and various concessions. Property purchased measures 700 feet fronting the Atlantic Ocean. He plans extensive alterations. Roche's, as well as Colony Club Bath,

which was included in the sale to Tessler, once did one of the biggest swimming businesses on the Island. It is understood the new owner has some modernizing plans which should put the well-known establishment back in the running.

High-Diving News

Jack Lathkowski, known as "Dare-Devil Jack," writes from Albany, N. Y., that he believes he has the youngest high diver in the world working with him but that he may be wrong. "I doubt if anyone has ever tried it before," he writes, "but we're going to feature a full geyser Jackknife dive, both at the same time off one ladder." (See *POOL WHIRL* on page 44)

A. C. Steel Pier, Going Into 41st Year, Improved

ATLANTIC CITY, April 23.—Steel Pier is completing extensive improvements to greet summer crowds. Air-conditioning plants are being completed in three theaters and the four theaters will be redecorated.

Improvements to the pier understructure are being made and several parts will be redecked. Marquee over the Boardwalk has been modernized, while plans are on for enlargement of the zoo.

Pier will go into its 41st year, with Frank P. Gravatt continuing as president. Richard Endicott is general manager and Harry Volk will again handle publicity.

Many Out for Detroit Bow

DETROIT, April 23.—Jefferson Beach Amusement Park got off to a good opening on Sunday for the season's preview. Attendance being estimated at between 10,000 and 15,000, despite threatening weather. At night parking space was nearly filled and there were about 2,000 in the ballroom. Park was about 85 per cent open. Again under management of J. P. Gibson, it will operate Saturdays and Sundays until May 13 when it will be open daily. Improvements are still under way, but many have been completed and plans indicate steady development, despite extensive work last season.

COLUMBUS, O.—Construction has started on a pool, to cost about \$70,000, in Clintonville, a suburb. It will be known as Olympic Beach and is expected to be completed about June 1. It will conform to Olympic specifications, said Frank Hahn, designer, making it a possible spot for Olympic Games tryouts and AAU meets.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, April 23.—After a dismal Palm Sunday break the resort hit an Easter comeback of big proportions and it is estimated that at least 250,000 were in town, many more than last Easter. Railroad travel was reported 16 per cent ahead of last year. Cloudiness late in the day cut into night biz. Night spots reported a good Easter Saturday, altho the official Easter eggnog hit an all-time low in popularity.

Hamid's Million-Dollar Pier packed them for net hauls twice and more than doubled any previous Easter biz. A feature was a balloon festival for kiddies prepared by George A. Hamid, during which 200,000 balloons were given out at the pier front or released into the air.

Steel Pier opened with vaude, pictures and dancing. Belle Baker headed the bill and clicked in her usual way. Pier jammed about 3,500 in for an Easter sunrise service at the ocean end.

Auditorium held Saturday night Ice Carnival under direction of Philadelphia Skating Club and put in about 7,500. Group was headed by Felix Kaspar, champion figure skater. Skelball stadiums on the Boardwalk threw open their entire set-ups and went on summer time.

Long Island

By ALFRED FRIEDMAN

State Park Publicity

The amusement-park entrepreneur has a fine point or two to acquire from State and other publicly maintained parks in the matter of publicity. This has manifested itself on Long Island time and again in the case of the Long Island State Park Commission, which has a publicity-purveying organization that might well give cards and spades, we think, to higher priced publicists representing privately owned parks.

For one thing, State park publicity seems to be consistent, which is where much of other park publicity fails. We have noticed State park information going out to the press regularly three times each week. Commercial park exploitation seems to have its release contingent upon dispositions of those concerned.

State publicity is meaty, concise and to the point and rarely ever designed so as to make the drums beat to the tune of some phony idea for which they might hope to make editors fall. Regretfully we must admit that the private park p. a.'s fail on the last point, dealing out releases, as they do sometimes, packed with such incredible publicity yarns that editors eventually lose faith.

A. C. Rail Traffic Heavy

ATLANTIC CITY, April 23.—As the resort approaches another summer season it is noted that about 3,000,000 persons came by rail during 1937, about one-fifth of total number of visitors. Harry Burchinal, general passenger agent for the Seashore Lines, reported that 2,226,520 came via Philadelphia and 286,933 from New York. August had the peak with 425,505, while November was low with 109,477. Of the total, 1,977,345 came during May, June, July, August and September. Figures show that 1,476,280 came via the railroad bridge and 1,150,240 used ferries.

SALT LAKE CITY.—At Beck's Hot Springs improvements include reroofing part of the building. At Wasatch Springs, also preparing for summer, some argument has arisen as to whether to replace the sulphur water with fresh water. Sanitation in pools is being watched more carefully than ever before.

LONG BEACH, L. I., N. Y., April 23.—A new plan governing admissions to the bathing beach has been adopted by Ocean Beach Park Commission, city council and the mayor. Last season there was a season ticket for which \$1 was charged and a ticket for a single admission selling for 25 cents. Under the new plan tickets for two weeks will be sold for 50 cents.

GREEN BAY, Wis.—Norbertine Fathers, operators of Columbus Community Club, were voted a contract by park commissioners for 1938 operation of Bay Beach Park pavilion and bathhouse. Norbertine's offer was \$1,550 plus 15 per cent of profits.

THE STRATOSPHERE MAN

WORLD'S HIGHEST AERIAL ACT Available for Parks, Fairs and Celebrations. Send for literature



PERMANENT ADDRESS, Care of The Billboard, Cincinnati, Ohio.

The Most Widely Adversed Attraction in Show Business.

3 NEW DEVICES

LUCKY KICK

THE DONKEY BALL GAME
(PAT. APPLIED FOR)
Sensation of
The Chicago Convention

U-RIDE-EM

Galloping Mechanical
CYCLE HORSES
PATENTED
Operation during 1937 establishes
The Public Want Cycle Horses

DEATH VALLEY

The Walk-Thru Fun House
with the Modern Front
Humorous, Mysterious Stunts
The Tilted Room
The Camel Back Conveyor

Write for Details to
PHILADELPHIA TOBOGGAN CO.
Manufacturers and Builders
AMUSEMENT DEVICES
130 E. Duval St. Germantown, Phila., Pa.

WANTED

Experienced Operators for Tilt-a-Whirl, Ferris Wheel and Park Aeroplane Ride for all season in Chilhowee Park, Knoxville, Tenn. All replies to H. D. FAUST, Mgr., Chilhowee Park, Knoxville, Tenn.

WE HAVE—

Three 10-Unit Monkey Race Games for immediate delivery. Also Two Streamlined Miniature Railroads. These can be inspected at our shop.

THE NATIONAL AMUSEMENT DEVICE CO.

Dayton, O.

SWIMMING POOL AWARDS

Leather Novelties, etc., for Prizes and Awards for Guests, etc., with swim figure and your name and address—Auto Key Case—100 \$7.00; Jackknife Case, 100 \$8.00; Auto Wallet Key Case, 100 \$12.00; Balloons, auto's colors, name address and swim design imprinted, 500 \$7.50, 1,000 \$12.50; Ladies' Combs, 25 \$1.00; Three-piece, quilted, lined dress set, see set \$2.00. Discount with orders. RESKREK SILVER MFG. CO., 372 Broadway, New York City.

INSURANCE

ATTENTION AMUSEMENT PARK OPERATORS

SAVE MONEY — HOW?

Write, wire or phone for Application Blank. Each park rated on its own merits.
Exclusive insurance for the amusement world.

"THE SHOWMAN'S INSURANCE MAN"

CHARLES A. LENZ, BROKER

NOW ADDRESS MARYLAND HOTEL, ST. LOUIS, MISSOURI.

Per. Address, 440 Ins. Exchange Bldg., Chicago, Ill.

WANTED for CAPITOL PARK, HARTFORD

Have good large Dodgem Building and will book party with about 15 good, late model cars. Also large first-class Portable Merry-Go-Round and other suitable rides.

Can place a few more high-class Concessions in new buildings. Park opens May 28, running day and night, including Sundays. Booking Picnics, Outings and other Large Events.

Address 900 Wethersfield Ave., Hartford, Conn.

8 SPOT

The Magnetic Action stops the crowd to see the balls suspended on the target. Numbered shots provide competitive interest and promise prize awards.
8 SPOT will not conflict with any other game.
Specifications: Length, 3' 6". Height, 0". Width, 22". Weight, 250 Lbs.
Write for Circulars.

2757 STILLWELL AVE.
PIESEN MANUFACTURING CO., Inc., CONEY ISLAND, N. Y.

10-YEAR EXPO FOR HAVANA

Congress of Cuba Authorizes Pan-American Annual for 1939

Law is passed for October-to-May show in federal park near capital—men from States are mentioned for high posts, with Central and South American backers

HAVANA, April 23.—A Pan-American exposition, to be known as the Universal Exposition of Havana, has been authorized by passage of a law by the Congress of the Republic of Cuba. It is provided that the expo be held in the city of Havana, to open in November, 1939, and to continue in operation during the winter season, from October to May, for a period of 10 years thereafter. Exposition will be in the Forest of Havana, a natural park of 465 acres, owned by the federal government, according to C. Blanch Solo, About \$2,000,000 has been spent in the past two years in landscaping and for boulevards in the grounds, which are within a 10-minute ride from center of the city. Purpose of the exposition is given as a move to symbolize President Roosevelt's good-neighbor policy as pertains to Caribbean, Central and South American countries, and backers say the artistic ability of the Latin will be given full sway, as to motif, theme and architecture.

Dick Active in Charge

"The exposition franchise, authorized by law, is being awarded to a corporation, the Universal Exposition of Havana, Inc., and its personnel includes men prominent in affairs of Central and South America and the United States," said Mr. Solo.

"George L. Dick, publicist and long associated with Latin American affairs, will be permanent executive vice-president and general manager. Mr. Dick has been in charge of preliminary organization and engineering plans for the past seven months. Temporary headquarters have been established in the Saratoga Hotel, Havana.

Midway Not Restricted

"A contract is being negotiated between the exposition corporation and Zack Farmer, who built the San Diego Exposition, as well as financed and managed the Olympic Games in Los Angeles, to be managing director of the Havana exposition. Negotiations are also under way between the exposition corporation and Howard Fox, president and general manager of White City, Chicago, whereby Mr. Fox would be in charge of the midway which, under the law, is authorized to open during the winter of 1938, a year previous to official opening of the exposition. It is contemplated that the Havana exposition midway will be the most colorful midway in the world. The law under which the exposition is authorized places no restriction on any type of show, spectacle, entertainment, ride or otherwise. Manufacturers and industrialists of North and South America are evidencing great interest in the Havana exposition as a means of establishing and increasing trade between North and South America."

Ohioans Named to Boards

COLUMBUS, O.—Governor Davey appointed Charles P. Williams, Cincinnati, to the Ohio commission to direct the State's participation in the New York World's Fair. Legislature appropriated \$100,000 for the purpose. Walter J. Buss, Wooster, was named a member of the State Board of Agriculture for a term ending on October 10, 1942. He is secretary of Wayne County Fair and for eight years was in charge of poultry work at Ohio experiment station.

Enlarging Plant in Minn.

ALEXANDRIA, Minn., April 23.—Work is progressing on a \$70,000 enlargement program for Douglas County Fair here. Secretary R. S. Thornton, president of Minnesota Federation of County Fairs, said the WPA project includes a \$60,000 grandstand, addition of 18 acres and complete landscaping, which will make the plant one of the best in the State. Stand will be of concrete and re-enforced steel and fireproof. A new race track will be made and new layout prepared for the midway.

Sloan Sees Bigger Auto Racing Season

CHICAGO, April 23.—John A. Sloan, president of the Racing Corporation of America, said his organization has signed more fair contracts for 1938 than for any other year in the last decade. Business has increased 20 per cent over 1937, he reported.

The RCA personnel is being increased to handle the additional dates. Carl (King) Brady, former auto polo promoter, has joined as advance man. Huff Dorward, former partner of the late J. Alex Sloan, is due to return to Chicago and resume duties as promoter for RCA after spending the winter in California. Season will start in Springfield, Mo., followed by Cedar Rapids, Des Moines, Ia., and Great Falls and Billings, Mont. Among fair dates are Eastern States Exposition, Springfield, Mass., and Kansas Free Fair, Topeka.

Isbey Head of Mich. PWA

DETROIT, April 23.—Frank N. Isbey, manager of Michigan State Fair here, has been appointed chairman of a committee to bring about a State-wide co-ordinated PWA program. Among projects proposed is a \$1,000,000 agricultural building and others for live stock, auto exhibits and 4-H Clubs on the State Fair grounds. Manager Isbey's duties will be to assemble projects, determine their priority and co-ordinate the State's program with that of local governments.

B.-C. Gets Nebraska State

CHICAGO, April 23.—M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, announced that his firm has been awarded a contract for afternoon and night grandstand attractions at 1938 Nebraska State Fair, Lincoln.

Agricultural Situation

Condensed Data From April Summary by U. S. Department of Agriculture, Washington, D. C.

Cotton and tobacco growers took time out from spring work to vote preponderantly in favor of marketing quotas under the new Agricultural Adjustment Act. Meanwhile BAE reported little net change in prospective spring seedings of principal crops—biggest reduction, 15 per cent in flax; biggest increase, 5 per cent in tobacco, grain, sorghums and peanuts. Best price news of month was lessening of fall and winter decline which had carried the average of farm products prices below pre-war figures. Prices may stabilize around current levels, but farm income in the first six months of this year will be much less than in 1937. So long as consumer incomes continue down no improvement in demand for farm products is to be expected. Open weather has facilitated spring work on farms and a more than seasonal increase in farm employment.

DEMAND; ADJUSTING

The 30 per cent decline in industrial activity since last August has been accompanied by widely varying changes in the demand for individual farm products. As usual, the products to be ad-



IN LOS ANGELES A FEW DAYS before heading east these nationally known figures were photographed prior to starting the long string of dirt-track and speedway classics that annually draw thousands of spectators to leading fairs and automobile race programs. Left to right: Frank Beeder, Eastern dirt-track king; Carl Ruprecht, internationally known racing engineer; Kelly Petillo, 1934 Indianapolis 500-mile sweepstakes winner and aspirant for top honors this year; Alf Swenson, vet starter and promoter; Gus Schrader, world's dirt-track champion.

N. Y. Governor Disapproves Making Up Premium Deficit

ALBANY, N. Y., April 23.—In a bill providing for support of government which Governor Lehman signed on April 15, he said he did not approve an item caring for a deficit of \$23,600.51 incurred by county fair associations because of premiums paid in 1937 in excess of the State's contribution to the department of agriculture and markets. He explained that the law definitely fixes State liability for participation in premiums awards.

An appropriation of \$230,000 was made in the last budget and same amount is included this year, and the governor said there did not seem to be any reason why the State should make itself responsible for a deficiency in premiums more than the \$250,000 annually appropriated.

Badger Awards Are Biggest

MADISON, Wis., April 23.—Wisconsin State Fair premiums this year will total \$85,000, largest in its history, said Ralph E. Ammon, acting director of department of agriculture and markets and State Fair manager. Dairy cattle department is allocated the largest amount, \$18,000, with the junior fair to receive \$17,500 for the purpose.

Special Events Aplenty at G. G.

Gayway name sticks, says director—lecture division going strong with talks

SAN FRANCISCO, April 23.—"Gayway, the name selected for the amusement zone of Golden Gate International Exposition here in 1939, is short, easy to remember and descriptive of what visitors will find and it will stick," said Clyde M. Vandenburg, director of promotion.

With 3,000 special events and ceremonies planned during the 238 days of the expo, dates for 609 are definite, while 730 special days for various groups are tentatively set. Walter Reimers, director of special events, reports. That means an average of some 10 special events or ceremonies each day.

Town is still split over action of the exposition in switching the 1939 Live-Stock Show from the live-stock pavilion to Treasure Island. Motion picture interests are being accused of planning to clamp down on the pavilion lest use of the huge building for general amusement hurt film attendance.

Finance total now stands at \$6,072,000, with goal set at \$7,500,000. Nippon Yusen Kaisha, Japanese ship company, is latest donor. Shephard Vogelsang, son of the late Admiral Carl T. Vogelsang, has been appointed assistant director of the arts exhibit. Fair lecture division under Frank Peterson has made 1,500 talks and is still going strong.

Minneapolis Meet May 18

MINNEAPOLIS, April 23.—Spring conference of fair secretaries and managers, comprising Minnesota Federation of County Fairs, will be held on May 18 in the Radisson Hotel here. President R. S. Thornton, Alexandria, said indications are for a practically complete turnout to hear an interesting program that has been arranged.

Grand Forks Signs Thriller

GRAND FORKS, N. D., April 23.—Grand Forks State Fair Association signed Flash Williams for a Thrill Day program and a miniature train ride was contracted for with H. E. Watson. Grand-stand privileges went to Dickinson-Concessions Co., which has had the contract 20 years. Ole Plant was named chairman of live-stock exhibit committee with William R. Page and Adolph Lund.

At first only the incomes of industrial (See AGRICULTURAL on page 46)

Fair Breaks

By CLAUDE R. ELLIS

THEY are sent to bat with two strikes on 'em! We mean press agents for fairs who lack newspaper training. As well as tyros who have the press jobs wished upon them by numerous carnivals and amusement parks. Such p. a.'s generally have too much to learn to be able to cope successfully with publicity



CLAUDE R. ELLIS

men or women who know not only the inner workings of fairs and of show lots but also the reactions of newspaper desks to copy that comes from all varieties of publicists.

Managements of successful fairs are plenty smart, of course; that, as a rule, is why their fairs are "big."

Do they get p. a.'s from the ranks of so-called "idea men" who often can't write much more than their own names? Or good fellows who love to "entertain" the press but don't know the difference between a period and a predicate? They do not. They get seasoned, working newspaper folks with codes of valuable contacts, and the best outdoor shows take praise purveyors with varied experience in the newrooms.

So far as writing is concerned, they have much less to learn. They already know the important two-thirds of the job—how to serve up copy that will be used. Bales of copy go into waste baskets each season because it is too poorly written or otherwise editorially impossible. Busy news handlers have no time nor inclination to rewrite matter that should be good when it is proffered. Few newspapers can assign reporters to work with idea-p. a.'s unless the ideas are super-new. Those who tackle press jobs without insight into newspaper practice are dragging around a mighty encumbrance. Where the non-writing exploitative may score once, the writing, planting press agent has stories or photos every day, which is what is wanted for fairs during their publicity campaigns and should be considered essential for traveling shows.

THE TREND toward tying up fairs with civic anniversaries should be encouraged. Iowa and other State fairs are planning centennial celebrations in conjunction this year. Florida Fair, Tampa, in 1939 will co-operate for the Pan-American and Hernando DeSoto Exposition. Among fairs of less magnitude these in Cortland, N. Y., and other places are preparing centennial doings. Practically every year marks milestones in community history which can be capitalized upon by fair boards somewhere. The celebration aspect can make for new and more varied programs and for more patrons thru the gates.

THAT is a good idea of President Otto Herold, State Fair of Texas, Dallas, thinks *The TAF News*. He announced a plan to permit counties to diversify exhibits by being paid outright for them instead of holding contests for prize money. Each county will be paid \$125 for its exhibit, showing what it chooses. Plan eliminates the scoring system which has necessitated each county showing practically the same products.

RIGARDING queries as to whether a free or pay-gate fair is most advisable and whether a fair should be operated on Sunday, it can be said again that these are local issues and must be so decided by fair boards. Economic conditions, class of population, attendance expectation and other phases enter into such

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK AND EVERY WEEK

problems, which can be intelligently solved when all angles are carefully considered.

REVISED figures have been given out on attendance at the Panama-Pacific International Exposition in San Francisco in 1915 and on estimated daily average attendance anticipated at Golden Gate International Exposition there in 1939. New table is:

	1915 Monthly Attendance	1915 Daily Average	1939 Anticipated Average 25% Inc.
Feb. (9 days)	\$10,930	92,331	115,413
March	1,690,042	54,517	68,146
April	1,439,777	47,992	59,990
May	1,677,947	54,127	67,408
June	1,584,198	52,806	66,007
July	2,157,664	69,602	87,002
August	2,287,248	73,782	92,227
September	1,996,882	66,562	83,202
October	1,939,788	62,573	78,216
November	2,520,134	84,004	104,005
Dec. (14 days)	751,778	187,944	234,930

Total 18,876,438 65,543

It appears, writes Walter K. Sibley, assistant director, division of concessions, of the G. G. expo, that the statistical expert made an error in compilation of the figures printed in *The Billboard* of April 16. "He had the total attendance figures oked but made a mistake in working out the averages so that we lost the big showing that the fair made in February and December, which appears in this corrected edition," pens W. K.

Grand-Stand Shows

HAVING left his father's high-wire act on January 7 to enlist in the U. S. navy, Kenneth Miller, 17, son of Max Miller, is on furlough for a visit to his home in Wichita, Kan., and will be transferred to the fleet on his return to San Diego, Calif.

DIRECTORS of Holmes County Fair, Millersburg, O., planning the largest annual in its history, contracted Black's Trained Animal Circus for twice-daily appearances, directors having planned biggest grand-stand show ever presented there.

HENRY H. LUEDERS, United Booking Association, Detroit, contracted two revues, *Show of Shows* and *Continental Varieties*, to play the 1938 Darke County Fair, Greenville, O.

CONTRACTS for grand-stand shows recently made are for fairs in Wautoma and Weyauwega, Wis.; Arooka, Ill., and Great Falls and Billings, Mont., reported Ernie Young, Young Production and Management Co.

Fair Elections

RIPLEY, Miss.—C. Lee Cox was elected president of Tippah County Fair Association to succeed E. L. Pate, resigned. G. W. McKinstry, Blue Mountain, was renamed secretary.

BROCKTON, Mass.—Glenn M. McCrellis, president, and Frank H. Kingman, secretary, were re-elected with the entire personnel of officers of Brockton Fair, which will have a 50-cent gate this season. Secretary Kingman will soon release plans for the 1938 fair, with "something different from the standpoint of attractions."

GRAND FORKS, N. D.—Grand Forks State Fair Association re-elected Ralph Lynch, president; T. P. McElroy, vice-president; H. P. Rice, treasurer; T. B. Wells, secretary. Dan F. McGowan, manager a number of years, was reappointed.

KENOSHA, Wis.—Ben Kaskin was elected vice-president of Kenosha County Fair Association to succeed the late William Luke. George Price was named to the board to fill Mr. Luke's place and Wynn Peterson was elected to succeed Frances Price, resigned.

MASON, Tex.—Mason County Fair Association has been organized with capital stock of \$17,000, incorporators being given as Roy Zesch, S. H. Martin and Leo Hoffman.

Fair Grounds

IRONTON, O.—The "new" Lawrence County Fair board has brought suit against the "old" board in a showdown to determine which board is legally in authority, county commissioners having refused to recognize either board until

ALOHA ALOHA ALOHA
SIDNEY BELMONT
Presents
E. K. FERNANDEZ'
(Honolulu's Premier Showman)
NATIVE HAWAIIAN EXTRAVAGANZA
75 — PEOPLE — 75
COMPLETE SCENIC AND LIGHTING EQUIPMENT
Direct from Hawaii — First time in America
Selected As The
GRAND STAND ATTRACTION FOR THE 1938 ILLINOIS STATE FAIR, SPRINGFIELD
August 15-16-17-18-19-20-21
SMALLER UNITS AVAILABLE
CAUTION—No Other Person Has Any Authority To Contract This Attraction.
SIDNEY BELMONT, Fullerton Bldg., St. Louis, Mo.

"AS OTHERS SEE US"

10TH AND 11TH OF A SERIES OF SELF-REVEALING TESTIMONIALS

BELMONT PARK "SEES"
"Your acts contributed in large measure to an all-time record season."
REX D. BILLINGS,
Belmont Park,
Montreal, Can.
Thank you, Mr. Billings and Belmont Park.

STURBRIDGE "SEES"
"Program caused much favorable comment, with credit to yourself as well as the Fair."
SAM T. SHEARD,
Sturbridge, Mass., Fair,
Thank you, Mr. Sheard and Sturbridge Fair.

GEORGE A. HAMID, INC.
1560 BROADWAY, Phone: BRyant 9-2410 — Cables: GEHAMID.
Offices in Leading American and European Cities.
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one has been adjudged to have authority. Latest move is an injunction suit to restrain the old board from interfering in operation of fairgrounds in Proctorville.

HELENA, Ark.—Board of Phillips County Fair Association voted to purchase a six-acre tract of Delta Land Co., West Helena, for a new fair plant. Grounds now have two large buildings and others will be built and tract fenced in, beautified and grand stand erected for a 1938 fair.

LITTLE ROCK, Ark.—Drive opened here to raise \$50,000 to finance first annual Arkansas Live-Stock Show, organized by business men recently. City council will act on a proposal to issue \$150,000 bonds for construction of a stadium. President T. H. Barton is chairman for three of the seven congressional districts of the State in the campaign.

LYNDONVILLE, Va.—Stockholders of Lyndonville Community Fair voted to change the title to Caledonia County Fair. President C. E. Willoughby and Secretary A. E. Donahue reported that with good prospects grounds will be enlarged, several new buildings added and advertising and entertainment budgets increased.

COLUMBUS, Miss.—The 1938 Columbus Radium Fair will have a Horse Show of merit, said Manager Kenneth G. Sicker. Live stock and farm products will be featured and lively co-operation is being given, he reported, by 4-H Clubs, Home Demonstration Clubs and county agent.

SPRINGFIELD, Mass.—Nationally famous authorities of American and Canadian live-stock circles, including practical breeders, farm managers and ani-

THE STRATOSPHERE MAN

At the Top of the Highest Aerial Act in the World.

Finishing With a 500-Ft. Slide for Life.

Available for Fairs, Parks, Celebrations.

Address Care of The Billboard, Cincinnati, O.

TOOTS-THE WONDER DOG

In a sensational DOUBLE DIVE with her sister, NIPZY, one of the highest of all Aerial Acts.
H. L. ANKENY
2544 1st Ave., So., Minneapolis, Minn.

WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheet, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.
BOWER SHOW PRINTING CO., FOWLER, ILL.

mal husbandry experts of leading agricultural colleges, will judge live-stock rings at the 1938 Eastern States Exposition here, list of those accepting an invitation to place the classes being announced (See FAIR GROUNDS on page 44)

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

FOLLOWING the first annual convention of the Roller Skating Rink Operators' Association of the United States in Sefferino's Rollerdom, Cincinnati, on April 4, officials of the organization are negotiating with all contacts in connection with affiliations with the major amateur sport bodies.

THREE WHIRLING BEES. Buddy, Betty and Bob, managed by Ted Merri-man and featured with Eight Hollywood Stars, recently played Rudd's Beach Club, Albany, N. Y., and visited Wynn's Silver Ballroom Roller Rink, Albany.

GOLD GLIFF ROLLER RINK, Circleville, O., managed by E. H. Myers, opened on April 17 with Shorty Sutton and Co. whipsnappers, as featured entertainers. Rink has been redecorated and a consignment of new skates has been received.

MELICK GROVE RINK, Roseville, O., redecorated and with new equipment added opened recently. Sessions are held every Tuesday, Thursday and Sunday.

LEO MAYTNIER, Akron and Canton (O.) roller rink operator, has leased Conestog Lake (Pa.) Park Ballroom and will soon open it as a summer rink. Andy Anderson, former Vermilion (O.) rink manager, will be director.

MANAGER GORDON WOOLLEY, Woolley's Skating Rink, Salt Lake City, accompanied by his assistants, Gus Harris and Ray Herzog, returned there from a three weeks' tour of rinks in Michigan, Ohio, North Carolina and Illinois. Harris and Herzog gave exhibitions in most of the rinks. New ideas, including free teaching of two-step and schottische, will be given in Woolley's new rink. Other Salt Lakers who attended the Cincinnati meet were LaVerne Narr and Norman Groendyke, Temple Skating Rink.

IN A letter to E. M. Moonar, Sefferino's Rollerdom, Cincinnati, Johnny Jones,

Official
DETROIT, April 23.—The Billboard has been made "official mouthpiece" of the Roller Skating Rink Operators' Association of the United States.

formerly with the Three Aces, skating act, and who recently was found to be afflicted with tuberculosis, stated that he had arrived at Will Rogers Memorial Hospital, Saranac Lake, N. Y.

CYRIL JANOSIK, manager of Rayenwood Auditorium Roller Rink, Youngstown, O., opened Excite Roller Rink, five miles southwest of Youngstown, on April 12.

ON APRIL 18-23 Australian roller-skating championships, in connection with Australia's 50th Anniversary Celebrations, were held in Westgate Roller-drome. Events included speed events from a furlong to a mile, plain and fancy solo and pair skating.

"BEING an old-time roller skater, I noted in The Billboard of April 18 that the Roller Skating Rink Operators' Association of the United States selected some new dance steps, one in particular, the promenade," writes William Llewellyn, Chicago. "I don't know where they got this step unless it applies to beginners, who never skated before."

FAIR GROUNDS (Continued from page 43)
LA CROSSE, Wis.—Inter-State Fair directors authorized construction of a 4-H Club building on the grounds as a WPA project.

AMHERST, N. S.—F. W. Graves, Ottawa, a government architect, has presented to directors of Maritime Winter Fair here recommendations for a new arena at the Amherst plant to be built in time for the 1938 fair.

AGRICULTURAL (Continued from page 42)
workers were much affected by the recession, but gradually unemployment and lower earnings spread to other groups.

With the first heat wave in New York last week, outdoor pools reported a deluge of telephone calls inquiring as to opening dates, all of which is a good sign.

FARM INCOME: LESS
Farmers' cash income from sales of products continues to fall below 1937 figures. Total for the first two months of this year was \$84,000,000 less than in January-February a year ago.

income from meat animals, poultry and eggs was about offset by a gain of \$30,000,000 in returns from dairy products.

RECREATIONAL (Continued from page 39)
as at Steeplechase and Luna Park they surely always will "Barkers" at Coney are an institution.

UPTURN NOW VISIONED
Dizzy Dean has been sold for an all-time high of \$185,000. Babe Ruth brought only the small sum of \$100,000 at his best.

There will be no war in Europe this year nor at any time in the visible future. Our population is larger than ever before and recreation has become a commodity with as constant a demand as sugar and made-up complexion.

POOL WHIRL (Continued from page 41)
It sounds like a pip of a trick and I know Jack would be interested in hearing whether anyone else has ever tried such a feat.

With the first heat wave in New York last week, outdoor pools reported a deluge of telephone calls inquiring as to opening dates.

LOS ANGELES.—Support recently tendered to California Zoo Park thru Manager Will Richards makes it appear that the institution is now on safe ground and will advance according to plans previously laid for it.

With the Zoos
THE USERS of "CHICAGO" SKATES ARE SUCCESSFUL
There is a reason. Service and PROMPT DELIVERIES.
CHICAGO ROLLER SKATE CO. 4127 W. Lake St. CHICAGO, ILL.

The First Best Skate
QUALITY
RICHARDSON BALLBEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today
SKATE PRIZES
LEATHER NOVELTIES FOR PREMIUMS AND AWARDS WITH SKATE RINK NAME.
Also APPOINTED STYLED AND COLORED BALLOONS with Name, Address and SKATES \$5.00 - \$7.50, 1.00 - \$12.50
Additional Awards with Swim Figures, Ladies' Compact with Skators, Ladies' Compact, Lip Stick Combination Set, D-Place Gold Finish Dresser Set, B-Place Gold Finish Dresser Set.

THE FIRST BEST SKATE
Detailed advertisement for Chicago Roller Skates, including product description and contact information.

Official
DETROIT, April 23.—The Billboard has been made "official mouthpiece" of the Roller Skating Rink Operators' Association of the United States.
Detailed advertisement for Chicago Roller Skates, including product description, pricing, and contact information.

Residents offering financial aid, including Anita Baldwin, daughter of the late Lucky Baldwin, guaranteeing a monthly amount which will take care of overhead expense.
Detailed advertisement for Chicago Roller Skates, including product description, pricing, and contact information.

Rubin & Cherry Season On

Best Offering in History of Shows

Midway presents glittering array of outstanding features in all departments

RICHMOND, Ind., April 23.—The Rubin & Cherry Exposition, Inc., trains arrived here from Atlanta April 16 following a 520-mile run from winter quarters to open the season here April 18. Show equipment following a mile and quarter haul set up on Athletic Field on 25d street for a week's engagement under Knights of Pythias auspices.

Show is transported on 35 cars and numerous trailers, trucks and private automobiles, yet in the true sense it is one of the outstanding railroad shows in show business.

Nat Worman, general superintendent of shows, arrived a day ahead to find the lot almost under water, but after spreading two carloads of cinders and one of sawdust the condition was somewhat relieved, and when the train arrived General Manager Joe Redding ordered the show unloaded and set-up (See RUBIN & CHERRY on page 57).

Carnivals in N. Y. Sector Open Light

NEW YORK, April 23.—Chiefly blaming inclement weather, which hasn't been too inclement, early-opening carnivals hereabouts have experienced anything but satisfactory business since their debuts during the past week or 10 days. Most shows are not to full strength at yet and are playing still dates within a few miles of respective quarters.

Cool nights and occasional rain have affected grosses, but on a whole weather has been seasonal for this time of year. Merchandise is moving below average, from the larger shows down. Even novelty boys working the Ringling-Barnum engagement at Madison Square Garden report sales somewhat less than last year.

Carnivals that have opened in or near this city include, among others, Ben Williams, Astoria, L. I., 98th and Northern boulevard; Charles Girard, Astoria, 81th street; Phil Isser, uptown New York; Mike Centanni, Newark, N. J.; Harry Heller, Dunellen, N. J.; William J. Giroud, Summerville, N. J.; Mike Buck, Lodi, N. J.; Oscar Buck, Fairfield, Conn.; Dick Gilsdorf, Nagatuck, Conn., and Grimes show, New Canaan, Conn.

Tom Baker Launches Red River Shows in Canada

WINNIPEG, April 23.—Tom Baker, with many years' experience as a concessioner, will launch his own two baggage car carnival this season under title of Red River Shows, he announced here this week. All new equipment and canvas have been ordered and midway will be illuminated with a Jumbo portable light plant. Opening has been set for May 12 and bookings for eight weeks are now in hand, he further stated.

With exception of rides all equipment will be owned by the shows. Staff: Tom Baker, owner-manager; Howard C. Kennedy, assistant manager, and I. Mattell, treasurer.

Stoltz Band Booked With John Marks Shows

RICHMOND, Va., April 23.—George Stoltz's band has been engaged by Marks Shows for season. Consists of George Stoltz, Sam Stull, Phil Stull, Charles Burns, Dave Reed, I. Colvin, Roland Young, Leonard Nevins, John Henderson, Gene Montanaro and William Ryan. Latter five double as orchestra in Jimmy Hurd's Times Square Revue.

Line o' Two of News

EDGEWOOD, Tex., April 23.—Bob Hurst Carnival has been booked for the third time here at the annual Tomato Festival to be held on the streets in June, it was announced here this week.

OMAHA, Neb., April 23.—It was announced here this week that Italian Festival will use a number of city blocks for its event to be held here in June and that Miller Bros.' Shows will furnish midway features.

WEST FRANKFORT, Ill., April 23.—Plying Valentines were signed this week by West Bros.' Shows as free act for season. The Valentinos replaced Great Ricardo, high pole act, which was released at Cape Girardeau, Bruce Barham stated.

BARTLESVILLE, Okla., April 23.—George Webb, of Crowley's United Shows, announced here this week that Jimmie Boyd, formerly of John R. Ward Shows, had joined Crowley as general agent.

MURPHYSBORO, Ill., April 23.—Management of West Bros.' Shows announced here that contracts for International Falls (Minn.) July 4th celebration had been signed. This event followed by Legion's celebration at Ely. Both contracts signed by Frank H. Owens for show.

ALEXANDRIA, Va., April 23.—Fire on Ideal Exposition Shows' midway here threatened show before a blaze in tent of Parisian Follies could be extinguished. No serious damage to property. Jack

Bee Gets Good Start With Best Show Yet

SPRINGFIELD, Tenn., April 23.—The F. H. Bee Shows playing "good" opened season here Saturday, April 16, on Brown's showgrounds with ideal weather and good business. Promptly at 7 o'clock lights were turned on and all attractions went into action. Mr. and Mrs. F. H. (See BEE GETS GOOD on page 46)

Hinkle, one of members of show, suffered a sprained ankle when he dropped to ground after extinguishing flames.

GREENSBORO, N. C., April 23.—W. H. (Bill) Rice, of Mighty Shoeshy Midway, is confined in Wesley Long Hospital here with a slight attack of pneumonia. Condition not serious. His son, Bill Rice Jr., is at his bedside.

KNOXVILLE, Tenn., April 23.—Tom Terrill has left Model Shows and made an affiliation with Ernest O. Mohr's County Fair Shows whereby he will be associate owner and manager. Janette Terrill will direct booking. Terrill announced here this week.

SEATTLE, Wash., April 23.—With capitalization of \$500, Ziegler's Shows, Inc. was duly incorporated here this month for operation of amusement enterprises. Incorporators are Bessie M. Ziegler, George L. Blake and Charles A. Ziegler.

SPOKANE, Wash., April 23.—W. C. Huggins, familiar midway figure at the old Interstate Fair, brought his West Coast Shows here this week for official opening of season April 26. Joe Demotchele is advance agent. Spokane Post No. 9, American Legion, is sponsoring attraction as means of raising money to send its drum and bugle corps to State convention.

WEST FRANKFORT, Ill., April 23.—New ordinance here relative to public-address system caused showpeople with West Bros.' Shows some grief. City law prohibiting use of such equipment being enforced by officers to letter.

Exception made in case of corn game only and then with proviso that it be muted to lowest degree. One good laugh in "fix" only bright spot in controversy. Sam Lieberwitz, operator of game, was trying to pacify local law. The officer complained that regular "mike" man had too shrill a voice and suggested that obliging Sam try it. He did. "That's a lot better," said man in blue, "your voice is more soothing." So Sam performed stayed at the mike all week.



MAX GOODMAN, owner Goodman Wonder Show, in Little Rock, Ark., April 11, is shown here purchasing \$50 worth of tickets to the shows and turned them over to Bill Sprout, superintendent of the zoo, for distribution to the orphans of Greater Little Rock. Goodman presents his check to D. C. Garrett, who is on the right, but he dropped out of the picture somehow when the above cut was made. Garrett is president of the Zoo Commission. Bill Sprout is shown here watching the transaction. The commission arranged to sell \$3,400 worth of ride tickets to the Goodman shows at half price—25 cents each—through school children of the city and county, the proceeds to go toward the purchase of an elephant, camel and ponies and small animals to add to the zoo family.

Sol's Liberty Bows in Missouri

One of first motorized now one of best—illumination outstanding

CAPE GIRARDEAU, Mo., April 23.—Located in City Park, auspices of American Legion, same as past five years' opening stand, Sol's Liberty Shows opened the season here Saturday, April 16. An all-night rain was followed by a fine summerlike day which permitted youngsters to enjoy a children's matinee. The crowd Saturday night was fair considering it turned rather chilly in the early evening. However, the attractions were well patronized until midnight, when Manager Sam Solomon had four of new 45-foot-high light towers turned out and one remained on just inside the main entrance until bingo players had finished the last game.

General Agent William Solomon returned for opening and visitors were Mr. and Mrs. Charles T. Goss, Mr. and Mrs. Al Baysinger, Al Baysinger Shows; J. W. Laughlin, manager West Bros.' Shows; Mayor Edward L. Drum and other Cape Girardeau officials. Numerous telegrams of good wishes from prominent showmen in all parts of the country were sent to Mr. and Mrs. Sam Solomon. All present congratulated them on the new lighting equipment.

Newspapers Very Liberal

Newspapers were liberal with stories and pictures prior to opening and during the engagement Press Representative Frank J. Lee went on ahead due to some opposition which developed recently. Show was well billed within a radius of 30 miles and 25 stands were taken with two billposting firms, also all poles were carded and bannered in main parts of city.

New front arch with large modernistic columns with setback extensions top-mounted by circle light sections and two built-in waterproof well-lighted box offices in center sections. The entire midway was nicely arranged, flags and (See SOL'S LIBERTY on page 46)



WEST'S WORLD'S WONDER SHOWS, a railroad carnival, opened its season at Norfolk, Va., Thursday evening, April 14. The above scene was taken following dedication ceremonies early in forenoon in marquee of main entrance to midway. In foreground, left to right, are Mrs. Frank West, treasurer of shows; K. Carr, of Norfolk; Mike Conli, special agent; Mayor John Corbell of Norfolk; Frank West, general manager; Neil Rark, general agent, and Fitzee Brown, business manager. Note rides behind floral offering in center and on each side mammoth towers of main entrance and ticket windows shown in each. Incident to this engagement it is recorded that official opening day Friday was hottest April 15 in 20 years in Norfolk and highest temperature in United States for that day. Business was very good, with new trained wild animal show coming in for exceptional praise from press and public. Photo furnished by Frank West.

Big Opening for Cetlin & Wilson

Attendance and business good — management presents 11th version

BURLINGTON, N. C., April 23.—I. J. Cetlin and John W. Wilson chalked up a successful opening for their 11th version of Cetlin & Wilson World on Parade here April 16. Attendance was good and spending heavy. Show is playing under joint auspices of VFW of Burlington and Graham. Lot ideal and is located on Route 70 at city limits.

John W. Wilson and I. J. Cetlin both claim that show this year is best they have ever put on the road.

A great deal of space was given to opening by papers in both Greensboro and Burlington. Radio also co-operated in making stand a successful one. Switch was pulled to mark opening by George Penny, outstanding citizen and running for Congress. New marquee, designed by George Hirschberg, show secretary, burst forth with a flood of illumination from its 1,300 light bulbs. John Wilson said that one of main things attended to this year was show illumination. From marquee to free acts, where Bench Bentum holds forth, light has been given every possible consideration. Paradise Night Club Revue, operated by Mrs. Cetlin and Mrs. Wilson, is using many feet of neon, as are many other shows. One of best of riding devices in process of making a more brilliant midway is Chet Dunn's the Octopus.

More Shows Than Ever

Three more shows have been added this year: G. M. Cooper's Rumba Revue, with a troupe of 20 Cuban performers; Ben Lowe's Caledonia Prison Farm Show, featuring Duke Hyatt, original "Jimmy Valentine," and Clark Coley's Hiko.

Messages of congratulation were received from Norman Y. Chambliss, Rocky Mount, N. C.; Sam Russell, Lewistown, Pa.; Hugh McPhillips, Cincinnati; C. A. Lenz, "Showman Insurance Man"; Triangle Poster Co.; Brighton Lamp Co.; Harry Dunkel; Mr. and Mrs. C. D. Crump, general agent of Sam Lawrence Shows; Skinny Sykes, Norfolk, Va.; Showmen's League of America; National Showmen's Association; Johnny J. Kline; Chamber of Commerce of Greensboro; Retail Merchants' Association, Greensboro; Baker-Lockwood; Fulton Bag and Cotton Mills; Dixie Tent and Awning; George Penny, candidate for Congress; and George C. Brown, manager; Max Linderman, general manager of World of Mirth Shows; Lieutenant Mayberry, Danville, Va., police department; Frank Gervone; George A. Hamid, Pittsburgh office; Art Lewis, general manager of Art Lewis Shows; Luise Bros.; Clark Queer, and George A. Hamid.

More than \$40,000 has been spent since closing of season 1937 for tents, supplies, renovating old equipment and new riding devices. Chamber of Commerce and Greensboro Better Business Bureau wrote asking show to consider Greensboro again as winter quarters.

A Virginia Corporation

Incorporated under laws of Virginia, show has following staff: John W. Wilson, general manager; I. J. Cetlin, assistant manager; Harry Dunkel, general agent; E. L. Eger, special agent; George Hirschberg, secretary; L. C. Miller, publicity; Fred Utter, electrician; Morris Clayton, assistant electrician; Frank Massick, general superintendent; L. Oldman, chief mechanic; Hugh Gregory, assistant mechanic; Neil Hunter, trainmaster; H. E. Mears, motor transportation; John Wilson, sound equipment; David Rosenberg, billposter; Smilo, clown; Marquee: C. H. Shoe, foreman; A. B. Kelly, H. Johnson, Mrs. Pearl Baker, Mrs. May Hawkins, tickets.

Rides and Shows

Loop-o-Plane, R. B. Sawyer, manager; Mrs. R. B. Sawyer, tickets, Merry-Go-Round, James Williams, foreman; Al Busch, clutch; B. Childs, platform; A. Dutch, platform; Mrs. J. Connors, tickets. Tilt-a-Whirl, H. E. MacNaughton, foreman; Paul Hornyak, clutch; H. Weaver, platform; Mrs. Gean Tisdale, tickets. Chairplane, Glenn Flynn, foreman; J.

Mitchell; Mrs. A. B. Gouin, tickets. Twin Big Eli Wheels, George Donahue, foreman; A. Hodge, D. Bosch, E. Upton; Mrs. Porky Fustanio, tickets. Skooter, W. F. Hannan, foreman; James Davis, Pete Welsh, William Harris, Caterpillar, Mrs. Leo Carrell, manager; Frank Savage, foreman; Robert W. Paterson, Luther Reese, Joke Tiley, Mrs. Wren, tickets. The Octopus, Chet Dunn, manager; Bill Wigins, foreman; Gene Compton, Randolph Pritchett, Ridee-O, Charles Cohen, manager; Whitey Gregory, foreman; Paul Fraizer, Marvel Johnson, Monkey Circus, Leo Carrell, manager; Michael Cramer, Joe Martin, William Edwin Mayo, Slide Show, Duke Jeanette, manager and talker; Pat Lorraine, tickets; Henry Osborne, James Donlon, Inside Lecturers; Clarence Catlett, Inside pit; James O'Dell, sword swallower; Clarence Catlett, magic; John Dennis, pinhead; Kitty Smith, armless wonder; Frank Henderson and wife, knife throwing; Mr. and Mrs. Charles Morris, glass blowers; Peggy O'Dell, iron tongue; Peggy Smith, blade box; Henry Osborne, torture act; Belle Livermore, fat woman; George Williams, anatomical wonder; Leonard Ross, bag puncher; Frank Thomas, "man with asbestos skin"; Annex, half and half and Mary Morris, Caledonia Prison. Ben Lowe, owner; Duke Hyatt, manager. Hall of Science, Ralph Garfield, owner-manager; Bill King, Walter Short, Anatol Gassen, Cooper Sheldon, James Allen, interners; Margie Short, Mary Hyatt, Betty Alleen, nurses. Moulin Rouge, Georgia Cooper, manager; Ralph Keyes, H. W. Clark, Marie Dean, Ann D'Arcy Trent. Temple of Mystery, Willis Johnson, manager; Happy Johnson, front; B. C. Ramsey, inside lecturer; Thurien Johnson, Ernest Windon, tickets. Girls, Louise Johnson, Libby Shoe, Rose Anderson, Flora Lanitt, Mary Ramsey, Paradise Night Club Revue, Mrs. Cetlin and Mrs. Wilson, owners; Art Parent, manager; Fred Utter, talker. Orchestra: Piano, Art Parent; drums, John Harris; violin, Ira Wells; banjo, Harry Evans; lights and equipment, Carl Anderson, Raymond Anderson, Jerry Leone. Chorus and principals: Myrlyn, feature dancer; Cypp, feature singer; Wardrobe mistress, Lucille Lee. Helmar Rumba Revue, G. M. Cooper, manager; talker, H. Johnson; Ted De Leon, guitarist leader; Lon Brent, pianist; Chico Fraga, marimba; Pedro Avilos, saxophone; Jacobs Guerrero, trumpet; Hiko, Clark Coley, manager; Mrs. Clark Coley, tickets; Junior Coley, inside lecturer. Free act, Bench Bentum's Diving Sensations, Harry Bentum, manager; Bench Bentum, high and fancy dives; Jerry O'Brien, high free dive; Arlene Gran, springboard; Pauline Black, high dive; Fred Beattie, clown; Jack Bentum and Harry Bentum Jr., props; Burt Miller, superintendent. Bill Harden, Robert Owens and Paul Botwin, candy.

Concessions Aptly

Concessions: Bingo, Charles Cohen, Chappy Zarkin, Frank Lumbo, Red Kelly, Earl Arnold, Romera DeCosta, Penny pitch, Mrs. Charles Cohen, owner and operator; Jostie Kopp, cane rack, Louis Sandler, Long-range gallery, Perry Orner, Pop corn, Shriver and Kelly; Mrs. Harry French, Harry French, Alice Burke, Candy apples, A. Kelly and R. Winkel, Erle Diggers, Mrs. Stella Shriver, Jack Collins, Mrs. Jack Collins, Henry Thomas, George Haute, James Dunn, Gene Shriver, J. E. Collins, Huckley-Buck, Cecil Elliott, Gurney Pickard, Herman Weiner, Grocery wheel, Louis Weinstein and Frank Snyder, Mentalist, Naylor Harrison, Pitch-till-u-win, Gibson Lawrence, Fred Schilles, Clothspins, Paul Trent; Eddie O'Brien, Claude Sechrist, Ray Johnson, Billy Owens, Blower, Lee Carlson; John Daniels, Red Keltner, Angle York, Blanket wheel, Sam Dunlap, Roll-down, Vernie Spain, Penny pitch, Mary Lawrence and Pearl Wigins, Chet Dunn's ball game, Maimie Augustine, Bess Murray, Mrs. Dunn's pitch-till-u-win, Mrs. C. A. Dunn, Charles Mabrey, Jack Williams, Mouse game, Gene Tisdale and Milford Stanley, Penny arcade, P. Van Ault, Edith Van Ault, Burr Van Ault, Cigaret wheel, James O'Dell, Radio wheel, Anthony Fustino, Tommy Copeland, Germain's ball game, Mrs. Germain Burgwin, Ducky Maw, J. M. Carrader, Ball game, Lucille McIntyre, Irene Sechrist, Ball game, Jean Oil and D. O. O'Dell, MacNaughton, concession, Ball game and fishpond, Mrs. H. E. MacNaughton, Billie MacNaughton, Coothouse, Rakey Rakestraw, cashier, Louis Stuart, Ed Rummage, Mike Dotson, Clarence Sechrist, Anthony Baker, waiters, William Carney, cook; James Mylon, Alrah Sitts, D. D. Meadows, Ernest Ricciardi, James Lewis, W. Charette, M. E. Lovett, Mrs. Max Lenderman's custard, Max Levine, Jack Manzi, Reported by L. C. Miller.

Rain Hurts Page Opening in Ga.

Eight-day date gets three days' business — show bright in color and lights

MORGANTOWN, N. C., April 23.—Resplendent in brilliant colors and thousands of lights, J. J. Page Exposition Shows made their 1938 debut in Augusta, Ga., April 1, under Home Club auspices. Engagement was marred by rain, with exception of three days, when show had good business.

Bill Fleming, of Johnny J. Jones Exposition, was a nightly visitor, as were most of the other boys from that organization. Ben Mottle and Ralph Bliss, former members of this show, stopped off here on their way to join a northern show.

Staff: J. J. Page, owner-manager; Billie Clark, assistant manager; Mrs. R. E. Savage, secretary and The Billboard agent; Mrs. J. J. Page, treasurer; R. E. Savage, agent and publicity; Chris Jernigan, agent; Roy Fann, lot superintendent, trainmaster and front-gate tickets; C. P. Tidball, superintendent of electric department, assisted by Herman Dennis; Rance Boyd, general utility. Band: Walter (See RAIN HURTS on page 56)

CONCESSIONAIRES Tootles



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Only \$10.50 per 100
25 to a Case. Try a Case.
Also complete Lots of Paper Articles as Dolls, Air Balls, etc. Ask for Our List.

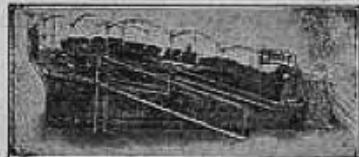
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12 CARS. 18 CARS.
Scores Sold—None Ever Resold.

Also HI-DE-HO FUN HOUSES — CAROUSELS SPILLMAN AUTOS AND SPEEDWAYS. Rides That Pay Consistent Dividends.

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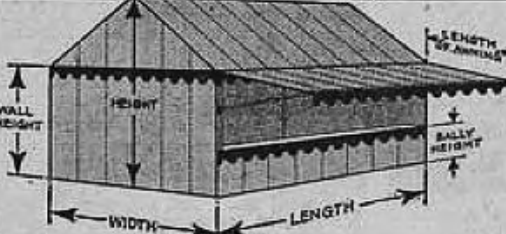
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Park Special
50 lbs. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 business Special Price.
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75-Player, complete, \$4.25.

Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Blankets, Paper Hats, Fans, Caskets, Artificial Flowers, Novelties.
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CANES Heavy Convention Walking Canes. Truck Malacca Finish. Price Per Dozen \$21.00.
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124-126 W. Lake St., Chicago.



Our Midway

By RED ONION
Communications to 25-27 Opera Place, Cincinnati, O.

Some press agents seem to have become bear agents exclusively in recent years—Soapy Glue.

PHIL H. HEYDE, former show owner, both road and theater, has brought in another oil well on his acreage near Olney, Ill.

FIVE-IN-ONE—Paul Gouldsberry cards from Alliquipp, Pa., that he booked his Five-in-One show with Winters Exposition Shows for season.

JOHNNY TOFFEL is presenting Toffel's Modern Midway Shows this season. In 1937 the title was Johnny Toffel Shows. He is playing in Oklahoma.

DICK COLLINS—A reader claims you have been sending bunk to *The Billboard*. Did Max Gruber really have Gadsden, Ala., booked?

SOME of the carnivals that came out of spring quarters ran into snowstorms. This also comes under the head of outdoor amusements.

kind to us, and all have proved themselves real showfolk."

JACK GALLUPPO, of Blue Ribbon Shows, says he has heard of carnival managers booking everything on the midway but the front gate, and he wonders how long it will be before they will start booking front gates.

BARNEY STONE letters from Chicago: "Past three years with Greater Exposition Shows with my Paris Before Dawn posing show. Am busy at work for the Mobile Post No. 810 of American Legion in Chicago."

"HIRED BOY": Arthur R. Brooks cards from Los Angeles: "Am late of Riser Shows. Recently joined staff of Midway Show Shop, operated by Thomas J. Hughes and in the capacity of Thomas J.'s 'hired boy.'"

GUY M. DUNCAN letters from La Fayette, Ind.: "Myself and wife, formerly Essie Fay, were seriously injured in an auto wreck near Peoria, Ill., March 30. Both of us were in St. Francis Hospital, Peoria, until April 18. We are now home in La Fayette recuperating."

It is hard to imagine that the opening stand is so vital that snow must be moved off a lot before the show can set up.—Soapy Glue.



GLENN BUCK, auditor Beckmann & Gerety Shows, is seen here in that show's mammoth business office in San Antonio, Tex., recently. Glenn is youthful but highly efficient when it comes to taxes, social security and other tax items that beset show business. He does all red tape and gets right down to facts and figures. This is his third season with Fred Beckmann and Barney S. Gerety and he has become a very zealous trouper. Photo furnished by Walter Hale, shows press and radio representative.



NEIL WEBB, secretary of Conklin Shows, in Canada. Neil has been with J. W. and F. R. Conklin for past six seasons and for last few years has been acting Canadian secretary of Showmen's League of America. Photo taken recently in Brantford, Ont.

JOHNNY J. JONES Exposition has a sticker that reads "A Dependable Carnival, Johnny J. Jones Exposition, 'The Show Beautiful' Annually Since 1900."

WILLIE J. BERNARD letters from Boston that he will manage concessions and that Henry W. Finneral will be the general manager of the World of Merit Shows.

CHARLIE A. BONAPANTI cards from Hammond, La., that he is with Mongo show on the John R. Ward Shows and that he has been thinking of Rodney Spencer.

TED CURWELL letters from Somerville, N. J., that William J. Glourd, general manager New England Motorized Carnival, has appointed him press agent for the season.

FRANK WEST should get a press agent as he is fond of having his show properly presented to readers of *The Billboard* it seems. Frank now has a big railroad show.

MRS. NORMAN SELBY JR. cards from Raleigh, N. C.: "My husband is totally paralyzed and unable to see. Everyone on the Art Lewis Shows has been very

fine show and many capable showmen with it. In fact, they have got a show."

Obviously a carnival should be "Clean and Refined" and there is no need to stress this fact on ticket boxes and letterheads.—Unkle Jerk.

ELITE EXPOSITION SHOWS of Abilene, Kan., says on its letterhead: "We Never Disappoint," meaning, of course, committees and fairs contracted and the public as well. Carnivals that do not disappoint generally progress and make money. Elite got a nice write-up in *The Reporter*, Independence, Kan., issue April 12.

OFF THE ROAD—George Broas letters from Wheeling, W. Va.: "Late of L. I. Thomas Concessions. Will not be on the road this season as I have a good job here. George Dixon is getting his cookhouse ready to join Winters Exposition Shows. Sweeney's bingos is painted and ready to join Howard Bros.' Shows. William Mackey left Beaver Falls, Pa., to get his concession ready to join Winters."

CHARLES E. AND MADAM HUDSPETH arrived in Cincinnati last week from Winnsboro, S. C., accompanied by their people and acts. In a visit to *The Billboard* office Charles E. was accompanied by Mae-Joe Arnold, one of the attractions. Hudspeth reported business as off in the territory he had been playing due principally to weather conditions.

It is too bad that some unruly concessioners had to mess up Terre Haute, Ind., with the first carnival to play that city this season.—Unkle Jerk.

MAX GRUBBERO, general manager Gruber's World's Exposition Shows, wired from Rome, Ga., April 20: "Continuous rains here. Floods threatening. Show getting out and will make 1,000-mile jump by railroad to Winchester, Va. People in Rome survived one of the worst floods in history of the city. Since my show opened the season in Montgomery, Ala., March 26, it has had but three days' showing in favorable weather. With all this everybody with the show is happy and no one going hungry."

R. E. HURST, who operates the Bob Hurst Carnival, got a good front-page write-up in *The Greenville Evening Banner*, Greenville, Tex., issue April 11. Hurst wintered there, and judging by the story he made good with the folk of that enterprising city but opened his season in Arp, Tex. The newspaper said that

The NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the wind of the propellers, giving the children the impression of riding in a real plane. Description and price upon request.
SMITH & SMITH, Springville, Erie Co., N. Y.

POPCORN
South American, Jap. Hullless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.
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DELAND, ILLINOIS
Grower of Pure-Bred Varieties of Popcorn.

KWIKUP CONCESSION STANDS
Quickly erected—100 ft. portable—best and wing nut construction. Orange and Blue colors. Five Models, 15 Sizes. New low prices. Circular free.
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Single Shows, \$15.00. Typewritten. Per M. \$5.00.
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120 Pages, 2 Sets Numbers, Clinging and Poking, 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 50-15.
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CARTONS—BAGS—CORES—SEASONING, APPLE-STICKS, COCOANUT, COLORING, GILBOOSE, POPOORN, SALT, PEANUT WARMERS, GRANULATED PEANUTS
The best references in the world we can give are "Smack" Weyer, Bob Strassler, "Bump" Bonella, Mrs. J. C. King, D. H. Seaman, "Smoker" DiCappo, Joe Lynn, Al Moore, H. D. Washburn, Mrs. Harshler, J. McClarin, E. R. Owen—and many others. CARNIVAL AND REPORT MEN—A book will bring you our Special Low Price List. Write for it. WE KNOW THAT WHEN YOU ORDER YOU WANT GOOD MERCHANDISE. . . . WE HAVE IT!
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Phone: Orchard 7-3210.

The Greenville merchants gained many hundreds of dollars in additional business because the Bob Hurst Carnival wintered there.

MIKE GRAVIS, frozen custard and confectioner, arrived in Covington, Ky., from Myrtle Beach, S. C., last week to join Broadway Shows of America. He came by truck and narrowly averted an accident near Bluefield, W. Va. Later he visited Cincinnati and called at *The Billboard* offices. Mike reported having visited Strates Shows at Weldon, Art Lewis Shows at Raleigh and Cetlin & Wilson Shows at Burlington, N. C.

MORRIS MILLER, general manager Miller Bros. Shows, letters from Hutchinson, Kan.: "Opened the season under difficulties. Moved over 40 truckloads of snow that had drifted on the lot before show could get up. Finally got in two days' showing. Had opposition from another carnival two miles away. Opened here in Hutchinson April 18 and business was very light. We are hopeful, but do not know how business will be in this part of the country, our first appearance in this section. Have a very nice show." P.S.: Morris did not state where he opened the season.—Carnival Editor.

Carnivals increase in popularity with midway patrons when there is more racket on the ballyhoos and less around the concessions.—Leon M. Hewitt.

JIM HILL lettered from Issaquah, Wash.: "Pacific Coast Shows opened here April 1. Jim Barber had all equipment ready and painting was done by Dale Jones and George Church. Mrs. Barber is very proud of her new housecar. Gene McDonald is in charge of the office. Whitney Hudson is foreman of Loop-o-Plane and Ernie Dahl the Rocket. Jim Hill and Tiny Howard, of Merry-Go-Round, joined for opening. Chet Saunders painted the banners. Tex Childers has some concessions. Recent visitors were Curlee Jones, of Douglas Shows; George French, Harry Myers and Charles Zeigler, of Zeigler Shows, and Jimmie Ross."

M. W. (WATT) CLARKSON letters from Miami: "My miniature race track is really something new in the amusement field. Mrs. Frank Cordier has devoted the past six years to breeding Italian greyhounds and I have been assisting her for past two and a half years after closing with Johnny J. Jones Exposition, where I had the first Cuban Rumba Show on any midway. I have also been connected with Dade County Fair and was one time managing director of Hot Spring (Ark.) Fair. Am a Cincinnati man. Sports writers have given considerable attention of this miniature race track."

WALTER LANKFORD letters from Columbia, S. C.: "Lankford's Band is with Page Shows and J. J. Page is a mighty good showman to be around. Had fine weather here, downtown location for the Elks. Flying Flemings, scintillators, are fine performers. Roster of band: Walter Lankford, cornet and director; Bennie Waters, solo cornet; Harold Lankford, first cornet; Russell Butler, clarinet; Wayne Chapman, trombone; John Bensted, baritone horn; Kenneth Stears, bass horn, and Lester Lankford, traps and drums. Page has new canvas and twin Big Ell Wheels and show seems to be clicking."

Carnival owners and managers who claim towns as booked that they never had are not doing themselves nor the carnival business any good and *The Billboard* is tired of having such misrepresentations made to it.

JOE S. SCHOLIBO, press agent Henries Bros. Shows, letters from Fort Smith, Ark.: "Had a nice tieup for children's matinee here with both the *Southwest American* and *Times-Record*. Radio Station KFPW also gave good cooperation with a 15-minute program at 5 o'clock each afternoon. This in addition to several 50-word announcements each day. Brand-new Caterpillar from Spillman Engineering Corp. arrived in Joplin, Mo., April 21, and was met by Oscar Halverson and his ride men and set up before the show arrived. Looking for a big one at the Joplin (Mo.) Fiesta and we will be ready for the two big days, Monday and Tuesday."

C. E. BARFIELD, general manager Barfield's Cosmopolitan Shows, wired from Dalton, Ga.: "Show had a wonderful location here on city playgrounds. First show ever on this location. Splendid weather and big business. Thru

courtesy of Commander Carr, Adjutant Trammell, of American Legion, and the local power company, the floodlights were kept on and with shows' lighting effects the midway was beautifully illuminated. Owing to unfavorable conditions the Athens, Tenn., date was canceled and Maryville, Tenn., for week ended April 23, was substituted. Shan Wilcox, former showman, is the active committee chairman in Maryville."

Our Midway will continue its eternal protest against anything that is detrimental to the carnival business. There are many people now employed in the carnival industry who never were in it before, so what must they think of some of the methods of some managers. Talent is not going to amalgamate with "racket." Talent is what the carnival business can use at all times. If not, then the leaders in the business are all wet, but Red Onion does not think they are.



JACK GREENSPOON, treasurer of National Showmen's Association. Born in Prussia 44 years ago. Schooled in New York. Entered theater concession business. Has been concessioner with Jones & Adams, Johnny J. Jones, Lettitt-Taiter, Leon Washburn, William Standard when Joseph G. Ferrari and other carnivals. In park business he has been with Harry C. Baker, Joe Krug, Savin Rock, New Haven, Conn.; Island Park, Portsmouth, R. I.; Newport Beach, Newport, R. I.; Pleasure Beach, Bridgeport, Conn.; Bedford Park, Schenectady, N. Y.; Woodcliff Park, Poughkeepsie, N. Y.; Crescent Park, Providence, R. I.; Seaside Park, Chesapeake Beach, Md.; North Beach, Beach, N. Y. In 1928 he was associated with Max Goodman's concessions at Brooklyn and Worcester, Mass. fairs. From 1932 he has been handling all concessions with World of Mirch Shows at fair dates only. Greenspoon is also a member of NAAPPB, Showmen's League of America, Elks, Masonic bodies and Knights of Pythias.

H. A. MOORE, secretary Golden State Shows, letters from Los Angeles: "The West Los Angeles Independent, published by P. C. Rouche, with circulation of 30,000 and covering one of the elite residential sections of Los Angeles, gave the show splendid co-operation. It helped the show to get permission to show here and expressed editorially an opinion which should be of value to the entire carnival profession."

Editor's note: *The Billboard* plans to publish the above editorial opinion in an issue in which space is available.

R. R. MILLER, of Lucky Enterprises, letters from Covington, Ky.: "Owing to change in plans will not be with Cunningham Exposition Shows. Signed to produce and manage the Hi Hat Revue on the newly organized Warren Wright Shows. Manager Wright purchased a new top and built a fine front for this show, which will be one of the midway features. I have engaged Bee Baxter and Clara Bow, of burlesque, as principals. Latter is a top-notch blues singer. Will also have an all-girl band. My advertisement in recent issue of *The Billboard* enabled me to book the entire cast, so I must thank *The Billboard* for results."

MRS. ETHEL McDONALD, of Golden State Shows, letters from West Los Angeles, Calif.: "Well, here we start for a

bigger and better season. I am *The Billboard* sales agent again this year. Was quite ill all week. Show played here week ended April 10 and Santa Paula week ended April 17. Business in San Diego was only fair due to rain and cold weather. Santa Ana was fair. Played day and date with Al G. Barnes-Sells-Floto Circus March 29. William Hobday, our manager, thought business was going to be good in Santa Ana so he put on his best smiles. I have photo gallery with this show and believe the season will be very good when the weather gets right."

The least that could be done by show managers is to state what town they opened in and to give the name of the town they send in the dates for to the route department. Some have been neglectful recently. Get a press agent or show-letter writer who knows what show business is all about and appreciates the value of detail in his copy.

ALBUQUERQUE, N. M.—Notes from Siebrand Bros. Piccadilly Circus-Carnival: Opened here Saturday, April 2, to good business. Business continues to hold up despite winds and cold. The circus unit gave a special performance Tuesday, April 5, for orphans. They were given hot dogs, peanuts and candy. W. P. Siebrand returned to the show following a little over a week in a hospital at Silver City. Many visitors here from the Yellowstone Shows' quarters. Mrs. Hikeo Siebrand is on the sick list. Show has encountered much snow since getting into New Mexico. Wednesday's performance had to be called off. Art Freeman, of Freeman Brothers, acrobats, left for Los Angeles. Henry Duo is making good with its rolling globe act. Professor Payne and his band continue to play music. John Cooper bought a bass viol book. Writer is billed as "world's worst trombonist."—Slim Austin.

MOST of the "home town" openings have been "bloomers" so far this season. Moral: When town people see so much of show people they lose the illusion of unusual talents and importance. In other words, familiarity breeds and so on.—Uncle Jerk. Show people should be very dignified when in a town and should confine their show gossip to meeting among themselves, in private and not in public places.—Soapy Glue.

H. A. BOUCK, cookhouse operator, letters from Schoharie, N. Y.: "Back after a seven-week motor trip thru Florida. Visited Royal American at Miami. It certainly is a beautiful show. The day I was there there was evidence of a scarcity of patrons on the lot. Spent a week with Barney Norton, former carnivalite. Barney knows where all the blue fish are to be hooked at his home in Melbourne, Fla. Caught the Mighty Sheesley Midway at Savannah, Ga. It looked mighty smart in its new spring dress ups. Stopped in Petersburg, Va., and visited Carol Hannon, manager of Silver Bros. Circus. All the equipment was shining in new paint and gold leaf. Went to Oscar C. Buck's quarters at Mineola, L. I., N. Y. It was Sunday but there was plenty of painting going on and many new fronts were under construction. Max Gould had a crew enlarging his cookhouse. From my observations on the trip showfolk were making big preparations for the season and all seemed to be hopeful for the future."

J. R. EDWARDS and Phil Phillips card from Wooster, O.: "Wish to thank our friend *The Billboard* for its service. It always comes to the rescue of showfolk. Had over 200 replies to your last advertisement and we booked some fine acts. Looks as the J. R. Edwards Attractions is going to open with the best line of attractions it ever had. Work is being done in quarters, and taken all in all it looks like it will be a banner year."

L. C. (TED) MILLER writes from Greensboro, N. C.: "With opening date less than a week away in Burlington, N. C., Managers Cetlin-Wilson have ex-

pressed a sigh of relief in seeing all shows and rides now in condition and ready. George Hirschberg, show's secretary, has office wagon completely repaired. Art Parent, manager of Paradise Night Club Revue, in with nine girls and is laying plans for his show with Mrs. Cetlin and Mrs. Wilson. Duke Jeannette spending most of time trying to get paint off his hands. A letter from Pat Purcell, manager of Jimmie Lynch

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Complete Line of Shooting Galleries.
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EVANS DICE WHEEL
One of the most popular wheels. New Junior size 36" in diameter. Face of wheel is covered with glass and ornamental metal work, handily plated and polished. Write for Prices.

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Loads on One Seed Trailer.

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TWO BIG WINNERS

UNQUALIFIED FOR PERFORMANCE AND PROFITS

EYERLY RIDES GUARANTEE BIG PROFITS

EYERLY AIRCRAFT CO., Salem, Oregon

ARNER K. KLINE, Sales Manager. Lurze Bros., Ltd., Blackpool, England, European Suppliers.

and Death Dodgers, stating that he would not be east at all this year was received with glee. Bench Bentum and Harry Bentum set their new water show up for a final inspection. James O'Dell finished his new ball game. Doc and Mrs. Hamilton in and marking time by daily visits with Mr. and Mrs. Gene Shriver. Writer having extreme difficulty in catching a mouse for his new mouse game."

HARRY A. ILLIONS wrote A. C. Hartmann from Raleigh, N. C.: "En route to North Tonawanda, N. Y., from Tampa, Maynes-Illions rides have definitely left Royal American Shows. However, we have several things in mind that will be big. Conditions in outdoor show business are such that we now must use caution. Hyla F. Maynes is coming along fine with his new boat ride and will have it ready this summer. He will not release the device until it is perfect mechanically. He has already taken moving pictures of the ride and it will be at the New York World's Fair and another unit at the Golden Gate International Exposition, San Francisco. Maynes has 12 boats built now."

DO NOT call yourself a press agent if you write copy with pen or pencil and single space typed copy. Editors have no time to waste on that kind of material submitted for publication. Prepare your copy right if you hope to have it considered for publication. A newspaper office is always a busy place and work is generally done under pressure and news is early news when it is fresh and must be handled properly the minute it comes in. Think this over, some of you who are drawing salaries to press agent carnivals.

BILLY LE FORT, former secretary Roy Gray's No. 2 show, cards from East Peoria, Ill.; Louis Bright, concessioner and outdoor showman, and Lyle Richmond, former bandmaster and now owner of a chain of theaters in Missouri, met recently in the Eddy Hotel, Hot Springs, Ark. They were there presumably for a course of baths, which is probably true, but what they hatched up during the "course" is what I am wondering about.

FAST PRODUCTION DOUBLE POPPER NO. 6



Takes 2 lbs. raw popcorn. Made for large carnivals, ball parks, fairs, etc.
LOW PRICE ON REQUEST
ROBINSON POPCORN CO.
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W. E. WEST MOTORIZED CARNIVAL

Can place capable Show People and Managers. Have complete outfit for Show, Minstrel or good organized Show Show, or any Show of merit with or without own equipment. Want Agents for Ball Games, Stock and Grid Shows; experienced Ride Men, Banner Men, Girls for Dancing Shows; also Side Show Talent. Join now. Pay your wires. No tickets. Paola, Kan., all week.

UNITED RAINBOW SHOWS

OPENING MAY 2, ELYRIA, O., OBERLIN STREET SHOW LOT.
WANT Rides except Merry-Go-Round and Chair-a-Plane. SHOWS all open except Athletic and Wax Tubero. Good proposition for Ten-in-One, Minstrel, Girl Show and Grid Shows and Motorized. Concessions all open except Corn Games and Cook House. All be at Show Lot not later than May 30. Colored Bands, Calliops or Band Car-wice. Free Acts all booked. CAN PLACE Banner Men and Local Adjusters. Address all mail and wires.

UNITED RAINBOW SHOWS, General Delivery, Elyria, O.

OPEN April 30th, Mt. Clemens, Mich.

CAN PLACE Licentiate Concessions of all kinds. Will sell exclusive on Cook House, Corn Game, Dirty Prizes, Prizes Contact, American Palms and Fruit Gallery. WANT Monkey Circus, Peztor Arcades and Musical Comedy Shows. J. B. ROBERTSON wants useful Side Show People and Freaks. Also A-1 Talent. Good appearing necessary. CAN PLACE experienced Ride Men. Dean (Frenchy), Newman Dean get in touch with us. This Show booked in money-getting territory and the first Show in.
COTE'S WOLVERINE SHOWS, Mt. Clemens, Mich.

Golden Gate Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO—J. Ed Brown, hale fellow well met, bon vivant and all-round good fellow, is dickering for a job that may startle show world and cause Ed to leave his beloved California, which part of deal he does not like so well.

John Alexander Pollitt avows that he will never leave California again. Jack is thinking seriously of purchasing another bungalow with enough ground adjacent so that he can plant trees that bear bread fruit. He also will try to arrange to secure one of famed Florida sausage trees, which he will also plant in his garden. Jack says that with these two trees all his own he never will want for food. He is not quite sure how Californians will take to Florida sausage tree, but he will chance it, so he says. Herb Usher will open season with Crafts Shows at Sawtelle. A little later in season Herb will leave Crafts and look after various concessions in which he is interested at Venice and other Pacific Coast beaches.

Concessions department of Golden Gate International Exposition is functioning like a well-oiled machine under capable direction of Frederick Weddleton. There is absolutely no lost motion in this department.

Million-dollar administration building of fair at Treasure Island is completed and will be turned over to exposition authorities at once. Most of personnel will remain in Bush street offices for at least one more month.

A very humane gesture of Pacific Coast Showmen's Association was to see that remains of Larry DeBarr were decently interred even if DeBarr was not a member of organization. As our dear friend Walter Winchell would say, "Orchids to these big-hearted fellows."

A tempest in a teapot. The "scare-headed" strike of workers on Treasure Island, site of the San Francisco fair, has been played up to alarming proportions by local dailies. Fact of matter is that it is a private fight—a war between the CIO and AFL. Exposition has an agreement with workers whereby under no circumstances can they legally interfere with progress of work either before or during exposition. The much-heralded strike was an annoyance for one day, but as fighting factions are not permitted to picket on island their guns were spiked. It's just another mountain made out of a mole hill.

Elsa Pehrson, special correspondent of *The Aftonbladet* and *Stockholm Tidningen*, was a welcome visitor to offices of your scribe on her arrival from Sweden April 1. Pehrson is writing a complete

story of Golden Gate International Exposition for journals she represents for publication in Sweden.

Sunday drivers: Billions of them, well, anyway, more than I have ever met in my travels. Took a trip down peninsula one Sunday to Watsonville. Everything hunky dory on trip down—fine roads, beautiful scenery, real California sunshine and a fine dinner at end of run. But, oh, that trip back! I never shall forget it or try it again on a Sunday afternoon. The last 50 miles on way to San Francisco single-file every inch of way. Even on four-lane roads every inch crowded to gilligiers. As fast as a hole in traffic would appear, 40 nutty drivers would drive for it. It was a fine automobile walk.

Our pugnacious pooch, Rossie, is continually on verge of annihilation by Native Son mutts. California canines seem to resent intrusion of Eastern frankfurters and, as my mouthed always has a chip on his shoulder, it keeps me busy saving his life. I imagine that he feels that as he has been licked all over world one licking more or less won't make any difference.

A large and enthusiastic crowd attended pre-exposition opening on Treasure Island Sunday, April 3. From this date on grounds will open daily until about 40 days before formal opening on February 18, 1939, at which time grounds will be closed so that finishing touches of fair can be put on and surprises sprung.

Lord Strabolgi, M. P., one of Britain's great diplomats, author, orator and very wealthy, may become financially interested in one of the "surprise" attractions that will be placed at fair.

John Murray Anderson, master producer of Billy Rose's *Casa Manana* and innumerable smash girly-girly hits both in America and Europe, is here looking over possibilities for crowning event of his career in connection with exposition. If a deal goes thru his associates will be a number of ace meguls of movie industry.

It can't happen here: Remember Sequelcentennial in Philadelphia? Politics ruined what might have been one of most successful expositions of all time. Can you imagine a ship on high seas manned by political henchmen. Same thing applies to a world's fair. It takes a skillful experienced organization to guide this great ungainly enterprise thru troubled seas safely into port. Golden Gate International Exposition has a skilled captain and crew; no politics here.

Roasts and Toasts From Pacific Coast

By HOT POTATO

SAN FRANCISCO—Tex Cameron, well-known Pacific Coast caterer, will have a swanky restaurant in night club, report has it, at the forthcoming exposition. Tex is said to be going out for a real structure to house his dining palace. . . . Exposition publicity department must be working overtime and should give clipping bureaus some real work to do from thousands of stories and photos appearing in great Western dailies since first of year. . . . Reports coming in that all carnivals now open in and around bay district and northern points are doing very well when cool nights do not interfere. . . . Al G. Barnes-Sells-Floto Circus scheduled to put in an appearance before long. . . . Genial big J. Ben Austin, in charge

of combined titles this year, will be at home in San Francisco, as he is well known here. Austin knows more city "digging" than any Coast showman. Ben handed Shrine Circus last year and put Orville N. Crafts No. 3 Show downtown on streets adjacent to City Hall in civic center. Only outdoor attractions ever so located, claim oldtimers. . . . G. Arthur Blanchard, popular show printer, busy lining up campaign posters for coming State elections. . . . Mrs. Hilderbrand is in Europe, where her two daughters are attending school in France. . . . Hilderbrand's United Shows made their long jump north, stopping in Sacramento for first leg of journey. . . . Show played a few weeks around Los Angeles territory to fair business. . . . General Manager O. H. Hilderbrand runs show semi-carnival style, using a pay gate with four free acts. He claims people are tired of seeing rides and tents with nothing in them. His idea is to give them plenty sensational free acts with pay gate and darkened midway for 45 minutes during presentation of acts. . . . Archie Clark was seen on occasion row last day and zero hour of National Orange Show looking for concession for Clark's Greater Shows' opening. National Orange Show operated concessions this year itself. . . . Joe Krug, with his 20th Century Shows, is playing lots in and around Los Angeles.

(Red) Crawford, who operates Lion Drome on Crafts Big Shows, possesses a stunt lion he calls Gilmore, and allows lion to roar thru loudspeaker at end of each bally. Recently at a poor turn, after a lengthy bally and completion of lion's roar, Red exclaimed thru "mike," "Roar with Gilmore and eat cheese with Krafts." . . . Harry Bernard, well-known Coast showman, is now taking up accordion playing. . . . James J. Lynch, who operates Crafts Shows' cookhouse, is also musically inclined. He recently showed his ability by rendering famous blues song, *Am Never Knew What Love Could Do*. . . . Constructive thoughts: Carnival owners should pay more attention to decorative parts of the midway. Why not have streamers, pennants and flags across midway every week instead of just at fairs and celebrations? . . . Crafts Shows are one Coast concern that never fails to present a riot of colors and illumination on midway. Not only that, but a carpet of shavings most generally appears around entire walk, and trucks often hauling sawdust and shavings from mills 40 and 50 miles distant. . . . "Keep midday's shoes clean," and you have solved attendance problem, says O. N. Krafts.

Midway oddities: Eddie Bliss, well-known ball game operator, exhibited a receipt at National Orange Show office dated July 1, 1903, for a novelty privilege at New Orleans on that date signed by Mayor Paul CaptGenville. . . . Professor Dick Kanthe, who operates Ringside Athletic Training Quarters on Golden State Shows, tells this one. . . . "I was refereeing a wrestling match once in old country and when time limit had expired, wrestlers, both having good holds, would not break no matter how loud gong was sounded. A spectator unexpectedly threw in a strap of sleigh bells. Grabbing strap and jangling bells over contestants' heads they immediately broke and jumped out of the ring. 'Snowbirds' yelled some one in audience."

William Hobday, manager of Golden State Shows, has a 150-foot front on his show of Midway Oddities, a special-built marquee framed on awning pipes that is positively a standout. All ticket sellers and actors in flashy uniforms and orators in tuxedos. Suffice to say the Side Show is flashiest west of Mississippi.

Harry Seber, girl show impresario, and Arthur Hockwell, Beau Brummel of Coast agents, seen together recently at the Pacific Coast Showmen's Association clubrooms. Hockwell, now ahead of White City Shows, leaving for Nevada soon to route his show. Sign recently seen in a well-known Coast carnival lunchstand. . . . "Our draft beer has a collar, but no cuff." Noted first greetings. . . . "Whut's this spot goin' to be. . . . whut works here?" . . . Famous last remarks: . . . "I say it belongs to you, just pay now and take down jackie." "No, Mister, you can't have it. If he doesn't want it, that's where I come in."

Two words of the English language most widely used in early days of concession row. . . . "Woob, Red," and "watch sniper snapper."—Adios.

SPECIAL PAPER TARGETS

For Short Range Shooting Galleries, also Last Chance, 5 different sizes. Price per Thousand, \$7.50 and \$10. The best and most perfect Targets made for Jackpots, 3" target portable Short Range Galleries. **RED GIRL'S GUN CLUB, 685 Washington Street, Boston, Mass.**

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TWO GENERATORS
10 K. W. or thereabout.
Write, BOX 884, Billboard, 1804 Broadway, New York.

HIGH CLASS INSIDE LECTURER

for Posting Show, also Dancing Girls. We pay top salary. **JIMMY HURD, MARKS SHOWS, Richmond, Virginia.**

WANTED

Small Carnival, Circus, Dramatic or Minstrel Show. Free loc. license fee very reasonable.
H. M. ROOME, Pine Grove, W. Va.

CUMBERLAND VALLEY SHOWS

Opens 8, Pittsburg, Tenn., April 30
Want to book or buy *Kiddie Rides* or any other ride that doesn't conflict. Want Side-Show People, Monkey Circus, Ten-in-One or any other Show with or without canvas. Want Prizes, Award, Contacted Applies: 23 Stock Street open. Price reasonable. Address all mail to **ELLIS WINTON, Mrs. S. Pittsburg, Tenn.**

Rib Steaks: Ed Murphy Smithson, general agent of Wright-Kennedy Golden West Shows, claims he has route all set but will not include Alaska in itinerary as he planned at first. . . . C.



National Showmen's Association

Palace Theater Building,
New York.

NEW YORK, April 23.—Final regular meeting of year convened at Palace Theater Building clubrooms Wednesday night. President George A. Hamid presided and introduced feature guests of evening, John Ringling North, new head of Ringling-Barnum Circus; his brother, Henry, and Pat Valdo, R-B director of personnel, spoke briefly, promising their support of organization.

Later in week Valdo announced that he had already signed four members from circus performers' ranks, and Frank Miller, who has concessions on same show, stated that seven of his employees had filed out applications for membership since meeting.

Leading subjects taken up at business session included plans for a banquet and ball in New York next fall and organization of an NSA veterans' post. No dates have been set for banquet, and committees to handle promotion and detail are in process of appointment. Event will be handled thru three separate committees—a New York body, composed of members residing year round in this section; a World's Fair committee, composed of fair officials and concessioners, and a general body consisting of a representative on each major carnival and circus. Three groups will work together on all arrangements, but will be supervised by an executive committee also to be appointed later by President Hamid.

Jack Lichter, chairman of Veterans' Committee, urged all veterans active in show business and eligible to join NSA to contact him at clubrooms as soon as possible. It is planned to form a veterans' post as subsidiary of NSA and interest on part of prospective members is most urgent at this time, Lichter said. Plans for post formation may be understood more easily by reprinting a letter sent out by the committee last week to all members. . . . "At a regular meeting of NSA held February 24, 1938, matter of organization of a Veterans' Post was brought upon floor for discussion. . . . It was brought to attention of members at this meeting that although there are a number of veteran organizations, there is no such organization composed of showmen as a body. There are a few posts throughout the country to which a number of showmen



DEE LANG, owner and manager
Dee Lang Shows.

belong, but these are scattered and are in no position to demand recognition.

"At February 24 meeting president appointed Jack Lichter, Ben Rosen, Charles Keller and Leslie Anderson to act as a committee to look into the matter. . . .

"Your chairman has met with U. S. District Attorney John Bennett Jr. and discussed forming of such a post. Bennett thought much of idea and promised to give committee any help that it may need in organizing. Such an organization will not only benefit veteran showmen but all others in show business. . . .

"It is therefore requested that all members of NSA and any of their friends who are veterans to co-operate as much as possible and to let us know your name and address. Write Jack Lichter at NSA headquarters."

Hamid, in his address of evening, emphasized importance of obtaining new members throughout show season. "It is each and every member's obligation to obtain as many new members as possible before fall season begins in September," Hamid said. "We have made gallant strides past winter, club is known from Coast to Coast, and it should not be difficult to bring in hundreds of showmen this summer."

A motion was passed entitling any member securing 60 or more new paid-up applications to a life membership. Another motion carried to have by-laws printed. Sam Rothstein and John Liddy were appointed to handle this detail.

H. Helfand, Brighton Lamp Co., presented a check for \$27.57 to Cemetery Fund, representing 5 per cent of his gross receipts realized from NSA members during month of March.

Ladies' Auxiliary

Final regular meeting of year was held April 20 in clubrooms adjacent to NSA headquarters. President Dorothy Packman served refreshments donated by herself and other members. Nearly 50 were present, representing a large percentage of club's total membership.

Plans were discussed for May 3 card party and festival and special committee reported an excellent sale of tickets. There will be a special meeting May 11 to discuss results of May 3 party.

Meeting had usual door prizes and a Grab Bag, proceeds from which netted a nice little sum, officers reported. Prizes were won by Edna Lazures, Irene Green and Martha Wagner. Packman presented Anita Goldie with a gift in acknowledgment of her fine services as treasurer of organization to date. Other activities necessitated her resignation last week.

Zimdars

(Motorized)

Paducah, Ky. Week ended April 16. Location, circus grounds. Weather, fine. Business, very good. Ten-cent gate. Auspices, Redmen.

With 100 per cent co-operation of Red Men's lodge and also weather man, shows played first red one of season. Although lot was out of town attendance was good to start with and kept getting better as week progressed. The Octopus topped rides, with the Tilt-a-Whirl running second. Sailor Harris got music end of his sound system in shape and entertained midway with the latest hit records. Mr. and Mrs. Harry Cohen visited relatives in Tennesse, Ind., for a couple of days. Flying Valentine, free act, left.

BUDDY MUNN.

OPERATORS - CONCESSIONAIRES INVESTIGATE TRI-PUTT
A COIN-OPERATED GAME THAT WILL MAKE MONEY.
IDEAL FOR—Hotels—Clubs—Parks—Boats—Arcades—Travels—Anywhere people congregate
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WEYLS PRODUCTION CO.
OPENING SPANGLER, PA., MAY 7-14—TWO SATURDAYS—
LAST CALL
30—PROVEN BONA-FIDE SPONSORED EVENTS—30
WANTED—Merry-Go-Round and Loop-o-Plane. All other rides booked. Shows all booked. Three Free Acts booked. WILD HORSE; Fish Pond; Diggers, Arcades, Cork Gallery, Country Store, Scales, Candy Press and Apples, String Game, Bowling Alley. All other Concessions booked. "No Basket". Show now in Spangler Quarters. Communicate ED WEYLS, General Manager.

De Luxe Opens In Baltimore

Business satisfactory—Pee Jay Ringens' new free act featured

BALTIMORE, Md., April 23.—De Luxe Shows of America opened season here Friday, April 15, at 29th and Kirk avenue. Business was very satisfactory and all on show happy to be back in harness again.

Staff: S. E. Prell, manager; C. J. Franco, general agent; William T. Hazen, assistant manager; Abe Prell, lot superintendent; Herman Jacobsen, secretary; Sam Burgdorf, special agent; C. M. Simmons, electrician.

Thrill of evening was spectacular leap of Pee Jay Ringens in his first appearance in this country in eight years and first exhibition in America of his new sensational act. Act consists of ride on a bicycle from a height of 85 feet, down a 165-foot runway, with a 70-foot leap into air simultaneous with a dive into a tank of water.

William E. Buskirk is in charge of Miss America Show. Captain and Mrs. James McVay have Monkey Circus again this season. Folies of 1938 is managed by Bill Lovitt. Nalf Corey has a show titled Law of Nature, with Irwin Chosen in charge. Minstrel Show under management of James Franco. Penny Arcade, Joe Smith in charge. New Punchhouse, with Joe Parsons in charge, also new Speedway, operated by Joe Hollander. Ride-o, Ben Cheek in charge; Stacey Knott handles Big Eli Wheels; Harry Fox, Whip; Lewis White, Joy Ride; Loop-o-Plane, Dee Thompson; Walter Preston, Merry-Go-Round; Bill Roberts, Kiddie Autos.

Concessioners: Paul Prell, bingo; Mr. and Mrs. Jack Russell, hoop-la and fishpond; Mr. and Mrs. George Frick, loop-it; Mr. and Mrs. James Morgan, three ball games; Leo Hirsch; Morris Vivona, frozen custard; Marjory and Harry Stevens; Al Maskin; Mr. and Mrs. Frank Walker, penny pitch; Mr. and Mrs. Ulie Parkerson, pop corn and peanuts; Mr. and Mrs. William Merrill, cotton candy and apples. Reported by Mrs. Chuck Simmons.

ART MIX

(Continued from page 34)
be featured in concert. Special paper has been made for Mix.

Billy Brown will have band of 12 pieces; Alex Jones, concessions, with five butchers; William Heath, the side show, with 10 stages; Raymond Walton, the banners and will be 24 hours ahead; H. V. Darr is contracting agent, with three billers. George Sweet, chief mechanic, with two assistants, has been overhauling all trucks. Frank Kelsoe and two assistants have the stock working nicely.

Zanesville License No Bar to Big Tops

ZANESVILLE, O., April 23.—Despite action of city council recently increasing circus license fee, two rail shows have applied for permits to exhibit here.

Haag Bros., a truck show, was here April 18, and under new schedule paid \$50 for a license, while Hagenbeck-Wallace, which will exhibit here May 4, and

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Now you can afford quality—comfort—service—in trailer bedding. The right size, color, style to suit your taste and needs—at prices a dealer would pay the manufacturer. Finest homespun materials at low as . . . \$4.95
Living Room size, 24"x74", Each, 8.95
Set of Two 17.75
Dinette, 18"x47", Each 4.95
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Dinette and Living Room, Complete, Set of Six 35.95
Cushions to match above, 18"x24", Kapok filled. Each 95

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JOLLY TIME PARK

Troy, Ala.
OPENING SUNDAY, MAY 1.
Will book Attractions of all kinds on percentage basis. Want Legitimate Concessions. Have booked Scales, Bingo, Cookhouse, Cotton Floss, Pop Corn and Peanuts, Fishpond, Lead Gallery, Photo, Penny Pitch. Account of disappointment Patent open. THOS. P. LITTLEJOHN, Manager.

Newark Last Indoor Date for WPA Show

NEW YORK, April 23.—The WPA Federal Theater Project's circus remained idle for a few days, with performers rehearsing in a huge warehouse on 40th street, Manhattan. Show moved into Newark (N. J.) Armory Thursday for last performance of indoor season. Opening spot, outdoors, will be in Sunnyside, L. I., under sponsorship of the mayor's committee on community study for that area.

Nicky Cravat, triple-bar performer and star of the WPA show, joined serial bar act of Walter Guice, with Ringling-Barnum at Madison Square Garden. Cravat, who started his circus career eight years ago with Barnett Bros. Circus, has been a feature with the federal show for past two years. A farewell party was tendered him by members of show, reports Wendell J. Goodwin.

Harris To Play Many Ohio Stands

CARROLLTON, O., April 23.—That Harris Bros. Circus will play much Ohio territory is evidenced by agents' activities in Eastern Ohio, where show is blazing a trail with "ooming soon" paper, but with few definite dates going up. Tack cards are being used by the advance in most of towns to be played, route being confined to the smaller agricultural centers.

Ironton, April 23, is slated as initial Buckeye State stand.

the McCoy show, May 28, will pay a license fee of \$75, city officials announced.

NATIONAL SHOWMEN'S ASSOCIATION
An Organization by and for Showmen and Allied Fields.
BENEVOLENT-PROTECTIVE-SOCIAL (Cemetery Fund, Hospitalization, Relief Bureau)
Dues \$10 Initiation \$10
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YANKEE MODEL SHOWS
OPENING APRIL 30, MEDFIELD, MASS.,
Auspices Grange, for Seven Days.
WANTED—Good Grind Stone Agent and Workmen on Concessions.
Address V. C. CASTETTER, Medfield, Mass.

BANTLY'S ALL-AMERICAN SHOWS
Can place 5 or 6-piece White Band, Monkey Show or 7 or 8-piece catering to women and children, with or without outfit. Chas. Tashay wants location for Posing Show. Do Farm can place Agency for Hickeys, Woods and Bowling Alley. Frank Zerke can use Franks, Working Acts and useful people at all times. All write Reynoldsville, Pa.

John McKee

Nowata, Okla. Week ended April 9. Location, uptown. Auspices, American Legion. Weather, rain and cold. Business, fair.

Sudden change in weather hindered business, but those who came out spent well. Show was unable to open Thursday and Friday nights because of snow. Rides, owned by manager, did fair business. Ride roster: Big Eli Wheel, Ernie Newland, foreman; Bob Burns, second. Mix-Up, Jack Earl, foreman; Mrs. Bob Burns, tickets. Merry-Go-Round, Jimmie Eberhardt, foreman; Art Felts, tickets. Kiddie Autos, Barney Miller. Louie's Animal Show is clicking. Sam Wells having good play with scales, but snow cones are too cool. Sue Newland is assisting Mrs. John McKee in photo booth. Joe Teams and Raymond Newland are doing good with bingo. Smokey Hood's string game did fair business. Darts, with Johnny McCain, agent, getting fair play. Austin Newland's ball games not doing good. Joe Teams added a ball game. Jack Whitney's girl show is doing well. Several concessions, show fronts and rides have been given a coat of paint. M. G. Freed, with free act, joined. MRS. L. A. NEWLAND.

Raftery's

(Truck and baggage cars)

Fayetteville, N. C. Week ended April 16. Auspices, Cumberland Post American Legion. Location, Toler's Field. Weather, fair. Business, bad.

Regardless of whether recession or depression something happened and this engagement turned into a disappointment. Support of committee was fine. Fayetteville Observer, thru Bob Gray and remainder of editorial staff, helped to keep folk informed show was in town, but even with ideal weather it was a bloomer. Crowds came out but manifested in many ways that they had no money, chiefly by not spending any.

Following shows opened here: Rastus and Mamie Old-Time Georgia Minstrels; Bill Callis, Sex; Bryan and Billie Woods' Monkey Circus; Mrs. Carrie Raftery's Parisian Temptresses; Cyclone Mitchell's Athletic Arena; Snake Show; T. A. Schultz, Illusions; Side Show and Bill Crooks' Darkest Africa. Visitors during week included Sam Kaplan on way north to join another show stopped-over to play week and members of Cumberland County Fair Association, including Glenn Cobb. CARLETON COLLINS.

Elite

Coffeyville, Kan. April 3 to 9. Weather, wind, rain, cold, snow. Business, some when weather permitted.

Show got away to good start Saturday, April 2. Visitors from J. L. Landes Shows were Mr. and Mrs. J. L. Landes, Mrs. Edith Buton, Esle Calvert and Jake Brisendine. Weather turned cold and rainy Thursday and that night it snowed, continuing thru Friday. Saturday morning there was seven inches of snow on midway. Thru untiring efforts of Manager Chas. Rotolo and entire crew midway was open and in good condition by 7 o'clock Saturday night. Considerable damage was done by wind and snow early Friday morning. Penny Arcade and Athletic Arena tops completely ruined. Blackie Pike's pit show did top-business among shows. The Octopus and Tilt-a-Whirl tied for top honors among rides. W. A. Gibbs Shows played day and date here. DON FOLTZ.

World's

Birmingham, Ala. Four days ended April 14. Stay over. Auspices, VFW. Business, nil. Weather, fine. Ten-cent gate.

Stayover was more convenience than business proposition. Here and now we state it was not "by special request." Committee did everything to help. Earle Heaton, city detective, chairman, fine fellow. Newspapers more than liberal. Radio broadcasting from three stations, but public stayed away. Combination of Holy Week, rumored wet grounds, on account of the deluge of the previous week, made engagement a blank. Gadsden, Ala., canceled for week of April 18, grounds flooded and prohibitive license prevented showing in city. Home, Ga., bad, but situation in hand. Joe Mannheimer and Morris Stokes changed lot and superintended draining of it. Public wedding here, arranged by Elizabeth Penn, was a pretty affair with nice bridal outfit; best night of week for attendance. Took place on French Casino platform.

Full Date Carnival Show Letters

As Reported by News Representatives for the Shows

Elise Wolf made pretty picture supporting bride. Norman Wolf did announcing. Rev. J. P. Stevenson performed ceremony and three beautiful bridesmaids in Ruby Davis, Emily Godwin and Jeri La Verre completed ensemble. Barkoot Pascha furnished refreshments in his Oriental Cafe and bridal party visited all shows. Charles Joy Gramlich entertained minister in Rainbow Frolics, where Marguerite Hewett did a wedding dance for his special benefit. DICK COLLINS.

Dee Lang

(Motorized)

Alton, Ill. April 2 to 18. Location, Domino showgrounds. Auspices, Woodmen of World. Weather, variable. Business, fair.

A calliope has been installed in float and alternates with Minstrel band in furnishing music when on parade duty and augments band at ballyhoo time. Staff: Dee Lang, owner and general manager; William H. Baker, assistant manager; Mrs. Dee Lang, auditor; Claude R. Newcomb, secretary; R. W. Morlock, general representative; Walter Wyatt, special agent; Ted Reed, general superintendent; Barney Williams, electrician; Red Kelly, assistant; Ralph Hutton, truck superintendent; H. B. Shoults, watchman. Rides: Big Eli Wheels, Charles Fury, foreman; Walter Potts,

nie LaRoquech, Percentage, ball games and cigaret gallery; Euby Cobb; assistants, Mrs. Euby Cobb, Julius Cummings, Mickey Farrell. Photo gallery and fishpond, Mr. and Mrs. C. D. Todd. Pitch-till-a-win, Frank Korisek. String and duck pond, William Caramart. Mentalist camp, Joe and George Jones. Hoop-La, Mr. and Mrs. Gus Forster. Penny pitches, Mr. and Mrs. Benny Merritt. Floss candy, Ernest Schudde. Scales, R. Markey. C. R. NEWCOMB.

Crowley's

Wenoka, Okla. Week ended April 16. Auspices, Lions' Club. Location, ball park. Weather and business, good.

Short move from Seminole and everything ready to open at noon. Weather at Seminole was mixture of rain, sleet, hail and snow and show only got two days' work. Wind was so strong it tore all flags and pennants to ribbons. New flags were on hand when show opened here, so show outside of that suffered no bad losses. A pleasant visit was had by writer from Ted Townsend and wife from J. J. Coley Shows. Marvin South fringed very flashy silverware concession, and John C. Guinn has new Dummy Dan doll wheel, which makes nice concessions in all he owns. Harry Hayden has charge of all his stock. New arrivals on concession row are



ELITE EXPOSITION SHOWS in a snowstorm at Coffeyville, Kan., Friday, April 8, during opening week. Note Merry-Go-Round, tents, trucks and other equipment standing idle. While storm raged showfolk and public kept indoors. Two other photos accompanying this one were furnished by management and show Big Eli Wheel, tents, fronts, Tilt-a-Whirl, Loop-o-Plane and other equipment also snowbound. However, slides cleared and show opened its season and is now in full swing.

George Gellhan, Garland Carter, assistants. Merry-Go-Round, Roy Hildebrand, foreman; John Covington, assistant. Caterpillar, Virgil Statler, foreman; Fred Shufelt, H. Powell, Wesley Clow, assistants. Chair-o-Plane, K. Ritchie, foreman; Milton Anderson, assistant. Loop-o-Plane, Tex Johnson, foreman; W. Mastin, assistant. Kiddie Autos, Lloyd Schemel, Pony Ride, Clarence Stannard, foreman; Austin Hannagan, assistant. Dodgem, Lloyd Statler, foreman; Lowell Knowlton, Fred Tykward, Robert Marrott, assistants. Octopus, John Mathies, foreman; Carl Agnan, assistant. Shows: Motordrome, John Blakely, manager. Side, Mickey Manson, manager. Hollywood Theater, Jean DeKreko, manager. Crime, Ray Miller, manager. Bolero Girls, Bobby Barrow, manager. Athletic, Harold McGee, manager. Life, Joe Darpel, manager. Minstrel, Mr. and Mrs. H. B. Blackburn, managers. Snake, Wesley LaPearl, manager; assistant, C. A. Briggs. Monkey Circus, Omar Shipley, manager. Fun-house, Chas. DeKreko, manager. Wild West, Kid Forcum, manager. Illusion, James T. Alexander, manager. Penny Arcade, P. E. Vaughan, manager; assistant, Mrs. P. E. Vaughan. Gate, H. E. Adams. Concessions: Bingo, John J. Sweeney; assistants, Joe Williams, Irvin Brown, Merrill Menard. Long-range gallery, Lou Finch; assistant, Sidney Haug. Popcorn, B. Williams; assistant, Clarence Colboth. Custard, Bud Phelps; assistant, Calvin Shoults. Game rack, Joe Walsh. Buckley-Buck, George White; assistant, Patricia Moore. Diggers, P. E. Vaughan; assistant, Harry Moore. Cookhouse, Dan-

C. E. Jackson, cat rack; Joe Mizner, scales, and W. H. Buchanan, long-range lead gallery. Visitors: Cleo and Clyde Hill, Dude Goud, Greater United Shows; Helen and Frankie Culver, Art Mix Circus; Slim Johnson, Midwest Novelty Co. R. E. Guinn, of Tulsa, Okla., surprised his brother, John C. Guinn, by dropping from clouds, as he came by plane. Mr. and Mrs. V. A. Drumb, of Denison, Tex., visited their son, Victor Jr., who has one of free acts with Crowley. GEORGE WEBB.

L. J. Heth

Clarksville, Tenn. Second week ended April 16. Location, baseball field. Auspices, Loyal Order Moose. Weather, fair. Business, light.

Show opened Monday after four days' rain and with help still dipping water off midway. Show was saddened Friday morning by death of Marvin Goodwin, athletic show manager, who died of acute indigestion. Body was shipped to Breckenridge, Tex., for burial. During his stay in Clarksville Goodwin made many friends with local wrestlers. Large wreath of flowers was wired to Texas from show. Mrs. Heth was ill in her hotel for five days. Children of Odd Fellows' Home were treated by show Saturday afternoon to big party and they had wonderful time. Heth has his new pop-corn trailer steaming every night and seems to buy lots of it himself. Pontana bought 25 mice all at one time from local farmer and has a time training same for mouse concession.

Mrs. Parker in handling penny pitch for Mrs. Heth. Ben Bemo, free act, has new Oldsmobile sedan. THOMAS PARKER.

J. F. Sparks

(Motorized)

Pulaski, Tenn. Week ended April 9. Weather, cold, rain. Business, bad.

Show moved into Pulaski Tuesday, April 5, after having remained over in Columbia, Tenn., for annual Mule Day celebration Monday. Located on lot a few blocks from town. Weather was ideal for opening night and business satisfactory. However, balance of week it rained and was cold. Show had full co-operation of city and county officials. Whole organization was saddened by sudden death Wednesday night of Bell C. Shepperd, affectionately known by all as Shep. After spending most pleasant week-end with her parents Mary Elizabeth, young daughter of Mr. and Mrs. J. F. Sparks, returned to Cookeville, Tenn., where she is attending school. Manager J. F. Sparks left on booking trip to Kentucky and Ohio.

Lebanon, Tenn. Week ended April 16. Auspices, American Legion. Weather, ideal. Business, fair.

Monday night very small attendance. Tuesday was much better. Town had three pay rolls Friday and consequently was show's best day. Splendid co-operation from committee but natives failed to get spirit. Saturday matinee rained out. Night business fair. Mr. and Mrs. J. F. Sparks, Mrs. Dorothy Sparks, Mrs. Estelle Sparks and writer drove to Nashville Friday for Easter shopping. Sparks continued to Clarksville, where he visited L. J. Heth Shows. Glenn Wible joined with Oriental show. Wible also has Esquire show. Roster of both are: Oriental, Peggy Bickford, Ruth Carroll, Kay Carroll, Esquire, Estella Harwood, Peaches Howell, Rosa Carroll; talker, Hugh Harwood. JAMES H. TIMMONS.

Blue Ribbon

(Motorized)

Alabama City, Ala. Week ended April 16. Auspices, Emma Sansom High School Band. Location, high-school grounds. Weather, cool. Business, fair.

Manager L. E. Roth and General Agent E. K. Johnson, with assistance of T. A. Regan, principal of Emma Sansom High School, put forth extra efforts to make this a banner stand. However, with ball park under two feet of water, it was impossible to show there, but with assistance of Regan and city officials permission was given for Blue Ribbon Shows to exhibit on high-school yard. High-school students used midway all week for recess periods as playgrounds. Location was one very seldom obtained by a carnival of this size. Tie-ups were made with Radio Station WJBY, Gadsden, Ala., featuring Emma Sansom High School Band, which consists of 63 pieces, for Thursday and Friday before show arrived and all week of showing. Sunday evening a concert was given by Pages' Kiddie Band on town square, with about 2,000 persons present. Monday afternoon a broadcast was given direct from lot, using Brown-Skin Vanities top and stage. Program opened with a message of welcome of show to city and was followed by Emma Sansom High School Band, and Glee Club from minstrel stage, closing with popular numbers from Pages' Kiddie Band and Brown-Skin Hot Shots Orchestra. Broadcast continued all week, giving much credit to Johnnie Carrol, radio announcer of WJBY. Sunday show set up. Midway packed with crowds, also did not open until Monday night, but cold weather did not affect pleasure-seeking crowds which kept jamming four entrances. By 7:30 midway was packed and everyone doing a nice business. Roy Woods' Hell Riders were well patronized, featuring Jean Woods, woman rider, and Joe Woods, young straight wall rider. Roy Woods, featuring trick and fancy riding, with Jean Woods riding handlebars on a straight wall. Tuesday night midway was packed to capacity, with everybody doing good business, especially shows and rides. Mrs. Teddy Clifton had her hands full on No. 1 gate box, which she is holding down again this year. Pages' Kiddie Band kept busy going from one entrance to another giving concerts. Show went over so big with townsfolk and children that Saturday morning many solicited showfolk all over midway getting signatures in their autograph books. JACK GALLUPPO.

Crafts

Maywood, Calif. Week ended April 18. Auspices, Veterans. Location, City Hall playgrounds. Business, fair.

Third location played in Los Angeles area. Two more remain. Business in general somewhat lax owing to local conditions and Lenten season. New Roll-o-Plane ride appeals to thrill seekers. Red Crawford's Lion Motordrome continues to draw. Billy Bezzelle's slide-show bangs away continually and doing quite well. Ed Kanthe's athletic show, Miller's monkey circus and McCormack's two fun castles staged special performances to local carrier boys. Avon Gayle's augmented her Poodles. Mrs. Charles Miller seen in a beauty parlor dolling up for Easter. Mrs. Grace Asher selling tickets on Roll-o-Plane. Johnny Gilliland traded his housecar for Mrs. Marie Klenk's living truck. John Bagland completed last of ball games he has been framing. Bagland-Korte people now have three ball games and four merchandise wheels on midway. Mrs. Maybelle Crafts as usual colored several hundred Easter eggs, hid them about midway, and shows juvenile members had time of their lives hunting eggs Easter Sunday. Women assisting with Easter planning were, besides Mrs. Crafts, Mrs. Elmer Hanscom, Mrs. Low Korte, Mrs. Roy E. Ludington, Mrs. Katherine Warren, Mrs. Ed Kanthe. Writer here offered a set of free tickets to young cub reporters writing best midway story published. This one made front page of local daily and received the ticket prize. J. E. Thompson is owner of Dolly, live two-headed cow weighing over 600 pounds.

Orville Crafts and Roy Ludington flew south on business in Crafts' plane. Harry Bernard called on business regarding No. 3 show soon to hit road. Nate Miller, who has Auto Skooter, and Strat-o-Ship at Long Beach Pier, visited. Ross Davis, of Lincoln Park fame, back from a flying trip to San Francisco with O. N. Crafts. Phil Williams, general agent of Crafts, reports dates about completed for season. James Pugh and his Pony-Go-Round joined here. Tommy Myers, shows' secretary-treasurer, has all his quarters book work caught up with. Mrs. Myers has been doing a lot of home cooking lately. One of Mrs. Ruth Korte's helpers left suddenly to return home, reported not to like carnival business. Elmer Hanscom reports progress on the new electrical semitruck now completed, with every modern safety feature known. Mrs. Estelle Hanscom's photo booth also remodeled. ROY SCOTT.

West Bros. (Motorized)

Murphysboro, Ill. Week ended April 18. Weather, good. Business, fair. Location, Bitters' show lot. No auspices.

First move of the season made in good time with no trouble. Due to excessive rains over the week-end lot was marshy, with nearly foot of water over half of it. Splendid co-operation on part of the workmen in draining, sandwasting, etc., put it in shape and show opened Monday night as per schedule. Localities had very little ready cash but showed willingness to part with what they had. Front gate had good week but shows, rides and concessions worked to only a fair gross.

Staff members of The Independent, local paper, were nightly visitors and for first time known carried daily stories boosting carnival. Gordon Radio Co. delivered a new p.-s. system to Sam Liberwitz for corn game. Visitors during the week included Mrs. Judith Solomon, Mrs. Gussie Liberwitz, Bill Solomon and Mr. and Mrs. Charles Goss. BRUCE BARHAM.

Pacific Coast (Motorized)

Issaquah, Wash. Week ended April 9. Weather, ideal. Business, fair.

First stand of season. All rides newly painted and have new lighting systems. They are: Loop-o-Plane, Ira Hudson, foreman; Merry-Go-Round, Jim Hill, foreman; Billy Dolan, second; Helen Horan, tickets. Breezer, Ernie Dahl, foreman; Chuck Smith, second; Mrs. Jim Barber, tickets. Pony Express, Raymond Barber, foreman. Rocket, Les Spencer, Tex Childrens has four ball games; Gene Hudson, cigaret gallery; Fred Hassler, drum wheel; Mrs. Curly Smith, string store. James Barber is lot boss, and Gene McDonald has charge of the office and advances. Joe McMillan and as-

stants are feeding the boys well. Mrs. Reynolds has pop corn and photo gallery; Mr. and Mrs. George Stiles, bingo; Joe Evans, penny pitch; Joe Fisher, candy floss. Lew and Cleo, with Archie Silcox, are in charge of the smallest horse, and Tommie Gibbons in charge of Rex, the largest dog. Both these shows have new canvas and banners and are owned by Ralph Meeker and Harry Meyers. Visitors here were Mrs. Gene McDonald and Dad Allen, latter of American United Show, Snoqualmie, Wash. April 11-13. Weather, fair. Business, good.

Show set up in rain here Monday, but by evening weather cleared and a good crowd came out. New transformer was added to the power truck and a new system for handling heavy rides was installed. Many are framing new concessions for the Wenatchee (Wash.) Apple Blossom Festival, where show will combine with Zeiger Shows. General Agent G. McDonald is away on business, and Tex Childers is at Seattle. JIM HILL.

Crystal

Gaffney, S. C. April 7-16. Auspices, Hemrick Mill Baseball Club. Weather, fair. Business, very good.

Several persons from Sheesley Mighty Midway and Johnny J. Jones Exposition visited here. Among new concessionaires are Mr. and Mrs. Frank Crawford, John Vaday, Pete Miller, Mr. and Mrs. Charles Allen, Robert Harrison, Mr. and Mrs. Whartan, George and Will Roberts, Bunts and Benjamin, Bernie Bernstein and Frank Russel. Charles Craig is manager of canteen and Hank Talbert of Arcade. Charles Staunko is doing fine as ride superintendent. Stanley Scuravage is general utility man. Harry Denny and Troy Large have charge of Ell Wheel. James Mullis is foreman of Tilt-a-Whirl. Doc Mario Marco has the sex show. The 12-piece colored band is headed by Johnny Shea. Ralph Bunts has front of minstrel show. R. G. FELMET.

Groves (Baggage Cars and Trucks)

Greencastle, Ind. Week ended April 16. Weather, bad. Business, bad.

T. J. Smith left to book in Arkansas and Mississippi. Cherokee Hammond's Rodeo is a free act. Colored minstrel holds its own, and the eight-piece band is attracting plenty of attention. Robert Clark is clicking with side show and Frank and Ginger Gardner with girl revue. G. S. Ford joined with four concessions and E. L. Provin with three. Charles Whitaker has Big Ell Wheel; Andy Bell, chairplane; Carl Bell, Merry-Go-Round; Cluster Walker, Kiddie Autos. Bart and Mrs. Schneider have a concession; Betty Proper, fishpond; Shorty Cochrane, lead gallery; William Lambert, ball games. Eleanor Groves has tickets at gate. Little Joe Miller has country store. Frankie Kolborn, formerly of athletic show, left to join another show. Recent visitors: Al and Fay Promouth and Charles Reed, of Zimdars Greater Shows, while en route to Columbus, Ind. Manager Groves will add more rides soon.

From Greencastle show moved to Sullivan, Ind., after which it will take a western and southern course, having several Illinois and Missouri fairs to play. GEORGE CAIN.

Majestic

Millar, Tenn. Seven days, ended April 16. Location, circus grounds. Weather, changeable. No auspices.

This move demonstrated, for long jumps, difference in railroad and regular carnival motor equipment as a mode of travel. Rail got in on time. Inclement weather encountered in setting up made no appreciable difference in gross. Only business was two Saturdays. Mr. and Mrs. Emmet Buffin joined with three concessions; Van W. Bentley and son with pop corn, Mr. and Mrs. O. E. Girard have corn game. Manager McHendrix and R. M. Bryan, on a business trip to Memphis, brought back William Trent, Walter Cruise, Sonny Thompson, Martin Berry, Cathrene Rivers and Hannah Duncan, musicians and performers for Verdel Brown's Minstrel Show. Lot Superintendent Perry Madison and Mrs. Madison out shopping for house trailer. Wednesday, Elde Foreman Dutch Moyer and crew moved Merry-Go-Round to city school grounds to entertain kiddies of county school convention. Harold Herbert and Red Watson, most of week giving

Chairplane complete overhauling, ready to put up next stand. Observations: Noticeable difference in TVA current and company charges of last week, saving of more than one half for equivalent service. Arkansas seems tough State to organize a troupe, chiefly because of State laws regards trucks. Twenty per cent of show correspondence contained this inquiry. CHRIS M. SMITH.

Hilderbrand's

Sacramento, Calif. Week ended April 10. Weather, good. Business, good. Auspices, American Legion.

Long run (450 miles) from Alhambra. Show arrived in downtown but aked cleared and show had banner week. Octopus truck had accident in the mountains when wheel broke. As all rolling stock is 90 per cent new, show arrived early. Fred Stewart, superintendent, and assistants had show up and ready for opening Tuesday night. New free act, Jack Barett, "Human Bullet," arrived, and was a sensation, hurled over the Big Ell Wheel. This makes four free acts. Bud Cross joined with beano and four concessions. Byron Kast arrived with his speedway ride; John Stapleton at controls. Wilson's Donkey Circus, Bob Wilson, manager, assisted by Paul Holbrook, had nice opening here. Gilbert Appell has joined the Four Rockets. Babe Dusek, wrestler, joined Bird's Athletic Show.

A number of visitors here, including Joe Glassy, who stopped on way to join Spike Higgins in Seattle; Carl Herman, wrestling promoter, and Eddie Harris, of West Coast Shows. Kongo Show made the local papers when Maxie, performing chipmunk, was fingerprinted. Newspaper photographers were on hand. Managers Lewis and Gentry have their new front completed and it sure stands out. Art Anderson still has a bandaged hand. Mr. and Mrs. Bartle were dinner guests of Louis Ringling, who is here supervising the building the Circus de Opera for David Babocle. CLAUDE BARIE.

West Coast

Emeryville, Calif. Week ended April 17. Auspices, Kiwanis Club. Business, good. Weather, cold first half and storm last half.

This town while but 30 blocks from the Oakland lot of two weeks ago turned in a fair gross. First three days bitter cold, then turned warm and business picked up in good shape over the Easter holiday. James Chlopeck, Circus Pan, was a welcome visitor. Glen Loomis departed to become general manager of Great Wrightsman Midway Shows. Tony Witneck was engaged as second agent. Sacramento is his first town and he reports he has enough banners to fill two Ell Wheels. Mr. and Mrs. George Kohan entertained with a big party in their canteen.

Mike Krekos, owner and manager, has fully recovered from his latest confinement. General Agent Jessup off on a booking tour. Fred Shirley has the midway and giant spotlights operating in first-class shape. Harry Barron reports that he is about to go north to join a Pacific Coast show. Charles Walpert and Ed MacDowell left for Red Bluff Round-up with ball games and Charlie McCarthy wheel. Both will rejoin at Sacramento. Eddie Harris a visitor. So far business has been as good if not better than last year and the weather conditions have been worse. So figure that out. Art Craynor, of the promotional staff, is going great guns at Los Banos. He has crashed all of the metropolitan papers of San Francisco and, in fact, all of the Southland. All are looking for a big date there. W. T. JESSUP.

Johnny J. Jones (Railroad)

Greenville, S. C. Week ended April 16. Auspices, DAV. Weather, cold forepart of week, perfect the latter. Business, good.

The seven-day opening date stand wound up with perfect carnival weather that gave the show a gross far above expectations. Business was not a mop-up but good and far above the 1937 opening stand. The Greenville News and Piedmont very liberal with space. Advertising Manager Fred Heller, always the showman's friend, lives up to the policies of the paper's founder, the late Charles Peace, of welcoming press representatives of amusement organizations with a friendly smile and a helping hand. Tuesday afternoon Prof. Hugh M.

Smith and his Superba Band, performers from Carl J. Lauther's Freak Museum, Royal Russian Midgets and Louise Steele, acrobatic performer of the Gay New Yorkers, and General Announcer Edgar Hagen entertained the crippled children of Shriners' Hospital. A one-ring circus and vaudeville performance was given on the lawn to some 60 patients and the most appreciative audience the performers ever worked to.

Pearl Harvey's Caterpillar ride in the top-money class. The owner again in the ticket box for short spells after her long siege of illness. Iris Stewart rushed to the hospital Saturday night suffering with a broken arm after falling from the straight wall in Bronson's Globe-a-Drome. Joseph Sty's Prosperity Grill not only a great flash but a good place to dine.

Many visitors arrived to look the show over and to meet their many friends. Topping the long list were Dr. J. S. Dorton, manager of the North Carolina State Fair and Shelby (N. C.) fair, and J. A. Mitchell, manager of the Anderson (S. C.) fair. STARR DEBELLE.

Douglas

Shelton, Wash. Week ended April 9. Location, circus grounds. Weather, cold. Business, fair.

Loop-o-Plane topped here. Bill Meyers did a fine job of laying out midway. Roy Miller and wife have a new grab wagon. Red Parsons, a school chum of Harry Goodman, was a frequent visitor. Spick Wahl arrived from Zeiger Shows. Howard Wells joined out. Sam Addestein and wife are operating bingo. Electrician Speck has done a wonderful job of wiring the show. CURLEE JONES.

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Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 32 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards \$12.50; 200 cards, \$18; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

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Bingo cards, black on white, size 5x7. Thin cards such as used in theaters, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Lollipop, white cards, 5 1/4 x 3 1/4. Per C. ... 1.50. Sliding Bingo Cards on iron. Extra per C.50. Bingo Card Markers, in slips, 28,000 for 1.80. Send for free sample cards and price list. We pay postage and tax, but you pay U. S. D. expense. Instant delivery. No checks accepted.

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WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK AND EVERY WEEK

Spring-Quarters News and Gossip

As Reported by Representatives for the Shows

Contracts for this season's line of paper will again be given to Globe Poster Co. Writer and General Manager King Reid visited Al Grill, of Al C. Grill Shows, in Bridgeport, Conn.

ZILDA PINBONAULT.



THREE PROMINENTS on Ideal Exposition Shows, in front of office wagon. Standing, William Glick, general manager; sitting on steps, William Hartzman, secretary, and standing by his side is Mrs. William Hartzman of free-act fame. Photo by Edward Binder, show's staff photographer, who is professionally known as Smoko. Smoko has a new camera, a National Graflex, with F. 3.5 lens and 1.500th of a second exposure, he states.

Howard Bros.

ATHENS, O., April 23.—Crew of 21 at quarters putting finishing touches on all rides and show fronts. Merry-Go-Round rebuilt from center pole to castings. Sound truck is overhauled and improved. New arrivals are Captain Denham, Mary Baxter, Ray Long and wife, Mr. and Mrs. George Blume, Joe Linton, Charles Wheaton and George Cunningham. Main entrance will be larger this year. Four semis, eight trucks and two baggage cars will transport equipment. Pay gate. Denham has 1930 Model City show set up in front of quarters and is doing a little business each day. Mr. and Mrs. F. A. Short came in with their crew and three shows.

MARY BAXTER.

Imperial

(Motorized)

GRAND RAPIDS, Mich., April 23.—Just seven more days before opening. First invasion of Imperial Shows in Michigan

territory. Painters are putting finishing touches on. Blacksmiths have put away their anvils and mechanics are tuning up motors. James R. Smith, a smithy, turned out a good job. All shows, rides and concessions will be ready Saturday, April 30. New floodlights have been tested. Bob Kenosian has his rides ready. Edward A. Hock is on a buying trip looking for more rolling stock. Harry Zimmer is busy. Johnny Mulder was out for visit again, as were Harry McDonald and John J. Boyer.

AL HOUSE.

Winters

(Baggage cars and trucks)

ALIQUIPPA, Pa., April 23.—Fifteen trucks loads were moved from quarters at Burgettstown to New Sheffield April 16. William Mackey had lot laid out and no time lost in unloading. No baggage cars were used, instead trucks doubled back for an extra load. Advance of Barnett Bros.' Circus was in town billing day and date Winters Tuesday, April 26, playing under American Legion. Arrangements have been made with George A. Renker, of Bell Telephone Co. to install phone service in office wagon at each stand during season. Tiny Goldsberry and crew are making new platforms for his side show, top is 20 by 80 with 100-foot banner spread. Bugs Brooks and company arrived. Mike Mutt came in. He has been bartending in Beaver Falls past few weeks. Brown E. Miller will stay at Burgettstown until opening. Mr. and Mrs. Jack Allan getting their concessions in shape. Mr. and Mrs. Merritt S. Anderson worked at Chenese, S. C., last week; will arrive here next Wednesday. Mrs. Alice Winters is at her home in Beaver Falls. Manager G. L. Bockus and General Agent H. H. Howard back from a week's trip. Owner Harry Winters greeting old friends. Conditions in this section appear much improved over last year. Jones & Laughton Steel Co. opened three furnaces last week. Elbel Bockus is expected to take over her duties as contracting agent. Everybody pleased with new line of paper designed by U. S. Printing Co. New front was erected and finishing touches are being done by Scenic Artist Al Nichols. Ernest Firestone rebuilt transformer wagon and another 50 KVA has been purchased from DeQuette Electric Co. Superintendent Joe Winters is on job 24 hours a day. Quite a few of folks visited

opening of Bright Light Shows at Middland. Jack Smith was a visitor at Burgettstown.

CARL O. BARTELL.

Conklin

BRANTFORD, Ont., Can., April 23.—Quarters have been scene of considerable activity for past month. During winter skeleton crew was kept busy doing repair work and preparing for building new equipment in spring. Building, 80 by 200 feet, three stories high, provides ample room to work indoors, with rides and heavier equipment on ground floor, concessions on second and show paraphernalia on third. An outbuilding in three sections provides ample space for necessary woodworking, blacksmithing and machinery. Grounds adjacent to building allow ample space for erection of considerable number of rides. Considerable number of changes will be noted when Conklin Shows go up in air for first time this year in Hamilton, Ont., Wednesday, April 27. Best news of all is that Vice-President Frank R. Conklin will once again be with show. General preparations have been under direction of J. W. Conklin and he has been kept busy with activities of shows as well as looking after attractions for Canadian National Exhibition. New transformer truck and complete set of transformers have been purchased and are now in hands of electrical department, who are making necessary rigging. Harry Seber, prominent West Coast showman, arrived and has a top set up on lot to frame a new front built for Globe of Death. It is entirely of steel and frame interlocks with "Globe of Death." With neon flash and motorcycles so mounted that they revolve continuously. Maxie Herman reported and will have an Illusion and Animal Show along with Life Show, which has been under his direction for past two years. Harry Lewiston has lined up as good a collection of attractions. Whitey Woods is due to arrive with his midnets. New Hi-De-Ho, fun-house, has been purchased from Spillman Engineering Corp. and will be under direction of Peter Pay. Six Monarchs of Air will join show in Hamilton and will be free act at all spring dates. New steel car purchased will be used as sleeping car, housing 38 people. It is streamline effect. Entire train has been thoroughly overhauled and repainted.

NEIL WEBB.

Royal

BROOKVILLE, Pa., April 23.—Show properly rapidly being prepared to move on lot at Franklin, Pa., April 25. Opening Saturday, April 30. Two trailer camps here, including Lichtlers, Mettlers, Lewis Family, Blackmons, Baker, Foremans, with space for Storeys and others due. Show opens under new canopy. Sensational Royals, high act, left San Francisco to open with show. Also ready for opening are Mettler's Band and Lichtler's sound truck. William Lichtler regrets death of his little performing dog, Bobby, aged 15. New 100-KW transformer has been installed in transformer truck, making 200-KW capacity with recently overhauled transformer of last season. Mrs. Sam Spencer has the sympathy of all in loss of her mother April 15. Manager Rosenberger spared no expense in building Royal as one of best appearing shows. Specially designed paper used.

RAMON METTLER.

King Reid

(Motorized)

MANCHESTER CENTER, Vt., April 23.—Opening date three weeks away. Work at quarters going ahead on schedule. Louis Marks has all work on rides completed as well as new entrance archway. With arrival of some new equipment, purchased in Georgia, Hardenbrook's concessions are in readiness. He bought a new long wheelbase Chevrolet truck to handle entire unit. Russell Heath will be with show with two new ball games. King Reid returned from visit to Salisbury Beach, Mass., to talk with Eugene Dean, who will have one of his bean units with show for fourth consecutive season. New office recently completed. It is air-conditioned Dodge bus and is 22 feet long and 7 feet wide.

World of Merit

LOWELL, Mass., April 23.—Writer signed with show as superintendent of concessions. Rides and trucks are being painted. John F. Geary is doing advance work. Show will have new canvas and will open at Nashua, N. H. Manager Henry Finner and John Geary are looking forward to banner season.

WILLIE J. BERNARD.

RAIN HURTS

(Continued from page 47)

ter Langford, leader and first cornet; Harold Langford, second cornet; Ben Waters, third cornet; William Butler, clarinet; Wayne Chapman, trombone; Kenneth Stears, bass, and Lester Langford, drums.

Concessions

Cookhouse, Mr. and Mrs. James Wallace, owners; Chester Wallace, cashier; Harry Scofield, cook; Jack Pitta, kitchen man; Harry Johnson, Tommy Wyatt and Fred Hoffman, waiters. Frozen custard, Mr. and Mrs. Charlie Gordon. Picture gallery, Mason Cogswell; Jack Bonnell, agent. Bingo, D. L. Bassinger; Jack Morris, Ifoke Bassinger and Wayne Hatfield, agents. Long-range gallery, Pansy Barnes. Pitch-till-win, Helen Moore; Mike Patton, assistant. Clocks, Bill Moore. Fishpond, Flo Clark; Harold Jones, agent. Radios, Billie Clark; Lovi Barnes, agent. Blower, Billie Clark; Ray Hawkins and Jack Foley, agents. Birds, Ben Faust. Grocery wheel, Ben Faust; Solomon Weintraub, agent. Dart gallery, Curley Moore. Short-range gallery, J. L. Lang. Cigaret gallery, Al Trivudyce. Pitch-till-win, Lillie Lee. Ball game, Mrs. Al Trivudyce; Fannie Obanion, agent. Pop corn, J. A. Slusher. Pop corn, Mac Sisson. Candy apples, Barney Sisson. Mouse game, E. L. Lee; Lewis Shanko and Paul P. Wall, agents. Hoopla, Mr. and Mrs. Bob Alexander; Mrs. A. H. Pomporono, agent. Diggers, William Borup; Frank Tribe and Elmer Hardy, agents. Penny pitch, Roy Fann; Anna Lutheran and Billie Bassinger, agents. Ball game, Mary Fann; Pete Forbes, helper. Ball game, Jimmie Finnegan. Cigaret wheel, E. L. Lee.

Rides

Twin Ferris Wheels, Mrs. J. A. Montgomery, tickets; Emory Jackson, clutch No. 1; Earl Dennis, clutch No. 2. Tilt-a-whirl, Trevor Montgomery, tickets; El Brooks, William Drake and Tom Almon, assistants. Chairplane, Luther Woods, clutch; Virgil Woods, tickets. Merry-Go-Round, Edgar Brown, foreman; Virgil Ehrhidge, second man and tickets. Loop-o-Plane, Earl Coffman. Airplane Swings, Charlie Thomas. Loop-the-Loop, Harry Parry, foreman; L. E. Barn and Luther C. Polston, assistants. Kiddie Automobile, Mrs. C. E. Townsend.

Shows

Minstrel, Pig Jones, manager-comedian; Rastus Jones, comedian; John Harrington and George Holmes, dance specialists; Jewel Mae Jones, specialties; Helen Sloss, Osceola Davis, Ruby Wilson and Thelma Whigham, chorus girls; Clinton White, canvas and front-door ticketer. Band, Mike Bridgeforth, trumpet; Jerry Martin, trombone; Earl Bradley, bass; Richard Sloss, drums; William Ray, talker and tickets. Hollywood Revue, Clementine Coffey, talker and mistress of ceremony; Earl Little, piano player; Myrna Stanley, Nellie Simma, Evelyn Phillips, Toy Adams and Mary Moore, dancers; Lee Crane, prop man and electrician; Jack Scarlett, tickets. Side Show, Al Napier, manager-talker; Billie Pevo, half and half; Mrs. Letha, electrician; William Twitty, human salamander; Tommy Teaser, escape artist; Albert J. DeMara, human pincushion and wire-haired man; Lella Bryant, sword box. Monkey Circus, Dillon Hurlinger, Snake Show, Robert Wing, tickets; Cyrus Crumbly, pit worker. Hawaiian Show, Arthur Earnest, manager-talker; Shorty Gilbert, comedian; Minnie Earnest, dancer-musician; Billie Ivy, bubble dancer; Pepper Sanging, fan dancer; Anna Baker, hula dancer; Guy P. Hawkins, tickets and canvas. Athletic Show, Tex Thorpe, talker, tickets and manager; Battling Buck, boxer; Chief Lone Eagle, wrestler and boxer; Donald Sand, wrestler. Free attraction, Flying Flemings, including Mrs. Rose and Herbert Fleming and Elmo Rankin. Reported by R. E. Savage.

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FOR SNOW-BALL AND DRINK STANDS

GOLD MEDAL FRUIT CONCENTRATES will give you the drink or snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.

Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details today and get started right this year.

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THE ORIGINAL CANDY PULLER

(DISPLAY PULLERS)

Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—motor driven, varied sizes and styles.

All equipment parts in stock for immediate delivery.

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REBUILD MACHINES AVAILABLE
Guaranteed Rebuilt Machines at substantial discounts.

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WE WANT

★ MONKEY CIRCUS ★

NEW FUN HOUSE

BOOMERANG

WIRE OR WRITE

GOODMAN WONDER SHOW, Inc.

Week April 25, Muskogee, Okla.; week May 2, Tulsa, Okla.

ALSO OTHER RIDES OF MERIT

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, April 23. — Regular meeting April 18 drew only 31 members, mostly home guards, due to carnivals and Barnes-Sells-Floto Circus being on their way and the fellows at the beaches all working. First Vice-President Harry Hargraves called the meeting to order. Hargraves persuaded John Miller to preside and he withdrew to the floor. There not being much business of importance, it was a sort of Grid Club session. Letter from President C. F. Zeiger, of Zeiger's United Shows, playing Winslow, Ariz., told of weather conditions that were a bit of a handicap. He reported the show, however, as doing very nicely and now ready to resume the planned itinerary that had been changed because of weather conditions. Taking up the matter of summer social activities, Ed Walsh, chief guide of the Safari Club, stated plans for the big opening outing soon would be announced. Dr. Ralph E. Smith and Eddie Gamble are other members of the committee. Committee on the good-will banners reported that all shows whose routes were obtainable had been supplied. Shows that have not received any banners should send in opening date and spot. These banners are really works of art. The list of prizes to be awarded in the membership contest soon will be mailed and published. Coast showfolk are getting more organization-minded, judging by the letters received from interested persons.

Regular meeting April 11 also drew small attendance, there being but 29 present. First Vice-President Harry Hargraves presided. Hargraves led in discussion as to means, etc., to further the new membership drive. P. W. Remberton gave a most interesting talk and really put up some new ideas for "selling" the organization. J. Ed Brown, John Miller and Ben Dobbert also advanced worth-while suggestions. Despite what may have been done in former years, the original idea of Joe Glacy and backed up by others has brought about the decision that during this drive, and this drive only, will it be possible to join the club at the present figure. There will, of course, be membership drives annually, but it is definite that they will not be cut-rate affairs. The weekly award went to H. C. Rawlings. After adjournment the customary lunch and refreshments were served by Harry Seber and Jack Bigelow.

Meeting set for Monday, April 4, was postponed until Tuesday, April 5, to give members an opportunity to attend the showing of the Al G. Barnes Sella-Floto Circus Monday night as guests of Acting Manager J. Ben Austin and Assistant Manager and Legal Adjuster Paul Eagles. Frederick Weddleton, director general of concessions for the Golden Gate Exposition and member of the club, offered a brief talk. Harry Hargraves again reminded members and stewards on several circuits and carnivals of the obligation they had voluntarily assumed in regard to the membership drive. He urged all to hustle and bring home the bacon.

Members were again requested to send in their correct addresses and routes as there is a lot of mail accumulated for which the club has no forwarding address. All mail remaining unclaimed for two weeks or without forwarding addresses will be returned to writer. This is a positive order of board of governors and house committee reports that it is being carried out.

RUBIN & CHERRY

(Continued from page 45)

Work was done as the opening was intended for that night. Even up to Wednesday center of lot was muddy, air was cool, but in no way deterred attendance for that night, and shows clicked in fine style at all box offices, with the covered rides leading in take for those devices.

Monday opening was light. Tuesday an immense crowd came out, as weather was most favorable for outdoor amusements.

Front Gate to Back Lot

Looking from street opposite entrance to back end of lot Rubin & Cherry Exposition presents an appealing sight in illumination, light towers and glittering chromium-embellished show fronts and rides. A careful inspection of phys-

cal properties impresses visitors at once that this is truly a wonderful sight to behold and whets their appetite to go in. The main entrance in 150 feet wide and runs to height of 40 feet at two center standards. This front most colorful and is outlined in neon, has a long electric sign across center reading "Rubin & Cherry Exposition, Aristocrat of the Tent World." The three ticket boxes are presided over by Mrs. Howard W. Beloit, Mrs. Carleton H. Reed and Mrs. Winton B. Drake.

Free Act and Staff

In center of midway Hugo and Mario Zaccini present their double cannon act in which two human projectiles are shot across midway into a net. For present this act is being presented at 8 p.m., with the idea in mind to get prospective patrons out early and to give shows, rides and concessions continuous unbroken play until closing time. Management feeling that with one of most pretentious and elaborate midways extant that patrons will find plenty to hold their attention to outside displays on various shows and within many tent theaters.

Staff: Rubin & Cherry Exposition, Inc., Rubin Gruber, president; Annie Gruber, vice-president and treasurer; Arthur Sharpe, cashier and auditor; Frank S. Reed, secretary; Joe Redding, general manager; Larry S. Hogan, general representative and traffic manager; Louis Hoffman, special agent; Edward Squires, press and radio; J. J. (Chick) Allen, concession manager; Nat Workman, general superintendent of construction; Eddie Marconi, director of designing and painting; Sammy Smith, trainmaster; William Cain, chief electrician, and Edward Theln, assistant; Edward Powell, illumination engineer; Ous Woodall, superintendent dining car; Howard Beloit, lot superintendent, and Carl J. Crouse, ride superintendent.

Rides Brilliantly Lighted

Rides: Merry-Go-Round, James Mitchell, foreman; Paul B. Hardy, Edwin Sulhkonen and Jack Marler, assistants. Twin Big Mill Wheels, Skeeter Garrett, foreman; Joseph Kimmel, John J. Mical and Willard P. Miller, assistants. Waltzer, Glen Taylor, foreman; Louis Cittadino, Josse W. Courtney, Harlie Berry, Grady W. Foster and Harvey Greenlee, assistants. Rides-O, J. D. Powell, foreman; Raymond R. Switzer, Lewis C. Horton and Waldon Merritt, assistants. Lindy Loop, George W. Moes, foreman; James W. Hardy, William N. Tucker and Roy B. Petty, assistants. Caterpillar, Ballard Anderson, foreman; Alkus Stevenson and Clarence McGhee, assistants. Whip, George D. Foster, foreman; Frank Stoykovich, Kenneth Hatcher and Arthur H. Moore, assistants. Baby rides three in number, Howard Crosby, foreman; Oscar C. Bonds, Odell Gold and Chester Sawyer, assistants. Double Loop-o-Plane, Michael H. Radtke, foreman; James R. Bushee, assistant. Heyday, Earl J. Crouse, ride superintendent in charge. Skooter, Henry J. Lockard, foreman; George Huss, Joe W. Lewis, Coleman R. Price, James B. Whidby and Edward Solomon, assistants. The Octopus, Glen H. Cox, foreman; Clyde Lybrand and Frank Dexter, assistants. Pony Track and Kiddie Airplane, Harry E. Julian, owner and manager; Clarence Nuckles, assistant.

Shows Elaborate in Detail

Shows: Hutchen's Modern Museum, John T. Hutchen, owner and manager; Mrs. John T. Hutchen, secretary-treasurer; W. N. Montgomery, assistant manager; W. C. Russell, superintendent motor equipment; Ted Ward and Billy Winters, inside lecturers; Joe Walker and Bill Kennedy, ticket sellers; William Klaus, commissary. Attractions: Rich Doolich, ventriloquist and novelty juggler; Bobby Ward, dog-faced girl; Chief Rain-in-Face, torture acts; Mrs. W. C. Russell, electric chair and blade box; W. H. Kennedy, Impalement act; Mrs. W. H. Kennedy, mentalist; Guy Sampson, cowboy musician; Agnes, feature of main show. Irene Farrell, annex. Royal Hallions, presented by William Aldridge, headed by Joe Lopez and big troupe of exceptionally clever native entertainers. Dippy Doodle (funhouse), Robert Norris, manager; Mrs. Robert Norris, ticket seller; Edward Norris, slide man, and William Nelson, clowns. Lion Motordrome, William Moore, manager; Mickey Donahue, Barney Buffington and Gladys Donahue, riders; Mack McGuinness and Mrs. William Moore, ticket sellers. Sportland, Charles Sheppard, manager. Aquadrome, William Goll, manager. Two-Headed Baby, Mr. and Mrs. William Hegerman, managers and lecturers. Giant Monsters, big snakes and jungle

New ELECTRIC CORN-POPPER

THE LOWEST PRICED ELECTRIC CORN POPPER ON THE MARKET.

Only \$32.50. Not pop corn like a \$300 machine. EXCEL is made by the originators of the domestic popper—the largest manufacturers in the U. S.

POPS A BATCH IN 3 MINUTES—WET OR DRY.

Simply flip the switch and in 3 minutes pop in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted case and visible corn popping thru the screen cover attracts the crowd.

FULLY GUARANTEED.

Among the 31 features—beautiful mahogany finished plate glass case, trimmed in gleaming silver and polished aluminum; electric lighted and beautifully decorated with multi-colored translucent. Compact small space, 14 1/2" high, weighs 25 lbs. Easily moved. Uses less current, only 850 watts, yet heats in 5 to 7 minutes. Heating element guaranteed for a year—and many more features for space-saving convenience.

ALSO BARGAINS IN REVULT MACHINES.

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PROFITS GALORE!

\$5 to \$50 daily earnings!

Get in the popcorn business now and CLEAN UP!

Where can you make more money than in selling Popcorn? Everybody loves it—adults and old. The Popcorn stand is always swarming with customers. And it's almost all clear profit. Popcorn earns you money in any carnival. And here's the opportunity of your life to get in it.

30 DAY FREE OFFER!

If your order reaches us within 30 days with \$10 down payment, balance, \$22.50, C. O. D. we will send subject to examination at postoffice. FREE! 50000 popcorn and bags to you \$32.50 worth of corn. Your customers pay for your popcorn. Act quick!

GET STARTED NOW.

SALESMEN

Write for PROPOSITION

READING'S SHOWS

West End Shows with own transportation. Want 10-cent Stock Concessions, everything seen. No outside. All pleasant until May 1, real money being Portland Strawberry Festival to follow, then into new territory until fair. Want Agents for Stock Concessions. W. J. WILLIAMS, Mgr.

Entertainment is out of ordinary and show is handled in real showmanship manner. Carlson Sisters, Dorothy and Florence Carlson featured in this novel and entertaining fat show. It is different. Charles McPherson, boss canvasman, assisted by Edward Guiliamane.

Concessions Well Stocked

J. J. (Chick) Allen and assistants present a line-up of concessions that sparkle with flash, merchandise and talent. Allen directs operation of all concessions and wisely limits number to about 20. Cookhouse is managed by Jake Gruber, brother of Rubin Gruber, and is a well-appointed eating emporium from front to back, and food served is of wide variety and excellent.

Sidelights on Midway

Rubin & Cherry Exposition is truly largest and best yet offered under this banner. . . . Organization functions in perfect union, no discordant notes were observed in entire ensemble. . . . Joe Redding, Nat Workman and all department heads are graduates in their respective positions and work accordingly. . . . Show fronts are masterpieces of show-crafters' arts, as is the main entrance set-up. . . . Behind every front and under all tents are talented performers and musicians. . . . Many on this midway are making their first appearances with a carnival and hall from stage, radio, screen and allied arts. . . . There is no blustering on lot or in office, everyone speaks in modulated voice, presents his business and is given an immediate decision by Rubin Gruber, Mrs. Annie Gruber, Joe Redding and other department heads. . . . The rides glitter in mechanical perfection, illumination, color and music. . . . There are seven light towers on midway and one in parking lot. . . . All wagons are rubbered and practically uniform. . . . There are a number of tractors for on-and-off-lot movements.

oddlities, Max Kimerer, owner and manager. Monkey Circus, Mrs. Katherine Julian, manager. Happiness, embryological specimens, William Hegerman, manager; Jack Castle, lecturer, and Lee J. Young, talker. Cotton Club, Willie Austin, manager; Tex Forrester, manager of front and talker. Entertainers: Donald Vanepes, emcee and comedian; Mary Johnson, pianist, with full orchestra; Jimmie Hilton, tap dancer; Ethel Hutt, singer; Pearlina, blues singer; Rudolph, eccentric dancer, and company of six in chorus known as Plantation Serenaders. John Mitchell and George Grass, ticket sellers. Bill Anderson and Roy Staple, canvasmen. Tops of 1938, Jimmie Burns, manager. This show has a front and inside equipment that stands out in the carnival business and has talent that is high class in every particular. Assisting in the production are Charles Israel, Sam Vaughn and Moll R. Crenshaw. Dewey Hall has charge of front and canvas. Streets of Shanghai, William H. Cain, owner and manager. Performance features Mrs. Rena Colose de Izquierda, Aldo Izquierda, Miguel Cruz Herrera and Efrain Bastidas, Spanish artists, and El Reno, Crosby Taylor, Mary Lowe Cain, Ira Bramlett, William A. Dagwell, Frances Duncan Bell, Floyd Clifton Love, Paul T. Williams, Hubert E. Holder, Odell Dean and Raymond L. Phillips. This show has a front and inside equipment that is right down to the minute in detail and elaborateness. Makes a big flash on this midway for its front effects and inside background. Venus, posing show, is managed by Mrs. Cleo Hoffman, who is also talker. In company are Joseph P. Pinney, boss of canvas and props, assisted by Newman G. Krueger and George K. Moss and light and general utility men. Models are Lou Emma McCain, Josephine Pavey, Daisy Fox and Ruby James. Show has most unique front and very elaborate inside equipment with plush and drappings of class. Midget Revue, Max H. Kimerer, manager and talker; Ward Caldwell, musical director; Dolly Kramer, mistress of ceremonies. Midgets, and every one an entertainer, are Henry Beers, Theodore Boers, Garland Statten, J. Crawford Price, Helen Royal, Charles Royal, Stella Royal; Carl McIntosh, boss canvasman, assisted by Charles DuPuis. This attraction is rated as best of its kind in carnival business.

Amusement Accident Legal Opinions

By LEO T. PARKER, Attorney at Law

THE general rule of the modern law is that owners of amusement parks, circuses and carnivals are required to exercise an ordinary degree of care which an ordinarily prudent man would exercise under like circumstances in maintaining amusement devices, walkways and the like in a reasonably safe condition.

What is required of an ordinarily prudent man depends upon the particular circumstances. However, to recover damages the injured person must prove that the defective conditions were such that the proprietor ought to have known of the dangerous conditions and that his failure to remedy the defects was likely to effect an injury.

When rendering its decision the jury will consider the evidence to determine the facts, as follows: (1) Was the injured person exercising at least an ordinary degree of care to protect himself from injury when the accident occurred? (2) Was the injured person unfamiliar

with the fact that the thing which caused the injury was dangerous? (3) Was the illumination so poor that the average prudent person, under the identical circumstances, would have been injured? (4) Did the owner of the place of amusement or his employees have knowledge of the defective condition, and if not, had the defect existed for so long a period that the proprietor could have discovered and repaired the defect had he used that degree of ordinary and reasonable care that would have been exercised by the average prudent and experienced proprietors under similar situations and locations?

If, after considering all of the testimony and evidence, the jury decides that all of these questions can be answered in the affirmative then the jury is bound to render a verdict allowing

the injured person damages in an amount sufficient to compensate him for (1) the permanent disability which will reduce his ordinary income; (2) the pain suffered; (3) the loss of time; (4) the expenses incurred as a result of the injury, and (5) loss of income during the period of total disability.

However, if any of the above questions are capable of being answered in the negative the proprietor is NOT liable.

Testimony Not Convincing

Obviously, altho a lower court believes testimony to be true and holds the owner of a place of amusement liable in heavy damages, yet the higher court will reverse the verdict if it decides that the testimony was not true or that the injury did not result from the alleged cause.

For instance, in the new case of *Castle v. Riverview Park Co.*, 11 N. E. (2d) 135, the court records show that a passenger was thrown from a car on a Roller Coaster in an amusement park as a result of a sudden lurch of the car as it descended an incline caused by debris on the track. The passenger was killed and the park corporation was sued for damages.

The lower court allowed \$20,000 damaged, but the higher court reversed the verdict because the testimony was not conclusive that the debris on that track caused the sudden lurch which, it was alleged, threw the passenger from the car.

Testimony Conflicts

Generally speaking, a higher court will reverse a jury's decision if the testimony was so conflicting that it appears impractical to arrive at a reasonably accurate decision.

For illustration, in *Smith v. Hooper*, 192 Atl. 498, it was shown that a girl took part in a balloon game as a feature of an amusement attraction in which the players rode horses. In the feature a toy balloon was tied to each rider's back, and the contest was to break the balloons by striking them with the hand while riding, keeping one's own balloon from being struck. The rider with the last surviving balloon was the winner. The proprietor had a rule forbidding the riders to carry whips in the contest, but some of the riders had them. In trying to break the girl's balloon one of the riders was said to have used a whip, and striking twice with it hit her horse and caused it to rear, fall and throw her, resulting in serious injuries.

The injured girl sued the proprietor for damages and during the trial the important consideration was whether the proprietor had notified riders to not carry whips, and whether a rider had hit her horse with a whip. In other words, the court stated that it was the duty of the proprietor to use ordinary care to safeguard riders against injuries and if the injury resulted from a rider carrying a whip, and accidentally hitting the horse, the proprietor was liable because the injury may have been prevented had the riders been prohibited from carrying whips. Altho the lower court held the proprietor liable, the higher court reversed the verdict and explained the decision was not reasonably accurate because, altho the girl testified that the rider had hit her horse with a whip, yet the rider had testified that he had no whip but had hit the horse with his hand. This court said: "If the horse was not struck in the manner the girl claims, she was not hurt as the result of the proprietor's neglect to enforce his rule against having whips, and he is not liable."

Notifications Void

Many proprietors of various kinds of amusement believe that liability for injuries can be avoided if admission tickets, walls and other places have conspicuous notifications or signs that patrons assume the full risk. However, it is important to know that such notifications or signs do NOT relieve the owner of the place of amusement from liability for injuries negligently effected patrons.

For illustration, in *O'Brien v. Freeman*, 11 N. E. (2d) 582, it was disclosed that a girl patron of a roller skating rink purchased a ticket on which was printed: "In purchasing this ticket you agreed to use same at your own risk. (Over)" And on the reverse side of the ticket appeared: "The management will not be

responsible for any accident or liability whatever while on their premises. In purchasing this ticket you agree to use same at your own risk." Also, painted signs containing similar notifications were posted on the walls of the rink.

While the girl was skating in the rink the guard or attendant, who was skating backwards in the same direction in which she was going, overtook and passed another skater, who bumped into her causing her to fall. She was severely injured and sued the owner of the rink for damages.

The jury decided that the injury resulted from negligence of the guard or attendant in skating too fast. However, the owner of the rink contended that, notwithstanding negligence of the guard, the girl was not entitled to recover damages because the ticket and walls contained plain and conspicuous notifications that patrons skated at their own risk. However, the girl testified that she did not see the ticket or bother to read it when she purchased it; that she did not know anything was on the back of it; and that the ticket was purchased from a man in a cage and then given to a man at the door within a few feet of where it was purchased.

Therefore, the higher court held the (See AMUSEMENT ACCIDENT page 65)

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chassis to prevent sagging, eliminate side-sway, assure quiet operation and perfect alignment—and are completely insulated throughout. Built by one of the pioneering companies—thoroughly responsible financially.

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WANT—ITALIAN CELEBRATION—WANT
EVERYBODY WORKING — OIL BOOM — A RED ONE
CENTRALIA, ILL., MAY 2 to 7
CONCESSION — REASONABLE

Can place show with or without transportation. Will finance any new show. This show plays sixteen fairs, beginning Webster City, Iowa, June 12. WALLACE BROS.' SHOW, Evansville, Ind., this week; Centralia, Ill., May 2-7.

Last Call—IMPERIAL MOTORIZED SHOWS—Last Call
OPENING SATURDAY, APRIL 30, GRAND RAPIDS, MICH., DOWNTOWN LOCATION

Can place one more Grind Show, also Ride-O and Octopus. Good proposition for Cookhouse. Can place Lead Gallery, Custard, Palmistry, Scales, Guess-Your-Age and Merchandise Concessions. Reasonable rates and good treatment. Ride Help, must be Truck Drivers. Fair and Celebration Committees interested in booking organization carrying FIFTEEN PAY ATTRACTIONS with NO objectionable features, contact us at once for date.
EDWARD A. HOCK, Reid Hotel, Grand Rapids, Mich.

ART B. THOMAS OUTDOOR STAGE SHOWS
LENNOX, S. D.

CAN PLACE Show People with Ten-in-One, Fat Show, Athletic Show, Illusion, Minstrel and Mechanical Show, Girls for Vandeville Show. Will book only Shows and Concessions of merit. Now booking Circus Acts for 1939 season. Twenty Acts needed for Stage Shows. FOR SALE—One 18x18 Corn Game Top and Frame; three Drive Yourself Midget Cars, good condition, \$65.00 Each.

ZIMDARS GREATER SHOWS, Inc., WANT

Shows, Midgets, Motordrome, Model City or Farm, Unborn, Illusion, Concessions. Will sell X on Frozen Custard and Photos. CAN PLACE a few more Wheels and Slum Joints. Sailor Harris wants Working Acts for Side Show. Gene Paggott wants Girls and all around Girl Review People. CAN PLACE Colored Band Men. Address this week, Evansville, Ind., or per route.

Last Call! HOWARD BROS.' SHOWS
OPENING IN ATHENS, O., APRIL 30.
WANT Penny Arcade, What Is It Show, Tea-in-One, Fat Show and Snake Show. Will furnish Top and Front for any Show of merit not conflicting.
CONCESSIONS WANTED—Scales, Candy Floss, Palmistry, Photo Gallery, Mouse Game, Diggers and Fish-Till-Wins. F. A. Short's wants Girls for Hawaiian Show. WANT Man and Wife to take charge of Cook House. WANT one more High Free Act. Answer by wire.
HOWARD BROS. SHOWS, Athens, O.

Northwestern Shows
Now showing the best locations in Detroit and among the most attractive resorts. CAN PLACE Concessions of all kinds and under reduced rates while showing in the City. Have a splendid outside route commencing with the Annual July 4th Celebration at Adrian and including a number of the best Fairs, including Milford, Mason and Hart.
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For Your Rides or Show Equipment Write
RALPH R. MILLER, Baton Rouge, La.
Have Little Beauty and Three-Axle and Allan Henschell Merry-Go-Round ready for delivery.

NEW VETERAN OF FOREIGN WARS SHOW GROUNDS
MILLER BROS. SHOWS DEDICATING.
One Thousand Feet of Highway Frontage, Joining City Limits. Available for Better Attractions. Only exclusive show grounds in this community. Address inquiries to J. C. WEBSTER, Adj. of V. F. W., Manhattan, Kan.

Merry-Go-Round Tops
Celebrated Turntable, Ferris Wheel Seat Covers. Have 40%. Tents all sizes. Prices on request.
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CALL—CALL—CALL
Season Opens Saturday, April 30 in South Portland, Pa.
All People holding contracts please acknowledge this Call. Will be on the ground from the 25th to the Opening. CAN PLACE a few more Concessions, and will book or lease a Little Beauty Merry. Address R. H. MINER, Posttown, Pa.

O. C. BUCK SHOWS
WANT AT ONCE Billposter. Prefer one with car. Write or wire all details. Also Ride Help and Working Men in all departments. CAN PLACE one more Grind Show.
Address This Week, Stratford, Conn.

IKE FAUST WANTS
Carnival Agents for Illusion, Bowling Alley and Wheels. Benny Haymaker and Barney Able will come on. All others who know me, write immediately to Santa's All-American Show, Du Bois, Pa.

Wirth To Repeat Circuses in N. E.

NEW YORK, April 23.—Success of Hartford (Conn.) Shrine Circus, April 4-9, and Waterbury (Conn.) Grotto Circus, March 26-April 2, was reported by Frank Wirth, Wirth Circus, Inc., who has been given contracts for circuses there in 1939.

Crowds were large in Waterbury and production was directed by Frank Wirth. Hartford Armory was filled nightly and total attendance was estimated at about 125,000.

Next year's show in Hartford will mark the 10th anniversary of the Wirth Circus there. Frank Wirth this week was made an honorary member of the New York police department, a decorated certificate presented to him by President McDonald making him also a member of the Police Athletic League.

West Coast Shows at Fete

LOS ANGELES, Calif., April 23.—West Coast Amusement Co. will be on the midway of a three-day May Festival here, and fireworks donated by Shell Oil Company will be one of featured attractions, reports Manager Arthur P. Granger. Held in connection with the Miller and Lux Annual Spring Barbecue and Picnic, festival program will include popularity contest, dancing, baseball games, contests and parades, for which prizes will be awarded.

Fete County Aid Ruled Out

COLUMBUS, O., April 23.—County commissioners have no authority to appropriate funds for participation in Northwest Territory Celebration. Attorney-General Duffy ruled in an opinion to Jefferson County commissioners, who had appropriated \$500 for the purpose.

JOINTLY sponsored by city council, fire department, Canadian Legion and Elks' Club, Old Home Week will be celebrated on the fairgrounds at Frederickton, N. B., Can., for the first time in 30 years. Free acts, fireworks, street dances, band concerts, harness racing, parades and competitive sports will be featured.

HELP This Department by Telling Committees About It.

WANTED

A CARNIVAL OR RIDES FOR

2, 3, AND 4TH OF JULY CELEBRATION,

At Fairgrounds, St. Peter, Minn.

H. E. MILLER, Secy., St. Peter, Minn.

WANTED

CARNIVAL FOR WEEK OF JULY 4TH.

State number of rides that you carry and terms. In first letter.

BARBOUR COUNTY STREET FAIR ASSN.

At Phillips, W. Va.

Address all communications to M. E. SNYDER, Box 314, Bridgewater, W. Va.

CARNIVAL WANTED

FOR

Firemen's Golden Anniversary

WEEK OF JULY 4 TO 9.

Write

F. McLAUCHLIN,

242 S. Cedar, Hasleton, Pa.

WANTED

ENTERTAINMENT FOR STADIUM.

(Capacity 10,000).

Saturday Night, August 20.

Must be spectacular.

SOUTHERN APPALACHIAN INDUSTRIAL EXHIBIT,

Bluefield, W. Va.

WANTED

CARNIVAL OR RIDES, JULY 3-4.

Big American Legion Celebration and Running Races, at Fair Grounds, Mineral Point, Wis.

O. L. WINN, Secy.

ODON, IND.

53rd Annual OLD SETTLERS' MEETING

AUGUST 16, 19, 20,

WANT Band, Free Acts, Rides, good, clean Entertainment—no Flak Joints.

H. O. MARSHALL, Secretary.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Admissions 10 Per Cent Ahead Of 1937 as Buffalo Shrine Opens

BUFFALO, April 23.—Business was big, considering about one-third capacity operation of industrial plants, on opening days of Lusakilla Shrine Indoor Circus in Broadway Auditorium on April 18, said Bob Morton, vice-president and general manager of National Producing Co., which staged the fifth annual event. He estimated attendance about 10 per cent ahead of that of last year. Paid admissions at Monday matinee totaled 8,700; Monday night, 5,150; Tuesday matinee, 10,500, a turnaway, and Tuesday night, 6,400. It was hoped records would be broken by the time of final performances.

Programed were Joe Basile's Madison Square Garden Band, Torelli's Circus, Roberta's Circus; Ann Howe, single traps; Ullaine Malloy, traps and muscle grind;

Captain Vanderwall and his Fighting Lions; Silvers Johnson and Funny Ford; Catherine Hartnett, principal riding number; Spiller's Trained Seals; Johnny Handorf Jr., principal riding number; Maurice and Vincent, panio clowns; Waldo, aerial gymnast; D'Arcy Girls, serialists; numerous clown numbers, including Clint Barnes, Florenz Trio, Silvers Johnson, Joe West and Happy Harrison; Les Kimris, serialists; the Ean, neffords, riding act; Harold Barnes, tight wire; Six Decartes, teeterboard; Dale and Lean, hand balancing; Power's Elephant; Blondin-Rellim Troupe, aerial bicyclist; Bob Eugene Troupe, aerial comedy bar; comedy mules, handled by Jinks Roberts and George Torelli; Ricardo Family, barrel gymnast; Flying Sensations, aerial trapeze.

Shorts

ANNUAL Old Home Week, sponsored by Eldred (Pa.) Fire Department, will feature free acts, parades, fireworks and nightly special events, and Francis Slavin is general chairman, reported Chief Harry Knickerbocker.

GOODING GREATER SHOWS will provide rides, shows, concessions and free acts at the six-day Tiltonsville (O.) Volunteer Firemen's Exposition. Committee is planning special events.

RECENT second annual three-day Barnesville (O.) Merchants and Manufacturers' Indoor Exposition was successful, committee reported, with about 25 exhibits, contests, free acts and music by the Melodians.

RIDES, shows and concessions will be furnished by Curl Greater Shows at Marysville (O.) American Legion Spring Exposition. Free acts and merchant exhibits will be featured.

COUNTY board on April 19 appropriated \$5,000 to help finance the 1938 Milwaukee Midsummer Festival. Governor La Follette has pledged State cooperation.

ANNUAL Good Will Celebration in Racine, Wis., will be opened with a Cavalcade of Scouting and close with a festival marking opening of a new municipal bathhouse on North Beach. Bernard Magruder heads the committee in charge of events, sponsored by a number of civic organizations and to include fireworks, parades, swimming and bathing beauty contests and a regatta.

DANVILLE, Ill.—Annual catalog issued by Illinois Fireworks Co. has 62 pages colorfully illustrated and with descriptions of more than 50 different types of displays.

HAAG BROS.

(Continued from page 34)
1,800, with about 1,000 of these newly painted starbacks. Claude L. Myers has an excellent band.

The Program

Tournament—Entire personnel and stock, special wardrobe; Gene Wilson, prima donna. No. 2—Center ring, double traps, the Zerados. No. 3—Ring act, the Lorchis; Willander, trained pony. No. 4—Clown boxing on stage in center. No. 5—Ring 1, Willander's dogs; Ring 2, Haag Bros.' Military Ponies. No. 6—Clown swing, Mario Mezza; clown swing, Ethel Jenner. No. 7—Barrel kicking, Matsumoto in Rings 1 and 2. No. 8—Perch, Barth and Maler. No. 9—Ring 1, Gogs, by Zerado; stage, Gogs (Franklin); Ring 3, Gogs, Willander. No. 10—Jargo, clowns. No. 11—First concert announcement, Harry Harris. No. 12—Swinging ladders, Misses Wilson and Mezza. No. 13—Poster feature, on stage, Matsumoto Troupe. No. 14—Clown incubator and hair cut, both rings. No. 15—Single

traps, Aerialista. No. 16—Contortion, Conn; balancing, Franklin and Mezza. No. 17—"Buddy," the seal, presented by Walter Jenner, easily the outstanding feature of program. Offered on special center stage with new props. Excellent and fast-paced routine, with many new tricks; special announcement. No. 19—Clown walkaround. No. 20—Foot slide, Charley Matsumoto. No. 21—Teeterboard, on stage, the Barths. No. 22—Clown baseball in both rings. No. 23—Table rock, on stage, Lerche. No. 24—Haag Bros.' Military Elephants, center ring, by Capt. Roy Swinburne, assisted by Capt. Tony Bond. 25—Second concert announcement. 26—Perch, Mario Mezza; iron jaw, Ethel Jenner; (special announcement) endurance and muscle grind, web, Vera Zerado. 27—Clown walkaround. 28—Riding school, special apparatus in center ring with volunteer kids from audience. No. 29—Exit march, Claude Myers and his band.

Concert is a 20-minute variety show, including monkey circus, trick mule, an accordionist and special routine by one of the Haag bulls. Admission only a nickel and only few of patrons file out at the conclusion of big show program.

The Staff

Roy and Henry Haag, owners; Roy Haag, general manager; William R. Kellogg, legal adjuster; J. M. Albritton, auditor; Harry Harris, side-show manager; Charles Bower, manager of concessions; Robert Miller, manager pit show; John Willander, equestrian director; Charles Foote, boss canvasman; "Curley" Watson, side-show canvas; L. Claude Myers, hand director; W. F. Brown, chief mechanic; Garland Guy, assistant mechanic; Dan Stewart, manager cookhouse; Edward Fitzsimmons, boss props; Joe Robinson, chief electrician; Jake Shaver, inside tickets; Paul Zemp and Charles Todd, ticket sellers; C. K. (Buck) Reger banner solicitor; Capt. Roy Swinburne, elephants; Capt. Tony Bond, assistant on elephants; Preston Seymour, animal boss; Henry Loy, policeman; Winfred Haaging, pop corn; James Potter, novelties; Henry Waters, artist; Archib Boydete, front-yard lunch stand.

ADVANCE—Bennie Fowler, general agent; G. C. Gorman, contracting agent; Vic Foster, brigade agent; Elmer Yancoy, H. J. Crabtree, Hollis Dalton, billposters; James Dubols, Dennis Herman, lithographers.

BIG SHOW BAND—L. Claude Myers, clarinet, saxophone and director; Joe Teander, clarinet, saxophone; Gordon Newcomb, clarinet, saxophone; Fred Duple, cornet; Otis Jones, cornet; Walter Cook, Bob Heron, trombones; Loyce

Kellogg, baritone; O. A. mith, bass; Rolfe Hyde, snare drum; E. Max White, bass drum; J. H. Del Vecchio, callopho.

CLOWN ALLEY—Joe (Rajah) Franklin, producing clown; Harold J. Conn, clown cop; Arnold Hoffman, Walter Schuler, Billy Lerchie; midgets, Shorty and Peggie Sylvester.

SIDE SHOW—Harry Harris, manager; Pearl Harris (Sampson), large snake; Grace Morrison, performing pgeonist; Simpson Family, Australian knife throwers; Humañ Salvianoe, B. La Cross; Punch and Judy, Charles Zali; Humañ Fountain, Professor Sarlan; Hawaiian dancing girls, Eva Irwin, Cora May Maitanda, Jane Dale. Side-show band and minstrel—Johnnie Mitchell, tuba; Hoesa Caldwell drums; O. J. Hollis, trumpet; Angus Harley, trombone; Joe Little, trumpet; Viola Steptean, dancer; William Goodman, comedian and "Jelly Roll" Rogers, comedian and dancer; Fritz and Mitzl, performing elephants. Ticket sellers, L. R. Knight, Monte Lovelace, George Wilson; ticket taker and doorman, William Wynn.

PIT SHOW—Bobby Miller, manager trained monkeys; Elsie-John.

Cookhouse—James Nelson, head waiter; Edward Van Winkle, Lloyd Jackson, Clarence Hawk, Lloyd Divians, Freddie Wan, waiters; David Glaze, second cook; "Mississippi Light'n'", camp fire; Elmer Hawk, pantry man; Mrs. Dan Stewart, commissary.

A Verified Attraction With Split Second Action,
4 Sensational WISHARDS
SOMERSAULTING AERIALISTS
Some Open Time in May.
Address
3708 N. Drake Ave., Chicago.

WANTED
Rides, Shows and Lighthouse Concessions for 4TH OF JULY CELEBRATION
Free gate.
DR. L. B. WOLFE, Supt. Con., Corvdon, Ind.

WANTED
FOR AMERICAN LEGION JULY 4TH CELEBRATION.
SPECTACULAR ACTS FOR STADIUM.
C. J. NORMER, Chm.,
228 1/2 N. Union St., Olean, N. Y.

CARNIVAL WANTED
Only best equip. Fall Celebration.
CRESTON JUBELIO & MID-WEST HORSE SHOW
MOSE HURST, Chairman, Creston, Iowa.

RIDES & CONCESSIONS WANTED
For July Fourth.
AMERICAN LEGION, Rock Rapids, Ia.

CARNIVAL WANTED
JUNE 17 AND 18.
By a Town of 1,000 Population.
SECRETARY OF COMMERCIAL CLUB,
Northfield, N. D.

**WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"**
A Column About Bingo in the
**WHOLESALE MERCHANDISE
Department
THIS WEEK AND EVERY WEEK**

WANTED
For AMERICAN LEGION CELEBRATION
JULY 2, 3 AND 4 AT THE FAIRGROUNDS,
KNOXVILLE, ILL.
FREE ACTS, either on concession or flat rate.
Also CARNIVAL AND INDEPENDENT CONCESSIONS.
HILDING L. JOHNSON, 1267 Florence Avenue, Galesburg, Ill.

For KNOX COUNTY FAIR, Knoxville, Ill.
AUGUST 1, 2, 3, 4, 5 AND 6.
INDEPENDENT MIDWAY SHOWS AND CONCESSIONS. No Wheels, Bay Bunks or Hot Dogs. Monday and Saturday—Free Gate. Enter change of program daily.

Endicott — American Legion. Aug. 11-13. Maurice Slemmer, Room 203, Hall of Records, New York City.

Hudson — Firemen's Assn. June 13-14. C. J. Haggard, Poughkeepsie, N. Y.

Idaho — Northwestern Poultry Producers' Council. June 21-24. H. D. Cappeland, R. 4, Ascoosta, D. C.

Jamestown — Knights of Columbus. Last week to May 7. J. G. Conlon, 9-16 118th st., College Point, N. Y.

Kingston — Knights Templar. June 13-14. J. B. Mullian, 608 Terminal Bldg., Rochester.

New York — F. & A. Masons of N. Y. May 2-4. Chas. H. Johnson, 71 W. 23d st.

New York — Nat'l. Confectioners' Assn. June 6-10. M. P. Berger, 224 S. Michigan ave., Chicago, Ill.

New York — Music Publishers' Assn. of U. S. June 1-12. J. G. Lockner, 31 7th ave.

New York — Amer. Soc. Teachers of Dancing. Aug. 18-20. G. W. Lipps, 2416 Carrollton ave., Indianapolis, Ind.

Norwich — Central N. Y. Firemen's Assn. July 20-21. C. D. Tarbell, Ithaca, N. Y.

Rochester — G. A. R. Encampment. July 14-16. Bernice E. Capitani, Albany.

Rochester — Order of Odd Fellows. Aug. 15-16. C. W. Joyce, 31 Union Sq., New York City.

Saratoga Lake — State Firemen's Assn. Aug. 15-19. F. A. Davis, 140 Broadway, Post 24, Albany, N. Y.

Saratoga Lake — Un. Spanish War Veterans. July 10-13. J. J. Fitzpatrick, Box 9, Capitol, Albany.

Saratoga Lake — State Moose Assn. July 14-16. C. A. Gross, Moose Temple, Syracuse.

Utica — Knights of Pythias. Last week in July. S. G. Harnett, 23 W. 44th st., New York City.

Watertown — Order of Eagles. June 10-18. P. A. Cassidy, 310 State st.

NORTH CAROLINA

Charlotte — Junior Order. Apr. 23-24. E. V. Harris, Box 2997, Raleigh, N. C.

Greensboro — York Rite Grand Bodies of N. C. May 9-11. W. R. Smith, Box 1059, Raleigh, N. C.

Greensboro — Un. Spanish War Veterans. July 2-4. E. K. Brown, 646 W. McCulloch st.

Greensboro — State Elks' Assn. May 4. W. Burns, High Point, N. C.

Rocky Mount — Order of Red Men. May 9-11. W. B. Goodwin, Box 224, Elizabeth City, N. C.

Winston-Salem — Knights of Pythias. June 14. L. W. Farmer, Clayton, N. C.

NORTH DAKOTA

Bottineau — Odd Fellows' Encampment. May 30. E. C. Koeneka, Lisbon, N. D.

Fargo — Volunteer Firemen's Assn. June 14-15. H. B. Handman, Fargo.

Fargo — A. F. & A. Masons. June 21-23. W. L. Stockwell, Box 1249.

Grand Forks — Disabled Amer. Veterans World War. May 11-17. O. W. Winters, Hankan — State Elks' Assn. June 11-12. R. D. Hoad, Box 490, Hankan, N. D.

Mandan — Un. Spanish War Veterans. June 15-17. F. A. Erickson, 305 First st., Bismarck, N. D.

Minot — Veterans of Foreign Wars. June 1. L. Finnigan.

OHIO

Canton — Veterans of Foreign Wars. June 21-22. P. A. Kistner, Columbus.

Cedar Point — State Elks' Assn. Week of Aug. 28. Harry D. Hale, Newark.

Cincinnati — Order of Amer. Legion. May 27-29. Richard DuBois, 111 John st., New York, N. Y.

Cincinnati — Int'l. Bro. of Magicians. June 14-16. Theo. H. Heeber, 241 Atwood st., Pittsburgh, Pa.

Cincinnati — American Legion of O. July 24-26. J. J. Saslavsky, 17 N. High st., Columbus.

Cincinnati — Order of Eagles National. Aug. 14-15. C. J. Mann, 18 Commerce Bldg.

Cincinnati — Knights of Columbus. Supreme Council. Aug. 15-17. W. J. McCallany, 45 Wall st., New Haven, Conn.

Cleveland — Supreme Council MOPW (Dist. 10-19). June 28-30. G. E. Hatch, 1945 Grosvenor — Alliance Bank Bldg., Rochester, N. Y.

Cleveland — State Groto Assn. June 23-25. W. C. Schmidt, 268 Hotel Statler.

Cleveland — Int'l. Alliance Theatrical Society Employees & MPMO. Week of June 17-20. Dempsey, Washington, D. C.

Cincinnati — Un. Spanish War Veterans. June 15-22. J. P. Edwards, 1169 Wyanadette Bldg., Columbus.

Columbus — Veterans of Foreign Wars of U. S. Aug. 21-26. R. B. Handy Jr., 1192 Medical Arts Bldg., Kansas City, Mo.

Columbus — State Rainier Div. Veterans' Assn. June 10-11. I. C. Henry, 131 N. Main st., Marysville, O.

Columbus — G. A. R. of Ohio. June 1-10. Miss L. S. Lucas, Memorial Hall, Columbus.

Columbus — Order of Red Men. June 1-10. P. C. Neuhaus, 3158 Monroe st., Toledo, O.

Dayton — Junior Order. Aug. 30-31. W. A. Clark, Box 110, Urbana, O.

Dalhousie — Order of Odd Fellows. June 21-23. C. T. Crook, 12 N. 2d st., Columbus.

Lakewood — Intern'l. Music Assn. Aug. 29-Sept. 3. C. E. Jones, Auditorium Hall, Chicago, Ill.

Marietta — State Soc. Sons of Amer. Revolution. Apr. 29-30. W. M. Pettit, 846 N. Broadway, Dayton, O.

Napoleon — Northwestern Ohio Volunteer Firemen's Assn. June 15. J. W. Gardner, 32 E. Main st., Ashland.

Springfield — Disabled Amer. Veterans World War. July 10-12. A. L. Daniels, 111 Wyanadette Bldg., Columbus, O.

OKLAHOMA

Chickasha — Un. Spanish War Veterans. June 5-7. F. T. Kirby, 218 N. 19th st., Ponca City, Okla.

Duncan — State Elks' Assn. May 14-16. R. V. Miller, Box 433, Tulsa, Okla.

Patch Valley — Knights of Pythias. May 10-11. T. H. McKay, 210 Pythian Bldg., Tulsa, Okla.

Marquette — State Firemen's Assn. May 16-18. Chas. Steep, 1701 N. E. 63d st., Oklahoma City.

Sillwater — Odd Fellows' Encampment. May 17. E. L. Hayes, Oshtree, Okla.

Solberg — Veterans of Foreign Wars. July 2-5. Mrs. H. Williams, Box 1565, Okla. City.

Tulsa — Knights Templar. May 3-4. J. A. Lathin, Box 227, Muskogee, Okla.

OREGON

Bend — Dis. Amer. Veterans of Ore. June 17-22. Lillian Bailey, 407 Oregon Bldg., Portland.

Klamath Falls — Order of Eagles. June 30-Sept. 2. R. Voorhes, 310 S. W. Columbia st., Portland.

McMinnville — Un. Spanish War Veterans. July 17-20. George F. Walker, 326 Morgan Bldg., Portland.

Portland — Order of Odd Fellows. May 18-19. W. A. Moran, 1013 S. W. 16th ave., Portland.

Portland — A. F. & A. Masons. June 15-17. D. R. Gheny, Masonic Temple.

PENNSYLVANIA

Allentown — Knights of Columbus. Last week in May. P. Frank.

Bedford — Order of Odd Fellows. June 13-15. Frank Shannon, 1516 N. 14th st., Philadelphia.

Chambersburg — Cumberland Valley Vol. Firemen's Assn. Aug. 10-12. C. L. Jacobs, 203 Trille ave., Waynesboro, Pa.

Easton — Four-Co. Firemen's Assn. June 17-18. P. A. Wesbecker, Central Fire Station.

Easton — Order of Eagles. June 13-14. A. J. Dougherty, 321 Ore., Pittsburgh.

Harrisburg — Veterans of Foreign Wars. June 22-25. C. A. Gnav, 365-7 Dauphin Bldg.

Indiana — 80th Div. Veterans' Assn. Aug. 4-7. M. B. Byrne, 413 Plaza Bldg., Pittsburgh.

Lancaster — State Elks' Assn. July 10-11. C. F. Pfaffman, 705 Brittain Bldg., Buffalo, N. Y.

New Castle — State Elks' Assn. Aug. 21-25. Clarke H. Beech.

Philadelphia — Grand Commandery, Knights Templar. May 22-23. J. W. Laird, Masonic Temple.

Philadelphia — Order of Red Men. June 14-16. Chas. E. Bell, 1523 W. Girard ave.

Pittsburgh — Allied States Assn. Motion Picture Exhibitors. May 17-19. Fred Herrington.

Sunbury — Knights of Pythias. Aug. 15-16. H. P. Trumber, 1823 Chestnut st., Phila.

Washington — G. A. R. of Pa. During week of June 19, 19. Royal Order, City Hall, Philadelphia.

Weistfield — Firemen's Assn. of N. Y. and Pa. July 21-22. Gordon Ford.

RHODE ISLAND

Providence — Knights of Pythias. May 10. W. A. Cole.

Providence — Yankee Div. Veterans' Assn. May 19-22. W. H. Hill, Baltimore Hotel.

Providence — Order of Eagles. June 20-21. P. F. Clew.

Westerly — Order of Odd Fellows. May 2. A. E. Pike, Providence.

Westerly — American Legion. Aug. 25-27. C. W. Lambert, 1030 Main st., W. Warwick, R. I.

SOUTH CAROLINA

Anderson — Spanish-American War Veterans. June 19-20. R. Ayres, Charleston.

Charleston — Odd Fellows' Encampment. May 10. S. F. Killingsworth, Columbia.

Florence — American Legion. July 10-12. H. T. Fairry, Box 355, Columbia, S. C.

Greenville — Veterans of Foreign Wars. June 13-14. Mears.

Spartanburg — Junior Order. Apr. 23-25. C. H. Holtschack, Box 965.

SOUTH DAKOTA

Brookings — P. of H. State Grange. June 1. V. Ketch, Fairburn, S. D.

Minnehaha — Knights of Pythias. June 20-21. R. E. Owen, Box 283, Sioux Falls, S. D.

Mitchell — Order of Odd Fellows. June 23-24. L. L. Trotter, Box 97, Huron, S. D.

Mitchell — State Elks' Assn. June 5-6. C. H. Newell, Madison, S. D.

Rapid City — A. F. & A. Masons. June 14-16. W. D. Swain, Sioux Falls, S. D.

Yankton — Un. Spanish War Veterans. June 12-14. Harlan Stafford, 123 Florence ave., Huron, S. D.

TENNESSEE

Chattanooga — Order of Red Men. May 17. O. Eberhardt, Nashville.

Knoxville — Junior Order. May 10. T. J. Clina, Box 1293.

Knoxville — American Legion. Aug. 21-23. George Caldwell, Gay st., Knoxville.

Memphis — Un. Spanish Amer. War Veterans. June 12-14. W. Archibald, Nashville.

TEXAS

Amarillo — State Firemen's Assn. June 14-16. O. Culbertson, Edna, Tex.

Corpus Christi — Order of Eagles. May 17. W. Gouter, San Antonio.

Dallas — Sons of American Revolution. May 14. P. T. Steele, 1227 16th st., N. W., Washington, D. C.

Ft. Worth — United Spanish War Veterans. June 5-7. C. M. Herring, 1613 Virginia Place.

Houston — Knights of Pythias. May 9-11. Theo. Yearbrough, Box 314, Weatherford, Tex.

Houston — State Florists' Assn. July 12-14. Wise Addison, Box 576, Greenville, Tex.

Laredo — Knights of Columbus. May 10-11. V. Connery, Houston, Tex.

Waco — Order of Red Men. Aug. 24-25. C. R. Lemke, 415 Austin ave.

Waco — Veterans of Foreign Wars. June 12-15. W. J. Gates, 1514 Avenue O, Galveston, Tex.

UTAH

Cedar City — American Legion. Aug. 1-2. O. Winkley, Salt Lake City.

Ogden — Knights of Pythias. May 6-7. E. Geiger.

Price — State Firemen's Assn. Aug. 1-4. J. J. Creedon, Box 25, Bingham Canyon.

Provo — Order of Odd Fellows. May 10. W. Gundry, Salt Lake City.

VERMONT

Brattleboro — Order of Odd Fellows. May 17-19. E. B. Crossman, 33 Orchard terrace, Burlington, Vt.

Brattleboro — Odd Fellows' Encampment. May 14. O. P. Walker, Box 212, Bellows Falls, Vt.

Burlington — N. E. Assn. of Fire Chiefs. June 21-23. J. W. O'Hearn, 99 Main st., Waterbury, Mass.

Lyndonville — Knights of Pythias. May 21. Lyndonville White Mtn. 382 Bellows Falls, Vt.

Winooski — Un. Spanish War Veterans. May 15. Ferd Hoehmer.

VIRGINIA

Not Springs — Lithographers Nat'l. Assn. May 10-15. W. P. Maxwell, 295 Madison ave., New York City.

Lynchburg — Firemen's Assn. of Va. Aug. 9-12. O. T. W. Dabney, 328 N. Madison st., Staunton, Va.

Lynchburg — Order of Odd Fellows. May 21-23. T. W. Davis Jr., 2 N. 6th st., Richmond.

Lynchburg — Knights Templar. May 12. E. V. Cary, Winchester, Va.

Newport News — Elks' Assn. Aug. 1-11. E. Dyer, Elks' Home, Isleague, Va.

Ocean View — Veterans of Foreign Wars. June 19-21. M. Duffy, Norfolk, Va.

Old Point Comfort — Order of Red Men. May 21-22. W. T. Dennis, Hampton, Va.

Staunton — Order of Eagles. June 16-17.

WASHINGTON

Bellingham — American Legion. Aug. 18-20. Blanton Leiber, Box 194.

Hogansville — Veterans of Foreign Wars. July 22-25. W. E. Brock, Seattle.

Kelso — State Elks' Assn. July 23-30. L. S. Romine, Elks' Club, Walla Walla.

Long Beach — Order of Red Men. Aug. 8-9. Q. D. Mitchell.

Seattle — Order of Elks (Colored). June 25-27. W. Hunt, 1509 Stuart st., Berkeley, Calif.

Spokane — Un. Spanish War Veterans. July 21-23. P. E. Hodgins, 228 Pacific st.

Tacoma — A. F. & A. Masons & Knights Templar. May 9-13. W. C. Stone, Spokane.

Tacoma — Northwest Moose Assn. July 21-23. J. F. Pearce, 2215 York st., Vancouver, B. C., Can.

Walla Walla — F. & A. Masons. June 21-23. H. W. Tabor, Masonic Temple, Tacoma.

Wenatchee — Order of Odd Fellows. June 27. L. Jones, Tacoma.

Wenatchee — Odd Fellows' Encampment. June 27. O. R. Chamberlin, I. O. O. F. Temple, Tacoma.

Wenatchee — State Firemen's Assn. June 13-18. H. M. Leslie, Auburn, Wash.

Yakima — Order of Eagles. June 17-19. P. R. Trubshaw, Snohomish, Wash.

WEST VIRGINIA

Biofield — Junior Order. Aug. 23-26. R. P. Lambert, Box 41, Huntington.

Clarksburg — Order of Red Men. May 17-18. H. H. Clay, 510 4th st., Huntington, W. Va.

Clarksburg — Knights of Pythias. Aug. 24-25. J. O. Van Meter, Box 750, Elkins, W. Va.

Grafton — Knights Templar. May 18-19. H. F. Smith, Box 232, Fairmont, W. Va.

Huntington — State Elks' Assn. June 19-21. W. P. Symson, 3833 34 st.

Huntington — State Elks' Assn. June 13-14. P. J. Glover, Box 1174, Fairmont, W. Va.

Martinsburg — Odd Fellows' Encampment. June 1. D. D. McCordie, Box 25, Cameron, W. Va.

WISCONSIN

Ashland — American Legion. Aug. 13-16. J. J. Bloomquist, Box 6.

East Grafton — Un. Spanish War Veterans. June 24-27. H. M. Johnson, 418 Itasca at Fond du Lac — D. R. Amer. Veterans of World War. July 1-3.

Fond du Lac — Order of Eagles. June 22-25. Harry Korotter, 112 N. Commercial st., Neoshoo, Wis.

Keosauqua — State Moose Assn. July 23-24. H. J. Reden Jr., Box 223, Chippewa Falls, Wis.

La Crosse — State Elks' Assn. Aug. 23-27. Leo Hecker, 1410 Washington st., Two Rivers, Wis.

La Crosse — Knights of Pythias. Aug. 10-17. V. E. Moser, 152 W. Wisconsin ave., Milwaukee.

Manitowish — Knights Templar. June 24-25. J. W. Lindroth, 818 N. J. ave.

Sturgeon Bay — Order of Odd Fellows. June 28-29. M. M. Arrison, 250 Lakeside.

Superior — Veterans of Foreign Wars. June 23-26. Robt. Crank, 225 Oak st.

Superior — Order of Red Men. Aug. 10. W. J. Patterson.

WYOMING

Casper — Knights Templar & R. A. Masons. Aug. 11-12. J. H. Dyck, Cheyenne.

Cheyenne — Knights of Pythias. Aug. 23-27. Henry Jones, Hanna, Wyo.

Cheyenne — American Legion. Aug. 26-27. Chas. Hughes, Cheyenne Light Co.

Cody — Order of Eagles. June 13-14. Wm. Matthews, Box 159, Rock Springs, Wyo.

Laramie — Order of Odd Fellows. July 18-19. H. Chad, Casper, Wyo.

Rawlins — A. F. & A. Masons. Aug. 22-23. J. M. Lowndes, Masonic Temple, Casper.

Rock Springs — State Elks' Assn. June 18-19. A. M. Angelovic, Box 937.

CANADA

Bridgewater, N. S. — Order of Odd Fellows. Aug. 9-12. E. H. Munro, Box 244, Windsor.

Halifax, N. S. — Knights of Pythias. Aug. 10-11. A. S. Priest, 39 Hollis st.

Halifax, N. S. — A. F. & A. Masons. July 10-12. J. C. Jones, Box 522.

Hamilton, Ont. — Odd Fellows' Encampment. June 21. E. A. Eboit, 123 Dalbousie st., Brantford, Ont.

Lethbridge, Alta. — Order of Elks. July 27-29. J. M. Baker.

Niagara Falls, Ont. — Can. Florists & Gardeners' Assn. July 21-Aug. 2. O. Thompson, Peterborough, Ont.

Niagara Falls, Ont. — Can. Order of Foresters. June 21-24. A. P. Van Soemen, Brantford, Ont.

Oshawa, Ont. — Knights of Columbus. May 29-24. J. W. G. Tierney, Box 368, Amherst, Ont.

Regina, Sask. — Order of Odd Fellows. June 9-12. J. Gray.

Sherbrooke, Que. — Order of Odd Fellows. May 17-18. G. H. Laing, Box 672, Montreal.

Toronto, Ont. — Order of Moose. July 29-Aug. 1. N. G. Herd, 514 Confederation Life Bldg., Vancouver, B. C. — Order of Odd Fellows. June 7-10. H. L. Webber, 144 W. Hastings st.

Wallaenburg, Ont. — Knights of Pythias. July 13. A. Coakler, 92 Park rd., Toronto.

Windsor, Man. — A. F. & A. Masons. June 9. J. J. H. Russell.

Winnipeg, Man. — Knights of Pythias. June 22-24. Chas. Tipper, 31 Kelvin st.

Winnipeg, Man. — Odd Fellows' Encampment. June 7. G. Munn.

Long Beach — Food & Better Homes Show. May 14-21.

Los Balos — Celebration. April 23-May 1.

Ocean Beach — San Francisco Boys' Club Expo. May 2-8.

Orange — Anniversary Celebration. May 1.

Chamber of Commerce. Grosveils — Celebration. May 20-21. Merchants' Assn.

Vancouver — Red Men Powwow. Apr. 23-30. Frank Smith.

CONNECTICUT

Ansonia — Merchants & M'rs' Expo. April 23-30. Capt. Nick T. Puslen.

Bridgeport — Legion Celebration. April 28-May 7.

FLORIDA

Jackson — Florida Tomato Festival. Apr. 27-30. George D. Buchanan.

ILLINOIS

Astoria — Celebration. May 11-14. Betty Lee Diamond.

Chicago — Nat'l. House & Garden Expo. May 14-22. John A. Hervas, 655 Builders' Bldg., 235 N. LaSalle st.

Chicago — Nat'l. Premium Expo. May 3-8. Howard W. Dunk, 500 Fifth ave., New York, N. Y.

Harvey — Veterans of Foreign Wars Carnival. May 23-25. T. C. Brown.

INDIANA

English — Merchants' Booster Celebration. April 25-30.

Evansville — Disabled American Veterans' Celebration. April 23-30.

Fl. Wayside — Auto Races. May 27.

Hammond — Auto Races. May 29.

Huntingburg — Merchants' Booster Celebration. May 2-7.

Indianapolis — Auto Races. May 30.

Rockville — Auto Races. May 8.

Winchester — Auto Races. May 29.

IOWA

Des Moines — Nat'l. Home Show. April 25-30. C. O. Van Vleet, Masonic Temple Bldg.

Ft. Madison — Centennial Celebration. May 25-28.

Polk — Toll Time. May 9-14. H. P. Van Corp.

KENTUCKY

Mineville — Mountain Laurel Festival. May 27-28. Mrs. Frank Pope.

MICHIGAN

Ann Arbor — May Festival. May 11-14.

Hendon Harbor — Blossom Festival. May 7-13.

Chamber of Commerce. Holland — Toll Time. May 14-23. Chamber of Commerce.

MISSISSIPPI

Come — Panta-Tal Co. Fair & Horse Show. May 24-26. B. R. Harrison.

State College — May Festival. May 4-6. Guy Nasson.

MISSOURI

Kansas City — Horse Show & Sportsmen's Expo. Apr. 23-May 1. L. Henry Johnson, City Hall.

Pepplar Hill — Ozark Jubilee. May 27-28. J. H. Reynolds.

St. Joseph — Apple Blossom Festival. May 5-7. H. M. Timmerman.

St. Louis — Police Circus. Apr. 25-May 2. Sidney Belmont, Peppolar Bldg.

NEW JERSEY

Atlantic City — Horse Show. May 10-14. Robert W. Leeds, North Carolina ave. and Boardwalk.

Trenton — Auto Races. May 29. Harry E. LaBrique.

NEW YORK

Albany — Hamid-Morton Circus auspices. Spring. Week of Apr. 23. Doc Stabler.

Buffalo — Buffalo Assn. Food, Beverage and Equipment Show. May 2-5. Miss M. Sullivan, 33 E. Perry st.

Le Roy — Western N. Y. Apple Blossom Festival. May 21. Grover Lapp.

New York — American Toy Fair. Apr. 23-May 1. H. D. Clark, 209 5th ave.

Newark — Spring Carnival & Mardi Gras. April 28-May 7. Curley Van De Mortel, 128 Stuart ave.

Rochester — Rochester Sportsmen's Show. Apr. 22-May 1. R. Zurett, Hotel Rochester.

NORTH CAROLINA

Wallace — Strawberry Festival. May 23-25. Howe B. Dunn, Box 126.

OHIO

Celina — Grand Lake Festival. May 28-30. O. W. Becker, Coldwater, O.

Cincinnati — Union Label & Industrial Exhibition. May 16-21.

Greenville — Auto Races. May 13.

OKLAHOMA

Oklahoma City — Horse Show. May 13-14. Scay, Ready To Help Club.

Tulsa — International Petroleum Expo. May 14-21. H. R. Powers, Nat'l. Bank of Tulsa Bldg.

PENNSYLVANIA

Devon — Horse Show. May 24-31. Morris Cheston, Land Title Bldg., Philadelphia.

E. Pittsburgh — Community Celebration. May 26-28.

Polecraft — Celebration. May 8-14. Scay, Triboro Boys' Club.

Meadville — Anniversary Celebration. May 8-15. Fred Carman.

Sharps — Auto Races. May 20.

RHODE ISLAND

Providence — Shrine Circus. May 15-21. Earl C. Whilden, Box 1092.

TENNESSEE

Collierville — Cheese Carnival. Apr. 23-30. R. P. Harrell.

Humboldt — Strawberry Festival. May 4-6. J. D. Bealer Jr.

Memphis — Cotton, Carnival & Textile Show. May 10-14. B. W. Hirsch.

TEXAS

Brenham — Maifest. May 12-13. E. W. Pflughaup, Fire Chief.

UTAH

Richmond — Dairy Show & Rodeo. May 13-14. Milton S. Webb.

VIRGINIA

Bristol — Dogwood Festival. May 4-5. W. A. Heddison.

Tasley — Potato Blossom Festival. May 30-31. American Legion.

WASHINGTON

Grand Coulee — Legion Encampment. May 29-30.

Spokane — Sportsmen's Show. May 18-22. W. C. Oves, Chamber of Commerce.

(See LISTS on page 65)

Coming Events

These dates are for a five-week period.

CALIFORNIA

El Monte — Pioneer Day Celebration. May 21-22. Harry Petrus.

Lodi — Legion Picnic. May 7-8. W. H. Street.

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FREZZ-MASTER FROZEN MALT MACHINE ——Like new, \$275.00. **L. E. PRUITT, Box 186, Amarillo, Tex.**

FROZEN CUSTARD MACHINERY CO., 869 Thomas St., Memphis, Tenn., offers New and Used Machines of all makes. Write for prices. x

HIGH QUALITY, CLASS A 6-WATT PUBLIC Address System for 120 Volt, Turntable Pickup. Double Button Microphone Feders, complete. **ANTHONY, 73 East Broad, Bethlehem, Pa.**

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POPCORN MACHINES, CRISPETTE, CARMEL-crisp, Potato Chip, Cheese Coated Corn Equipment. **LONG-EAKINS, 1976 High St., Springfield, O.** ma7x

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A-1 ATTRACTIONS—GIANT OSTOPIUS, CRIME Figures, Two-Headed Baby Embryos, Midget Museum, Tennis Banners, Sidewalk, UNIVERSAL ATTRACTIONS, 3238 S. Chicago.

BALL GAMES—BOTTLES, CATS, DOLLS, KIDS, Tinpins. Complete, attractive outfits. For detailed descriptions write **LAMANCE, 752 Marion, S. E., Atlanta, Ga.**

BARGAINS—HOLLYWOOD SEARCHLIGHTS, two sizes; powerful batteryhoop attraction. Either carbon or incandescent light. **ROY C. LEE, 1705 McKinney, Dallas, Tex.** ap30

COMPLETE BALL GAME—GOOD TOP, 10x12, Side Walls, Frame, Balls, Bottles, \$20.00. **ALEX PAES, 1001 Mt. Vernon St., Scranton, Pa.**

FOR SALE—SPILLMAN 40-FT. PORTABLE Merry-Go-Round, in first-class condition, with Wurliizer Organ. In actual use less than two years in one location. **P. O. BOX 666, Old Orchard Beach, Me.** ap30

FOR SALE — 42 BEAUTIFULLY CARVED Horses; 2 Chariots, carvings and pictures. Suitable for 16 section Park Carousel. Price \$300. **OSCAR BUCK, Burns Ave., Hicksville, N.Y.**

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HOLLYWOOD SUNSPOTS—FOR BALLY PATT-forms and Midway Flash. Like movie lamps but non-breakable. Two sizes, as low as \$10.35 each. **OTTO K. OLSEN ILLUMINATING CO., LTD., Hollywood, Calif.** x

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KNIFE RACK, \$50.00—SEVEN FOOT, FORTY Daggers, 15 Pags 200 Knives, Packs two Trunks. R. J. QUICK, 3633 Seyburn, Detroit, Mich.

LAST YEAR'S EQUIPMENT—EVANS WHEELS, Mutual, others; also Miniature Mutual; Concession Tents (khaki and red, frames); 5 Kilo-watt Gasoline Generator; Lighting Plants; Legitimate Bumper; Gasoline Frankfurter Griddles; Orangeade Chrome Pumps. HARRY INCALLS, Swamscott, Mass.

LAUGHING MIRRORS—NEW, FEW SLIGHTLY used. For parks, carnivals, fairs, museums, etc. Small investment. Big return. **C. J. MURPHY, Elyria, O.** my14

MINIATURE TRAIN—COMPLETE, 1,000 FEET of Track, Sacrifico for cash. Perfect condition. **P. J. MARTIN, 6334 E. Forest, Detroit, Mich.**

Show Family Album



OTIS L. OLIVER DRAMA PLAYERS, snapped in front of the Family Theater, La Fayette, Ind., on June 13, 1913. Left to right are James M. Johnson, Kitty Bond, Barry Conners, Evelyn DeFolliert, Otis L. Oliver, Meta Eyerth, Richard Huffman, Beatrice Abbov, Harry Royle, Elmer Griffith and Sam Culley. Oliver now lives in Los Angeles. Conners, author of the plays "Hells Bells," "Apple Sauce" and "The Patsy," was killed several years ago during a fire in his Hollywood home.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

TRUNKS — ALL KINDS, \$6 EACH. STRONG, fiber, sample, Taylor make, sizes 46x24x27. Deposit with order. **WM. LESSER, 517 Monroe, Chicago.**

5000 WATT LIGHTING PLANT—LIKE NEW! Cook House Trailer, Semi Trailer, Parade Cages, Spec; Wardrobe, Blue Seats, Ballrack, other equipment. **FLETCHER FOWLER JR., Twin Lake, Mich.**

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PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy and Marionettes. **PINKY, 1313 N. Wells, Chicago, Ill.** Illustrated folder free. ap30

VENTRILLOQUIAL FIGURES—24-PAGE ILLUSTRATED Catalog. 10c. **FRANK MARSHALL, 837 N. State St., Chicago, Ill.** Used by all professional ventriloquists. my14

ARMADILLO BASKETS, LAMPS, ETC.—THEY are different and distinctive. Write for our low interesting quotations. **APALT ARMADILLO FARM, Comfort, Tex.**

NEW 2 CONDUCTOR DUPLEX COPPER CABLE —No. 2, 3 and 4 Rubber Covered, 12c foot; Cotton 10c foot. These prices one-third original value. **M. CLOSSER & SONS, Elder St., Johnstown, Pa.** x

GIRLS FOR HIGH AERIAL ACT—LONG SEASON falls guaranteed. State all. **BOX No. 863, Billboard, 1564 Broadway, New York.** my7

HIGH DIVE OR AERIAL ACT—FOR THE ENTIRE season or until fair time. **JIM O'CONNOR, 524 W. 59th St., Chicago.**

HULA, FAN, BUBBLE, STRIP DANGERS — Salary \$15.00 week. Will place any Side Show Act. All salaries paid out of office. Michigan-Indiana territory open May 1. **INDEPENDENT SHOWS, Box C-502, Billboard, Cincinnati.**

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WANTED—SPECIALTY VERSATILE PEOPLE. Week stand Vaudeville Tent Show. State facts. Name lowest. **BYRON GOSH, Star Theater, Richmond, W. Va.**

WANTED IMMEDIATELY—THROWER FOR Casting Act. Booked parks and fairs for season. **STEVE BEKASI, Lawton St., Torrington, Conn.** x

WANTED—ACROBAT TO JOIN IMMEDIATELY. Not much experience necessary. All season's work. Must weigh 140 pounds or more. **PAUL KELLY, 4600 S. Archer, Chicago, Ill.**

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue 30c. Since 1921. Beware of imitators. **NELSON ENTERPRISES, 198 South Third, Columbus, O.** ap30

LARGE PROFESSIONAL MAGIC CATALOGUE. 25c. **MAX HOLDEN, 220 W. 42d St., New York City.** my7

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4-FOR-DIME OPERATORS—NOW READY. A new horizontal 11x2 outfit at a price that will astound you... Don't buy any outfit until you receive our announcement! Write for information. **MARKS & FULLER, INC., Dept. BC-11, Rochester, N. Y.** ap30x

SALESMEN WANTED

ADVERTISING SOLICITORS — EXPERIENCED money-getters. National Railroad Organization Convention Number. **BOX 272, Columbus, Ohio.** x

LOUIS-SCHMELING POOL BOARDS — NEW, Exciting. \$20 per day easy. Distributors-salesmen, write at once. **ECCO SPECIALTIES, 100 E. 14th St., Chicago Heights, Ill.** x

SALESMEN — SELL BUSINESS STATIONERY. Book Matches, Advertising Gunned Tapes, Advertising Pencils, Shelf Moulding, Labels, Salesbooks, Rubber Stamps, Taps, Office Supplies. Business Cards, \$1.50 thousand. 35% commission daily. Free deals. Sales portfolio free. **WILLENS, 2130 Gladys, Dept. Z5, Chicago.** x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO, 3544 North Halsted, Chicago.** my14

THEATRICAL PRINTING

COLOR HANDBILLS — 3x8, 1,000, \$1.25; 5,000, \$3.25; 6x9, 1,000, \$2.00; 5,000, \$5.00. Flat Tickets, 10,000 \$6.00. 200 Letterheads, 200 Envelopes, \$1.50, prepaid. **STAMP PRINT, South Whitley, Ind.** h30x

WINDOW CARDS—14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS, Winton, Penna.**

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200 6-PLY 14x22 WINDOW CARDS, \$6.00; 1,000 Ticket Sellers' Reports, \$3.50; 250 Letterheads, Envelopes, \$3.75. **DOC ANGEL, Ex-Trouper, Leavittsburg, O.**

500 8 1/2x11 LETTERHEADS, \$1.25; 500 6 1/2 Envelopes, \$1.25, printed to your copy. **VICTOR'S PRINTERY, Exeter, N. H.** 126 years at same address.)

WANTED TO BUY

OUTDOOR ROLLER SKATING RINK, COM- plete; also Shooting Gallery, Arcade Equipment, Candy Cigar, Peanut Machines. **ONE-ANTON RECREATION ACADEMY, 2-4 Market St., Oneonta, N. Y.**

WANTED TO BUY—SMALL LIGHT PORTABLE Ride. Tell age and price. **LEO A. SAUM, Evansville, Ind.**

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THE DION FAMILY—Acrobats. Boy, age 15; girl, 12; small boy, 9 and toddler, 6; also balancing act with cartwheels, hand springs and tumbling. **FRED DION, 110 Ave. A, Turner's Falls, Mass.**

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—HIGH- Grade Press Agent, Circus or Carnival; also experienced Secretary-Treasurer. Capable Theater Manager. Operate any size theater, any type policy. **HARVEY "DOC" ARLINGTON, 1305 E. Main St., Muncie, Ind.**

2 TALKING PICTURE MACHINES, \$100.00 each; Silent Machine, \$10.00; Film, \$1.00. **MOORE'S STOVE CO., 620 E. 3d St., Lexington, Ky.**

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35MM. FILM DEVELOPED AND PRINTED — Sound recording, reasonable rates. **PACIFIC FILM LAB, Akron, O.** ma7

AT LIBERTY
VAUDEVILLE ARTISTS

AT LIBERTY—For Platford, Mod or Tent Show playing Vaude and Afternoons. Black or scenic comedians in up act. Singing and talking specialties. Charge for week. Pay own accommodations. Good hamper team. Salary poor limit. 1500 08510126. R. H. No. 2, Augusta, Mich.

BLACKFACE PRODUCING COMBO—Long lead experience. Heavy shows. May try own songs. Check now. Address TOT YOUNG, 1824 E. 8th Street, Kansas City, Mo.

DANNY ROWE—Dublin, Irish, Teley, Blackface Singing and Dancing Comedian at Liberty. Musical comedy, road show. Prodons entire show. Family available. Reliable managers wanting real talent communicate with DANNY ROWE, "The Original Legs." Would like to hear from Teley parts with cash. Address: 429 Austin St., San Antonio, Tex.

FOR MED SHOW—Excentric Singing, Talking Comedian. Do 12 Specializing, Ills. Work in afternoons. Sales ability man. Salary high. BERT THASER, 124 W. Maryland St., Apt. 374, Indianapolis, Ind.

MAGICIAN AND ESCAPE ARTIST—Charge for week. Straight in acts, good in sales. Wife does the best Miscellaneous Act in show business. Also does in acts. Experienced in Hot, Hot and Yapping. Have car and trailer. Salary reasonable. JOHN H. ANDREWS, General Delivery, Newark, Ark.

VERSATILE TEAM—Man, Blackface and Character Comedian also producer. Wife, Straight and Characters. Charge for two weeks. Good wardrobe. Singing doubles. Plenty good modern wardrobe. Strictly sober and reliable. Have car and clear horse trailer. State road and full particulars. JACK J. KROE, General Delivery, Chadron, N. C.

WEST VIRGINIA
Barrickville—Celebration. May 29. Dortha Cook, Patron.
Morgantown—Celebration. May 25-30. J. W. Tophanough.
WISCONSIN
Beloit—Memorial Day Celebration. May 30. Thomas J. Ghartry.

CANADA
Montreal, Que.—Circus at the Forum. May 21-23. Hamid & Morton.

Dog Shows

These Dates Are for a Five-Week Period
CALIFORNIA
Los Angeles—May 21-22. Jack Bradshaw, 1814 S. Grand ave.

DISTRICT OF COLUMBIA
Washington—Apr. 30. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
IDAHO
Boise—May 14-18. H. D. Wiley, 3105 State st.

INDIANA
Fl. Wayne—May 15. Dr. C. W. Dygert, 202 Cooper Bldg.
Terre Haute—May 22. John E. Bigwood, 20 N. 6th st.

KANSAS
Fort Leavenworth—Apr. 27-28. Mrs. J. A. Bush, 339 Olive st., Leavenworth.
KENTUCKY
Louisville—May 21. E. L. Morris, 2203 Edgehill road.

MARYLAND
Pikesville—May 1. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
MASSACHUSETTS
Boston—May 1. Mrs. Adolph Berg, Auburn, Mass.

MISSOURI
Clayton—May 3. Mrs. C. J. Hixner, 815 W. Big Bend road, Kirkwood, Mo.
Kansas City—Apr. 30. P. H. Sevastius, Live-Stock Exch. Bldg.

NEW HAMPSHIRE
Manchester—Apr. 30. Mrs. Henry Wheeler Jr., 1105 Union st.

NEW JERSEY
Bernardsville—May 27. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
Madison—May 25. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
South Orange—May 14. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
Summit—May 27. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
Trenton—May 3. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
Westfield—May 27. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.

NEW YORK
Odsrhurst, L. I.—May 22. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
Minesla, L. I.—May 21. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
Oyster Bay, L. I.—May 20. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
White Plains—May 1. Mrs. M. C. McGlone, 1432 Pelham Pkwy, New York City.

OHIO
Canton—Apr. 27-28. Jr. Chamber of Commerce.
Youngstown—Apr. 30-May 1. Frank Mline & E. Federal st.

OKLAHOMA
Tulsa—May 15. Mrs. R. C. Cooter, 3615 E. King place.

PENNSYLVANIA
Erie—May 7-8. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
Merie—May 15. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
Overbrook—May 29-30. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
Philadelphia—May 7. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.
White Marsh—May 25. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.

VIRGINIA
Richmond—Apr. 27-28. Foley, Inc., 3009 Ranstead st., Philadelphia, Pa.

Frontier Contests

These Dates Are for a Five-Week Period
ARKANSAS
Ft. Smith—Rodeo. May 29-31.
CALIFORNIA
Cambria—Cambria Rodeo. May 29.
21 Monte—Rodeo. May 21-22. Tilla Irwin.
Gilroy—Gilroy Gymkama. May 28-30. Elmer Weynath.
Hanford—Hanford Rodeo. May 6. C. W. Robinson.
Hayward—Hayward Rodeo. May 21-22. Don C. Brandt.
King City—King City Stampede. May 14-15. Jim Pettitt.
Lakeside—Rodeo. May 1.
Marysville—California Stampede. May 28-29. J. A. Fredericks.
Sacramento—Rodeo. Apr. 28-30.
Searsville—Mother Lode Rodeo. May 7-8. Don C. Brandt, Box 3502, E. 1. Hayward, Calif.
Taft—Rodeo. Apr. 29-May 1.

LOUISIANA
New Orleans—E. of G. Rodeo. April 24-May 1. Jack Knight.
NEVADA
Las Vegas—Rodeo. Apr. 29-May 1.
OKLAHOMA
Guymon—Pioneer Days. May 1-2. Earl Gittson.

PENNSYLVANIA
Pittsburgh—Doocees Garden Rodeo. Apr. 27-May 2. John H. Harris.

CANADA
Humar, Alta.—Stampede. May 24.

COLE BIZ

(Continued from page 34) had not been able to get the chimps in from Canada the middle of the week.

Personnel of Show
The staff: Jess Adkins and Zack Terrell, managers; J. L. Murden, special representative; J. D. Newman, general agent; Earl Lindsey, treasurer; Victor Robbins, bandmaster; Ora O. Parks, general press representative; G. Cornwall Spencer, Rex de Rosselli and Earl DeGlopper, press representatives; Clara E. Knecht, radio representative; William J. Lester, general contracting agent; Max Fletcher, local contractor; Clyde Willard, manager advertising car No. 1; Mike Lyons, manager advertising car No. 2; P. M. Williamson, manager brigade No. 1; Robert Robertson, manager brigade No. 2; Robert Hiatt, special agent; Jack Mills, bannerman; John Gibson, programmer; Jack Lester, checker-up; Al Hoffman and D. C. Hawn, 24-hour men.

Department Heads
J. L. Murden, special representative; Loren Russell, assistant treasurer; James Mills, assistant treasurer; Walter Beardon, secretary; Carlston George, comptroller; Dr. E. F. Partello, legal adjuster; George Valentino, assistant legal adjuster; Rex de Rosselli, production manager; Ray Dean Jr., equestrian director; Noyelles Burkhardt, manager front door; George Cutahall, superintendent tickets; Lou Delmore, manager side show and annex; Mike Michaels, big-top announcer; Orville Stewart, lot superintendent; Mrs. E. F. Partello, E.N., nurse; Eugene Weeks, superintendent concessions; Vic Wisenberg, assistant superintendent concessions; Arthur Stallman, cashier concessions; E. H. Nicholas, superintendent commissary; Roxy McAleer, superintendent ushers; Mrs. Jack Bigger, wardrobe mistress.

Charles Young, superintendent big-top canvas; Joe Kuta, assistant superintendent big-top canvas; Orle Wilbur, master of properties; Louis Scott, master electrician; Eddie Allen, superintendent of elephants; Henry Brown, superintendent baggage stock; Malcolm P. Campbell, superintendent ring stock; John J. Washburn, superintendent side-show canvas; Al Dean, steward; Jack Bigger, trainmaster; Benny Sturges, assistant trainmaster; Mark Binkert, superintendent tractor department; Joe Becker, superintendent sleeping cars; Jack Pfeiffenberger, chief officer.

The Band
Victor Robbins again is bandmaster and his band includes Guy Warren, Joe Ballard, Don McAadoo, Bernie Merrill, Rudolph Anderson, Russell Heath, Al St. Pierre, Mark Haxelrigg, Jim Knakel, Ray Brownell, Albert Yoder, George Bishop, Everett Gavin, Forest Fought, John Horak and Verne Miller.

Side Show
Lou Delmore is manager of the Side Show and has a nice line-up of attractions, most of which have been with him for a number of years. Staff: John R. Gibb, auditor tickets; Arthur B. Palmer, auditor door; Frank Loving and Thomas Hart, ticket sellers. Attractions: Gibb Sisters, Siamese twins; Joe Grendol, manager inside Punch and Judy and sword and neon tube swallower; Annette, trained pythons; Cliff

Thompson, giant; Forrest Layman, armless wonder; Betty Green, K56-Koo the Bird Girl; Anderson Sisters, tiger girls; Thelma Williams, fat girl; Joe Browne, colored revue (will go with Robbins Bros. Circus on the road); Nova Talbert, sword box; Alice Morse, futures; Morry Schayor, Hawaiians; Najeeb Ahsaf, Oriental band; Broadway Vanities, revue, with Leona Teodoro, Jean Darrow, Mildred Dare and Dorothy Barra.

Clown Alley
In clown alley are Otto Orlebling, Kinko, Mal Bates, Gabby DeKos, Fred Delmont, George DeMott, Harold Hall, Harddig Trio, Harry Holmes, Horace Laird, Albert Powell, Billy Rice, Amos Simms, Ernie White, Thomas Thornton, Ernie Wiswell, Moreen Trio, Art Attila, Roy Barrett, Charles DeMelo, Eddie Cunningham, Ray Doering, Donahue and LaSalle, Cliff Downing, Harry Kellems, Burt Lamson, George Reid, Van Wells, Stanley White, Lindsay Wilson. The last named 12 are with the show only for the Stadium engagement.

Staff for Chicago Stadium
Staff for Chicago Stadium includes Donald S. MacLeod, manager; William H. Burke, box-office treasurer; Robert E. Hickey, publicity; Joseph McGrath, auditor; Al Melgard, organist; Edward Callahan, master electrician; Albert Soudan, master technician; Jerry Sheehan, master carpenter; Andy Frain, superintendent ushers.

AMUSEMENT ACCIDENT

(Continued from page 59) girl entitled to recover \$1,500 damages, saying:

"There is nothing to show when the plaintiff (girl) noticed the signs in the rink. We do not take into account other testimony which the jury may not have believed. The jury was not required to accept the plaintiff's version of everything which occurred where, as here, there was other evidence."

Negligence Bars Recovery
Under all circumstances a person who is injured as a result of his own negligence forfeits his right to recover damages for the injury. This rule of the law is applicable to all injury litigations. For example, in Cooke vs. City of Osego, 278 N. W. 438, it was disclosed that a person was driving his automobile in a city when he drove into the wing of a band stand. One of the planks forming the platform was driven thru his windshield, struck him on the head and killed him instantly. The car with his body in it proceeded down the street and finally crashed into a store building. His dependents sued to recover damages.

During the trial it was proved that the band stand had been placed at a street intersection; that it was built on an old truck chassis; that approximately 15 feet above the stand was a string of lights; that there was a boulevard light on each of the four corners of the intersection, and that all of these lights were lighted at the time of the accident. The testimony further showed that at the time of the collision the weather was misty and the driver was traveling in excess of 15 miles per hour in violation of the city ordinance.

In view of this testimony the lower court held the driver negligent and the dependents were not entitled to recover damages. The higher court upheld this verdict, and said:

"We are in accord with the finding of the trial court that plaintiff's decedent was guilty of contributory negligence, and that such negligence bars recovery. It is not enough that a driver be able to begin to stop within the range of his vision or that he use diligence to stop after discerning an object. He must, on peril of legal negligence, so drive that he can and will discover an object, perform the manual acts necessary to stop and bring the car to a complete halt within such range."

Not Insurer
Under no circumstances is a proprietor an insurer, nor a guarantor, that patrons who fail to use ordinary care will not be injured as a result of defective sidewalks or equipment or apparatus.

In fact, the present and modern law is as follows: All owners of places of amusements are required to construct and maintain their walkways and amusement devices in a reasonably safe and suitable condition, but they are NOT required to keep them in an intrinsically perfect condition, nor are they answerable for injuries resulting from defects that reasonable care and diligence on the part of their employees could not have been discovered and remedied.

In other words, proprietors of places of amusements are not liable unless the condition is so patently bad and has existed for such length of time that permitting it to remain is equivalent to an utter disregard of the safety of the patron.

Of course, unusual conditions may vary the usual or ordinary law. Moreover, under no circumstances will a court permit a proprietor to avoid liability for an injury to a patron on the grounds that there are numerous other conditions or defects similar to the one which caused the injury in controversy.

For illustration, in Wilkinson, 170 So. 901, it was disclosed that a very large crowd of people had assembled in a park for the purpose of viewing a picture on a screen. One of the pedestrians slipped and fell into an auxiliary basin-like depression connecting with a catch basin opening into a storm sewer.

It was alleged that the injured person was caused to slip and fall into the depression on account of the unusual and abrupt declivity, and that on account of the size and abrupt slope of this basinlike depression it constituted a dangerous defect.

The counsel for the proprietor proved that numerous other catch basins were similarly constructed. In view of this testimony the lower court held the proprietor not liable for the injury. However, the higher court reversed the verdict, saying:

"We do not think that it was permissible to show that depressions leading into other catch basins were similarly constructed, as the negligence in the construction of the particular depression would not be excused or nullified by repetitions of the negligent act in the construction of depressions at other points in the park."

Must Protect Children
Few owners of circuses, traveling shows, carnivals and the like realize the risk of financial losses resulting from damage suits filed by parents of children who sustain injuries while playing on anything left unguarded.

It is a well-established law that if a proprietor sees fit to keep on his premises or on city streets something that is an attraction and allurement to the natural instincts of childhood, the law imposes upon him the corresponding duty to take REASONABLE precautions to PREVENT the intrusion of children and to protect from personal injury all children who may be attracted thereby.

For illustration in the late case of Simkins vs. Dowis, 67 Pac. (2d) 627, it was shown that a person named Dowis had been in the amusement business, operating Merry-Go-Rounds, Ferris Wheels and other amusement devices for a considerable period of time. He began the installation on city streets of a carnival consisting of a number of machines for the entertainment of children and others. During the day he began the erection of a Merry-Go-Round, but its installation had not been completed when in the late afternoon the employees who were engaged in the erection of the Merry-Go-Round ceased work and left it wholly unprotected, unfastened and unguarded. The upright brace constituting the bearing or perpendicular axle upon which the Merry-Go-Round rotated had been installed and the upper part of the revolving structure from which the horses, compartments and lower platforms of the Merry-Go-Round would be suspended were in place, as was the cog-wheel mechanism which causes the wooden horses on the Merry-Go-Round to rise and fall as the Merry-Go-Round turns. Soon after the departure of the employees from the scene a considerable number of children congregated around the machinery. Several children climbed up to the superstructure of the machine and other children pushed the platform and rotated. One of the boys got his foot in the revolving cog-wheels and his foot and ankle were so badly crushed and mangled that it became necessary to amputate his leg between the knee and ankle. His father sued the owner (Dowis) of the Merry-Go-Round for heavy damages. This court held Dowis liable and stated important law, as follows:

"If the defendant (Dowis) did know, or had good reason to believe, under the circumstances of the case, the children of the place would resort to the turntable to play, and that if they did they would or might be injured, then, if he took no means to keep the children away, and no means to prevent accidents, he would be guilty of negligence and would be answerable for damages caused to children by such negligence.

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Wholesale merchandise

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N. Y. FAIR OKEHS 115 ITEMS

680 Other Items Using World's Fair Motif Awaiting Approval

Many novelty numbers, jewelry, wearing apparel, silverware included in total of 795—Whalen is confident manufacturers, distributors, sellers will do big business

NEW YORK, April 23.—One hundred and fifteen items bearing the design and motif of the New York World's Fair and authorized by the fair went on sale here Thursday (21). About 680 other items are awaiting the fair officials' final okah. It is expected this will be forthcoming shortly, and before another two weeks have passed almost 800 World's Fair items will be on the market. The 115 already approved will probably get a big play at the preview parade and motorcade scheduled for April 30. Grover A. Whalen, president of the Fair Corp., in a statement concerning the fair-approved merchandise, said:

"Other expositions have inspired many unique novelties, but the New York World's Fair of 1939 is the first to have its interesting and new architectural designs furnish patterns for wearing apparel on such an important scale."

One of the items of wearing apparel is a World's Fair beret made of a special rayon material in the colors of New York, orange and blue, with the World's Fair insignia on it. Item is made by A. Standstedt.

It is Whalen's opinion and one with which there can be no argument that the World's Fair merchandise will act as a stimulant to a great many businesses. Said Whalen:

"A new-style motif means more sales, and as distribution increases merchants will feel the beneficial effects of our merchandise-licensing campaign."

In addition to items of wearing apparel, such as dresses and hats, fair articles will also include jewelry, silverware and a multitude of novelty numbers.

Outstanding among novelty numbers

Fox Replies to Bingo Knockers

Game aids charities—supplies work for thousands in merchandise field

NEW YORK, April 23.—Combating the anti-bingolites with a flood of sound arguments, J. L. Fox, of Schulman Printing Co., offers to operators and bingo men everywhere the points which he has found effective in proving to the "holier than thou" folks that bingo is harmless entertainment and that it has done much to better the general welfare of thousands of men and women all over the country.

First of all, Fox says, he personally knows of a number of worth-while organizations and churches which were in dire financial straits at the time bingo rose to popularity. Climbing on the bingo band wagon, these churches and organizations soon found themselves out of the red and with money enough left over to take care of their needy, to build new clubrooms and parish houses and inaugurate a number of new worthy charitable endeavors.

Not only has bingo helped the churches and organizations that have been running the game, says Fox, but it has been the source of employment for many other thousands. These include not only the operators, the callers, the ushers and others who work in the

(See FOX REPLIES on page 68)

already licensed is the Rabbit's Foot with the World's Fair insignia and slogan inscribed on its metal cap. Item, made by J. E. Brewer, is already being used as a premium in a way which is certain to stimulate not only its sales but the sales of World's Fair items of every nature.

Mayor Fiorello H. La Guardia, setting forth on a good-will tour of Southern and Southwestern territory, is taking a supply of the New York World's Fair rabbit's feet with him. He will distribute these as good luck tokens in the territories he covers.

Merchandise bearing designs and motifs of the fair, it was pointed out by Whalen, is full protected under a special law passed by the New York State Legislature. All licensed merchants will be given a seal or tag which will enable the public to identify officially approved items.

Souve workers and others who have been looking forward to the New York World's Fair items to stimulate business feel that they will not be let down. There will from every indication be a sufficient number of items to catch the fancy and appeal to the tastes of both local New Yorkers and out-of-town visitors, many thousands of whom are expected to come in for the fair.

Concession Stands Use Wide Assortment of Merchandise

Well-stocked, well-flashed—concession boys are using more and better lighting and good sound systems—bingo stands are especially attractive

NEW YORK, April 23.—Concession stands on carnivals and other outdoor shows are generally well stocked and well flashed this season, according to a number of observers who have just come off the road after a visit to the shows. Jerome Gottlieb, calling on concessioners in behalf of Masco Novelty Co., for instance, visited the following shows: Strates, Cetlin & Wilson, J. J. Page, Bunt's, Penny's, Shoesley, Frank West, De Luxe, World of Mirth, Smith's Greater Atlantic, Rafferty's New Shows, Eddy, Art Lewis and several others. Territories covered included North and South Carolina, Georgia, Virginia and Maryland. Despite a great deal of rain and generally unfavorable weather, Gottlieb reports that the concessioners and the show heads are looking forward to a big season.

Merchandise items far too numerous and varied to list here are featured on all stands. Bingo stands especially boast of as handsome an assortment of prize and premium items as has been seen on midway in a great many years. Some of the outstanding old favorites and new numbers displayed were the stuffed toy animal assortments, Snow White and the



By JOHN CARY

SOME MONTHS AGO we published a note about a song written by an enterprising orchestra leader and called *Bing Goes My Heart for You*. Now comes an interesting note from the Radio Music Co. telling of another bingo song published by this house. Number is called *a Little Bingo Parlor*, and the we haven't heard it ourselves, we are told it is a clever novelty number with a catchy melody and smart lyrics.

MASCO NOVELTY CO., that fast-growing house, continues to expand. Latest reports from Harry Drath tell us that it is taking the floor of the loft above the large New York store which the firm now occupies. Business more than okah.

ANOTHER FIRM looking forward to the outdoor season with a great deal of optimism is Bingo Supply Co., which handles a complete line of equipment such as cages, special game cards and markers and deals with large operators and jobbers. Orders on hand and reports from the road indicate a big spring and summer, according to Ildore Gold.

PARKS AND FAIRS are using bingo to build attendance. An interesting report from E. S. Lowe tells of several instances where the park or fair management distributes bingo cards which entitle the player to a free game on a certain night of the week. Player must, of course, pay gate admission at fair if there is a gate charge. In sections where idea has been tried it has proved successful.

ONE OF THE CLEVEREST merchandise ideas we have seen recently is the

(See BINGO BUSINESS on page 65)

Bingo Goes on as Anti-Ban Battle Rages in Philly

PHILADELPHIA, April 23.—Exhibitors here are planning to carry their fight against the banning of bingo to the State Supreme Court if necessary, according to David S. Malls, counsel for a group of exhibitors and game distributors who fought the case in the lower courts.

A reargument is scheduled April 25 before the Court of Common Pleas No. 1, sitting en banc. If the exhibitors receive another reversal, Malls said, he would appeal to the State Supreme Court.

Meanwhile police have taken no action in the prohibiting of the games pending the outcome of the reargument. If he takes an appeal Malls will ask for a superedeas to enjoin police from interfering with games until the Supreme Court decides. All this legal maneuvering will serve to save the playing of bingo for at least six months, legal observers say.

The ban, placed by Judge Harry S. McDewitt against games, also applies to churches, bazaars and fraternal organizations, and has raised lots of protests from these groups who depend on bingo parties to help them finance charitable events and other activities. Independent theater exhibitors are squawking that games are vital for their continuance in business insofar as the Warner circuit has the first choice in the playing of first-class pictures. Indies say they must have games to counteract the WB attractions.



By BEN SMITH

Every conceivable type of Snow White item has hit the market in the past few months. But for some reason or other no special effort had been made to tie up this popular character and her dwarf friends on a flash item which could be successfully promoted on a deal. This, however, seems to have been taken care of nicely by the manufacturer who has just introduced the Snow White and Dwarf Vanity Lamps, for which George Schurrie has national distribution in the salesboard field.

Four lamps in all are available, one of Snow White and one each of the three most popular dwarfs—Doc, Dopey and Grumpy. In last week's issue of *The Billboard* Schurrie sprang two deals on these lamps and both should go. Appeal certainly is there and the boards are worked on a straight 5-cent purchase, which should bring customer resistance down to a minimum. Operators who like to follow trends should find these deals right up their alley.

Operators who follow trends and play along with deals that take advantage of current trends have seldom, if ever, gone into the red doing so. When midge radios first took hold operators who worked them made big money. When

(See DEALS on page 68)

Seven Dwarf dolls, the popular ventriloquist dummies, blankets, quilts, radios, lamps, cocktail sets, clocks and many others.

Stands are also beautifully flashed up from a lighting standpoint, many using novel treatments to get attractive effects. Public-address systems, too, seem to be of the better variety, or at least of the type which give out good, undistorted sound.

One interesting sidelight on Gottlieb's

(See CONCESSION STANDS on page 65)

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Spark Games

A new series of spark games is being introduced by the Florn Co. Games are becoming extremely popular and should find a ready market. They are printed on specially treated paper and the series consists of four different games: a six-day bike race, baseball game, horse race and an auto race. By touching a lighted cigaret to a spot designated on the paper the game is started. A spark is formed which breaks up into as many sections

as there are contestants in the game, except in the baseball game, where it breaks up into a streak which indicates the ball and another streak which indicates the runner going around the bases. Various sparks travel down the prepared playing field and there is no way of determining the result until the finish. Game is fascinating and should go great with young and old. It also will make a good party game.

Scotty Plaques

A new item being marketed by Perain Novelty Co. is the Scotty Plaque. Number is 12 by 18 inches in size and is mounted in a 3/4-inch frame. Where it differs from other plaques, however, is that the Scotty pictured on it has real hair. A doghouse shown in the light green background, and the frame is done in natural wood. Firm states item packs real flash and appeals to the kiddies as well as grown-ups. Another Perain winner is reported to be the ventriloquist drum-major doll. It has long been a favorite, and now that it has joined the ranks of vent dolls firm expects its popularity to soar even higher.

Cowboy Hankies

Rodeo and circus workers looking for cowboy handkerchiefs (American made) can obtain them thru Knickerbocker Handkerchief Co., which is featuring an assortment of five attractive flash colors. They are 25 inches square, made of pure silk and a "let it buck" cowboy imprinted on them. It also features a horse and Indian action border. Cowboy handkerchiefs are proving popular sellers as head bandannas. Knickerbocker has had long experience in supplying circus and rodeo workers and is well known for those specialties.

Duplicator

Master Duplicator, a practical printing outfit, will turn out 50 to 75 copies of anything written or drawn. It is simple and easy to use. One has just to write or draw anything desired with the special ink supplied and then place this original on the compo. One can then turn out from 50 to 75 copies in a jiffy by rolling the blank sheets on and off the compo. It is made by the Gilford Laboratory Co.

World's Fair Beret

A new item to be ushered in at the New York World's Fair Parade April 30 is the World's Fair Beret, authorized and licensed by the fair. It is made of rayon, with the fair's official colors, official building design. It is made to fit everybody, child or adult. It is a handsome item and has sales possibilities. A. Sandstedt is the manufacturer.

Badge Ribbon

Celebration and parade workers will be interested to know that badge ribbon, such as red, white and blue; red, yellow and green, and red, white and green combinations, national colors of various countries, may be obtained from the Paterson Silk Ribbon Co. In addition to this the firm has all kinds of ribbon for parades and decorations in all qualities, colors and widths.

Photex, manufactured by the Gilford Laboratory Co., makes it possible to put photographs on a cloth, handkerchief, scarf, dress or shirt. Picture is permanent and washable. No dark room required. Works in daylight and no other apparatus or camera is used. Pictures reproduce in a beautiful sepia tint, a delicate brown. Photex will also make photos on paper or wood. Outfit costs little and has good sales possibilities.

MONKEYS!

Genuine Chinese Hand Carved Soapstone Monkeys. Sell for 10c each. Send us \$3.00 for 200 and make \$17.00 on your investment. Satisfaction guaranteed. CANDY CRAFTERS, INC., Lansdowne, Pa.

SNOW WHITE and SEVEN DWARFS

Positive Sensation On
LUCKY TURTLES!
More Appealing Than Ever!



A real "Natural" for Pairs, Parks, Expositions, Carnivals, Circuses, Resorts, Pools, etc. Each turtle less than 2 inches long and decorated with waterproof designs in full colors of immensely popular Snow White and Seven Dwarfs, Mickey Mouse and Donald Duck. Also hand-lettered with name of your attraction, town or person's name. Young and old can't resist them at 25c each. Inimitable delivery.

Floral Designs, Scallops, etc., in 100 Lots, Each F. O. B. Chicago. Approx. 6 Lbs per 100.

10c Each in 100 Lots, including hand-lettering. Sample Doz., \$1.50 Postpaid

Individual Self-Mailing Boxes, Postal Approved. Each Wonderful Turtles Feed in Cellophane Envelopes (10c Value), Per 100 \$2.50

Exclusive Licensees for Turtles by Walt Disney Enterprises.

H. Fishlove & Co. 1430 N. ORLEANS ST. • CHICAGO •
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE

No recession when you handle

LUCKY RABBIT FEET

AND KEY CHAIN NOVELTIES

Insist on the best, prepared by Brewer

SAMPLES ON REQUEST—10c EACH.

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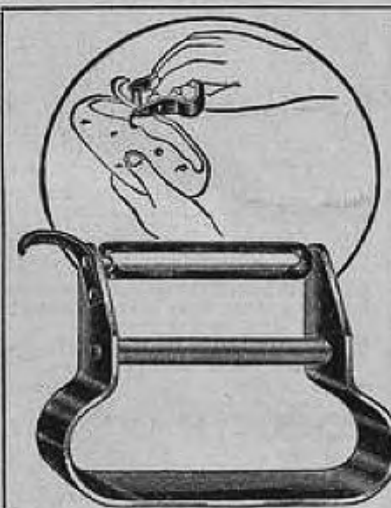
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Present production permits us offering this the original and only PATENTED tool to you at lower prices.

PATENT IS BEING PROTECTED.
\$14.40 Gross. \$12.95 per Gross in 5-Gross Lots. Sample Dozen \$1.50.
25% Cash with Order. Balance C. O. D.

W. R. FEEMSTER CO.
154 E. Erie St., Chicago, Ill.



NOW
3.50
Per Dozen
for the Genuine
CHARLIE MCCARTHY

Here is Edgar Bergen's Original "CHARLIE MCCARTHY" DOLL. Made entirely of rubber. Every detail is perfect. The style of the full dress suit, the high hat, the white shirt front and even to the familiar monocle that CHARLIE wears. Stands 9 inches tall and the face is a replica of CHARLIE'S features. This new number is selling on sight. DON'T WAIT—RUSH YOUR ORDERS IN and cash in on this profit maker..... **\$3.50**
835N109. Per Dozen.....

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HOOPS
FOR
DARNING
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BRIGHT SILVERY METAL
THREE INCHES IN DIAMETER
WITH SMOOTH ROLLED EDGES

MADE ESPECIALLY FOR
MACHINE DARNING KITS

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WHEN PURCHASED IN QUANTITIES
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WRIST WATCHES—R. B. New
Cases, made by Illinois Watch Case
Co., with steel in box and
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POCKET WATCH: 6112, **\$2.75**
October, 7-Jewel. Each **\$3.25**
Small Elgin Pocket Watch,
Each **\$2.00**
Special Prices for Quantity Users.
25% Deposit. Balance C. O. D.
Sample 50c Extra. Send for Catalog

N. SEIDMAN 173 Canal Street,
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Plaster Flash!!
Dash in with "Toots" Doll and Sallie
Doll, both 4 1/2" high, come packed 50
per carton assorted at
\$5.40
Mail order with order, balance C.O.D.
Catalog now ready.
We carry a full line of plaster.
Cleveland Statuary Mfrs.
3921-27-33 Payne Ave., Cleveland, O.



New HOWARD Dwarf RADIO

Nationally known for its precision-like performance. 4 HOA Tubes—AC-DC Dynamic Speaker. **\$8.45 each**

Operates—YOU can now use a HOWARD Radio on your sales-boards—give your trade America's standard radio. Doesn't cost any more.

In Lots of 25..... \$8.45 In Lots of 12..... \$8.65
In Lots of 5..... \$7.75 Sample..... \$2.25

TERMS—1/3 Deposit, Balance C. O. D.
ZENITH SALES CO.
539 So. Franklin St., CHICAGO

(Exclusive Distributors to the Premium Trade.)
See Our Fishing Tackle Ad on Page 69.



Felt Lined Metal Cabinet,
8 1/2" Long, 4 1/2" High.
LIST \$15.
Colors—Red, Brown, Black,
Ivory.

3 1/2c Each — SOUVENIR PENNANTS — 3 1/2c Each

11 1/2" Long
Assorted Color Backgrounds, Minimum Quantity 250.
With Indian Head or Local Scenes Painted in Colors, 6c Each.
AMCO EMBLEM CO., Inc. (Painted Pennant Div.), 38 East 21st Street, New York City.



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NEW 1938 EDITION

128 pages of such outstanding merchandise values that will startle the shrewdest buyer. Scores upon scores of fast selling big money makers including:

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WE WILL NEVER KNOWINGLY BE UNDERSOLD

BINGO SPECIALS IN 7 COLORS
1000 in the Set. Packed 3-Banded Packages of 500 Each. Seven Sets—Each of a Different Color and Serial Number—Packed to the Carton.
EVERY SET CHECKED FOR ACCURACY. NO 2 SHEETS ALIKE.

IMPORTANT!!
Our Specials Have the SERIAL NUMBER on Each Set Printed in RED for Extra Check Up.

We Also Carry a Complete Line of all Bingo Items.
BINGO CAGES—Walls Constructed. All Metal Cage with Metal Stands, into Which We Have Rinsed Six Rubber Legs. Priced Very Low.
Numbered Balls—Wax Beards—Grand Award Certificates—Door Prize Tickets—Movie Bingo Markers, Etc.

AT LOWEST PRICES SEND FOR SAMPLES AND CONFIDENTIAL PRICE LIST.

BINGO SUPPLY CO., Inc.
Tel. Gramercy 7-6856.
40 East 21st St., New York, N. Y.



KWIK-SHAVE Shaver
No. B10K67—The new Kwik-Shave features scientific design. New Dual Styia Outfing Head, powerful motor and smoother, Cleaner, Quicker Shaves Without Irritation, and it's priced right. Mapped black body. For 110 volt, A.C. or D.C. Complete in genuine rubber case. Guaranteed to shave as well as any \$15.00 shaver. \$3.00 Per Doz., \$33.00, Each..... \$3.00
Sample Postpaid..... \$3.25

No. B10K68—Packard Electroshaver, \$9.00 Each, \$10.00. Lots of six, each..... \$6.00
B10K71—Manly Oilshaver, Each... \$6.07

B10K22—Marvel Electric Dry Shavers, Black Case. While they last, Each \$2.25 \$2.50. In Dozen lots, each.....

25% Deposit on D. O. D. Jewelry, Novelty and Premium Cat. No. 351 or Sporting and Home Goods Catalog. Most on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
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ELGIN and WALTHAM

Reconditioned Pocket and Wrist Watches As Low **\$3.35** No Extra Charge for Sample Order. Send for FREE Extra Money Making Watch and Diamond Catalog.

NORMAN ROSEN
WHOLESALE JEWELER
501 SANSON ST., PHILADELPHIA, PA.

FOX REPLIES

(Continued from page 66)
course of the game while it is in progress, but also (and this group to an even greater extent) the persons working for paper manufacturers, printers and other makers of equipment used for playing bingo.

Largest group for which employment has been furnished thru bingo, however, claims Fox, are the thousands upon thousands employed in the plants and factories of manufacturers who turn out the merchandise used as bingo prizes. He cites numerous instances in which manufacturers were all but ready to throw in the sponge and give up to bad business bugaboo. Bingo came along and these manufacturers found a tremendous new outlet for their merchandise. Add to the above group the thousands who have found work with jobbing and distributing organizations which sell the merchandise made by the manufacturers and you have a really staggering total of persons who actually owe their livelihood to bingo.

If operators and others fighting anti-bingo legislation in various scattered territories would attempt to reason with the authorities along the lines mentioned above, Fox feels they would achieve far greater results. For every argument against bingo there are two much stronger arguments for it, and Fox believes that it is merely a matter of putting the arguments up to the authorities in the proper way. Favorable action will automatically follow.

BINGO BUSINESS

(Continued from page 66)
item featured by Persia Mfg. Co. Combining the immense popularity of the vent dolls with the appeal of the drum major stuffed toys, Persia made up a drum major ventriquois doll. It looks like a sure winner on any outdoor bingo this summer.

OUR SPIES on the road tell us that the bingo stands with the outdoor shows are beautifully stocked and flashed. A wide variety of merchandise is being used and operators are showing a good deal of ingenuity in the arrangement of their displays and lighting.

THESE REPORTS make us feel good. They tend to show that the boys weren't kidding us a few weeks back when we asked about their plans for the coming season. They are using more and better lighting, good public-address systems and flash merchandise with a real value that will make the player walk away from the stand with a happy smile on his face. More of that kind of operation and we'll have even a bigger outdoor bingo season than we're anticipating.

WHAT'S NEW WITH YOU? Perhaps the spring weather which is beginning to break thru has made our many kind correspondents a big lazy. Letters to this department which usually come with pleasing regularity seem to have slowed up considerably the past week. Get busy, boys. Let's hear the news.

CONCESSION STANDS

(Continued from page 66)
trip is the number of old-time showmen still actively operating in many points. Typical example of this group is Eddie Oliver, well known to many in the outdoor show field. Oliver is operating around Washington, handling promotions for churches and fraternal organizations.

DEALS

(Continued from page 66)
electric shavers were introduced, operators who saw the light and hopped the band wagon had no trouble at all turning these over for some real dough. When Charlie McCarthy clicked on the radio and his prototype hit the market, the boys who took the hint clicked right along with him. We could go on listing hundreds of items to which the public took a fancy and which smart operators converted into cash. But we all know what these were. What we want to get across is that when the public gets hot on a particular item more often than not it is good policy to hit that item immediately and keep on hitting it while the popularity lasts. Some operators are so slow in warming up that when they finally show a bit of enthusiasm it's too late to do anything about it.

National Silver is offering a new line of table flatware with bright colorful handles, beautifully packed in attractive

Our NEW 1938 CATALOG is NOW Ready for You

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You can't afford to miss the hundreds of "money-making" values to be found in our New 1938 Catalog. It presents the most extensive lines of merchandise we have ever offered—at Prices That Only Competition. Hundreds of illustrated pages featuring thousands of clever, original novelty creations. Don't fail to send for your copy of this big "Buyer's Guide" today.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

THE HIT OF THE YEAR!
Here Is A Flash Number That Stops Them—**BEAUTIFUL HAND MADE DOLL CUSHION**

A beautiful doll permanently attached to cushion-covered in rayon silk—trimmed with gorgeous lace and rosette edging—assorted colors—cellophane wrapped. Oblong style—size 16x20 inches. Round style—size 18 inches.
Price Per Dozen \$10.20. Each 90c.
25% deposit with order, bal. C.O.D.

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concessionaires complete lines for parkmen bingo operators specialty men streetmen pitchmen

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glassware—chinaware—electrical appliances—blankets—pillows—lamps—cutlery—household goods—bingo merchandise—balloons—novelties—celluloid dolls—canes—slum—charms—clocks—watches—etc.

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Are You Interested in Bargains?
If so send for a copy of LEVIN BROS.' NEW 1938 CATALOG. It is handsomely the Biggest and Best "BUY" the market offers in—

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LEVIN BROS. Terre Haute, Ind.

CARNIVAL GOODS—Large Assortment—Lowest Prices.
Write for our No 937 Catalog today. Be sure and mention your line of business. All orders shipped same day received.

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1006-08 BROADWAY, KANSAS CITY, MO.

EXTRA PROFITS DAILY—FOR YOU!

- U. S. MADE GOGGLES—Corded and Based. Dozen, \$1.00.
- IVORY CHARMS—Large Assortment. Glets, 70c.
- Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office. Cansons..... Sideline Merchandise.
- Sales—Presidents, Nations, Lotions, Perfumes, Carded Goods, Fly Swatters, White Shoe Polish, Blades, Soaps, Ballons, Fountain Pens, New Electric Clocks and Lamps.
- Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!

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THEY SELL—THEY REPEAT! Buy Us Your Paper Sale! Highly Finished GENUINE BIAN PIPES—Most Popular Shapes and Sizes. 12 on Attractive Display Card, only \$1.50. 25% Disc. on C.O.D.

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

BINGO!

METAL SUMMER FURNITURE

... the "hottest" line of crowd-pullers you've ever had!



No. 65

A full line of flashy, colorful outdoor furniture... Specially low priced for Bingo, Premium and Carnival trade... Ready for prompt shipment right from our own factory. Write for FREE catalog and "inside" price list.



No. 1214

HAMPDEN SPECIALTY PRODUCTS, Inc.

Easthampton, Mass.

BEANO!

display boxes. Looks like the proverbial million but is priced low enough to move well on card or board.

L. Vincent, of Burnstine-Vincent, Inc., manufacturer of Two Vite glassware, writes: "We are pioneers in the development of the new type of transfer that could be called third dimension. Inasmuch as every transfer applied by our process is double-sided, the possibilities of such decorative art as applied to transparent objects is unlimited. Because of this we are convinced that a large field exists for such a product and we intend to produce all kinds of glassware decorated with this new transfer method using animals, birds, flowers, children, historic, religious and special material."

Ed Messerole has been spending much time in Philadelphia. We hear it is all in conjunction with his new deal and that he may be able to put the finishing touches to it in a week or so and then spring it.

Leo Fiske has hit the road again and once more will go as far as Oklahoma City. He will be gone for about two weeks and will drop in to see most of the boys who have been doing business with Dicecasters. Leo infers that orders are coming in strong for the Mystery Pipe Lamp.

With the fishing season right on top of us the Casting Outfit Deal offered by General Merchandise Co. should find favor with operators who are on the lookout for a timely item to work.

Happy landing.

FISHING TACKLE OUTFIT NO. 638



The Fastest One-Shot Item.

Steel box, fitted with standard Fishing Tackle, including Steel Rod, with full guides, Ball-bearing Reel-Silk Line, Etc., Only... Each \$3.15

In Lots of 12, \$3.15. In Lots of 6, \$3.25. Sample, \$3.50.

TERMS: 1/3 Deposit, Balance C. O. D.

Zenith Sales Co., 639 S. Franklin, Chicago

See Our HOWARD Radio ad on Page 67.

NOTES from SUPPLY HOUSES

This is a real silver anniversary year for M. K. Brody, head of the premium and novelty house bearing his name. This is the 25th year he has been in business and just last Sunday Mrs. Brody and he celebrated their silver wedding anniversary. To do the occasion justice a large party was held at the Gramerc Hotel, where covers were laid for more than 60 guests.

Marvel Candy Co. is fast becoming a rendezvous for outdoor showmen. With Max Friedman, proprietor of Marvel, and Jack Greenspoon occupying space on the premises for demonstrating his B & G Bingo Mixer, many showmen are attracted to these quarters. That grand old lady of the outdoor amusement field, Mrs. Marie Meyerhoff, mother of Henry Meyerhoff, was a recent visitor. She has had a long, varied career in show business, having started as a booking agent over 40 years ago when 14th street was the theater center.

DIRECT SALES STUFF

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.

By WALTER ALWYN-SCHMIDT

The following is culled from a letter: "A number of young men are working this city calling on office trade. They have been doing so much of it that complaints have been made and the buildings are being closed to salesmen." This is not only happening in the city where my correspondent resides, but I hear similar tales from other places. Some buildings in New York are closed to printing and office-supply salesmen unless they come by appointment. There is no doubt that some of the high-pressure men are overdoing it, thereby ruining a good business for others. I believe that high-pressure methods have no place in direct selling. The direct salesman should be a friend who calls on his customers because he finds this a better method of doing business than waiting for the customers to call on him at a store or similar place of business. (See DIRECT SALES on page 72)

EXCEPTIONAL LOW PRICES

FLYING BIRDS, Large Size	1.75	Gross	CHINA HEAD SWAGGER CANES	Gross
CIRCUS SPECIAL BALLOONS	2.50		Silk Tassels	6.50
SPIRAL, KNOBBY, SERPENTINE BALLOONS	3.25		BLACK HANDLE MCH. CROOK PARADE CANES	7.50
LARGE DEMONSTRATORS, Each	.25		BAMBOO CROOK HANDLE PARADE CANES	4.50
7-INCH FUR MONKEYS	4.00		SILK White Handle LASH WHIPS	7.20
5-INCH MAE WEST DOLLS With FEATHERS	4.80		VARNISHED CIRCUS SPECIAL LASH WHIP	6.50
7-INCH NEW ORLEANS DOLLS With FEATHERS	8.40		27-INCH CIRCUS SPECIAL STRAIGHT WHIP	4.50
25-INCH SILK PARASOLS	14.40		Miniature RIDE 'EM COWBOY HATS	7.20
\$1.25 Dozen			Large SPANISH HATS with Tassels	18.00
SAILOR, COWBOY and DRUM MAJOR DOLLS	8.40		MEXICAN HATS with Fringe Tassels	16.50
LADIES' SWAGGER CANES, Silk Tassels	4.75		WIRTH BASE BALLS, Doz. \$1.25	15.00

NO ORDERS SHIPPED WITHOUT ONE-THIRD DEPOSIT, BALANCE C. O. D. NO CATALOGS — ORDER FROM ABOVE PRICE LIST — NO CATALOGS.

MILTON D. MYER CO.

332 THIRD AVE., The Underselling Supply House. PITTSBURGH, PA.

Concessionaires...

NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.

Catalog with New Low Prices

THE TIPP NOVELTY COMPANY

TIPPECANOE CITY, OHIO

LIPPY LOU - VENT DOLL

BIGGEST VALUE ON THE MARKET. Dressed in Sport Suit, 21 Inches, \$5.00

Dressed in Full Dress, White Gloves, Patent Leather Shoes, White Vest and Shirt, and Movable Head. Sizes from 21 in. to 25 in.

PRICES FROM \$7.00 TO \$12.00 PER DOZEN.

We carry a complete line of TOYS, NOVELTIES, GAMES, DOLLS, BALLOONS, HATS, SLUM, etc. All kinds of Feathers for Plaster Manufacturers and Feather Dressers for Delta. Our Catalog Ready. Thousands of Items in Stock.

NEW ART TOY & FEATHER CO.

25 East 16th St., NEW YORK CITY.

HOOPS

for HOOP-LA and RING-TOSS Games



Smoothly Finished Wood Hoops... All Sizes

Price wood, as assembled in bright colors to protect the Hoops from moisture. Handled by leading jobbers everywhere. Write for samples and prices.

Order from Your Dealer

100 108 1088 WOOD HOOPS

THE GIBBS MFG. CO.

CANTON, OHIO

PORTABLE RADIO & PHONOGRAPH

- R. C. A. LICENSED • POWERFUL DYNAMIC SPEAKER
- SUPER POWERFUL RADIO • ILLUMINATED AIR FILTERED SIGNAL DETECTOR • PENTODE OUTPUT AMPLIFIER • HAIR LINE SELECTIVITY
- LATEST TYPE CRYSTAL PICKUP • SEPARATE VOLUME CONTROLS • FOR RADIO AND PHONOGRAPH
- PLAYS 8, 10 or 12" RECORDS • LITZ WOUND COILS
- PLENTY OF VOLUME • WITH TOP OPEN OR CLOSED
- WORKS ON 110 V. 60 CYCLE A. C. ONLY • BLACK FABRICOID FINISH • IDEAL FOR HOME - OFFICE - CLUBS - BOATS - WEEK ENDS - BINGOS, ETC.

Size 13 1/2" x 13 1/2" x 8 1/2". Weight 18 lbs. packed in cartons. Complete, nothing else to buy.

Send 25% Deposit — Balance C. O. D., F. O. B., N. Y. C.

PLAYLAND SUPPLY CO.

16 W. 17TH ST., N. Y. CITY

\$14.95



WALTHAM

MEN'S WRIST WATCH — O Size, 7 Jewels, rebuilt new, yellow, fancy shaped Illinois case, leather strap, in gift box. In lots of 3. Each \$3.95

Sample, 50c Extra.

Send for Extra Money Making Watch and Diamond Catalog.

PLYMOUTH JEWELRY EXCH.

163 Canal St., New York City.

H - M - SALES CO.

HARRY REED, MARY REED, 237 Syracuse Street, Buffalo, N. Y. Long Distance Phone Wk. 1496. BUFFALO'S NEW CARNIVAL SUPPLY HOUSE.

SPECIAL —

Fish Pond Assortment of Slugs at 90c per Gross. Can Be used on Any Grind Store. Order a Sample Gross or 5 Gross for \$4.25. We Have a Complete Line of Carnival Supplies.

Write for Folder of Bargains, and Get On Our Mailing List. 25% With All Orders.

ANOTHER EVANS SCOOP!

The Most AMAZING SENSATIONAL LOW-PRICED PREMIUM IN TEN YEARS!

Just What You've Wanted! NEW red hot... in big demand! Priced so low you'll be astounded... You'll find it hard to believe. Here's your opportunity to make the biggest "scoop" of the season. Wire or write NOW for complete details.

EVANS NOVELTY CO.

546 W. DIVERSEY - CHICAGO, ILL.

Jobbers - Dealers - Salesmen

FREE Write for our new 1938 catalog, with new low prices on Novelties, Party Blenders, Nations, Etc.

NATIONAL SALES CO., Dept. 111,

4101 Maple St., Flint, Mich.

Extra Value! **\$2.25** Each



5 for \$10.50

No. BB 8883—Ladies' Bracket Watch. Exquisitely Styled 10 3/4 L. Chrome case in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movement. Each in attractive gift case. An amazingly Big Value and whitening premium item. Save money NOW by ordering five Watches for \$10.50.

RONDE-SPENCER CO.

223 W. Madison St. Chicago

FLASH! SOX! FLASH!

10 Dozen Pairs Men's Rayon Silk and Cotton Socks. Socks will be sent to you prepaid for \$6.00.

FALLS CITY MERC. CO.

Box 908, New Albany, Ind.

TINSELED SIGN MEN!

Send for Sparklite's new 1938 line of Business Signs. Flashy, original designs that sell on sight to all merchants, shows, etc. Up to 400% PROFIT. Cost \$c (in 100 lots); sell for 25c. SAMPLE, 10c. Send us dime for Sample, 2-Way "Talking" Order Blank, and Success Plan. Act Today! SPARKLITE NO. 7503 E. Exchange Ave., Dept. 506, Chicago.

CASH CHECKS

WE APPROVE YOUR

SENSATIONAL HIT!

**OAK-HYTEX
SNOW WHITE
TOSS-UP
BALLOON**



Walt Disney's "Snow White" is a remarkably popular novelty. Snow White in 3 colors on one side. Group picture of the Seven Dwarfs on the back. Packed with cardboard feet, in a handsome envelope. Also in bulk without Dwarf group.

At Leading Jobbers.
Exclusive Licensee—Walt Disney Ent.

**The OAK RUBBER CO.
RAVENNA, OHIO.**

CROSSES and RINGS
For Sale Promotional! BUY DIRECT AND SAVE!! See OUR PRICES BEFORE Placing Orders! Each cross!! Send \$1.00 for line of CROSSES or \$2.00 for line of Crosses and Whitecase rings in gold and rhodium. New Catalog. OLYMPIA NOVELTY CO., 307 25th Ave., New York City.

MED. MEN OPPORTUNITY
See G.E.L. Quality Preparations. A complete medicine store, private label and office Special Line. Wholesale catalogue on request.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, O.
We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

SOUTHERN PEN CO.
Manufacturers Since 1918.
16 N. Union St., Dept. B, Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

ATTENTION!
Hurry! we are now ready to supply you with new style Lead's Prayer on Copper. They sell on sight. Write for free sample. Dealers write for per low price. We buy and sell Dollars Exchange Machines.
CHICAGO BRACELET CO.
131 So. Moore St., Chicago, Ill.

PEN WORKERS SPECIAL LOW PRICES ON
JUMBO COMBOS \$24.00 Per Gross
With Telescope Bases FREE.

We Manufacture Complete Line of PENS, PENCILS & GIFT SETS. Write Us Your Needs.
SUPERIOR PEN CO. 15 Beckman St., New York City.

50%-TO DISTRIBUTORS-50%
Sell Guaranteed MASTERLITE LAMPS. American made. Fully guaranteed for 1000 hours.
Write at once for catalog and proposition.
MASTERLITE CO., Dept. GDB
110 East 23rd St., New York.

PHOTO MOUNTS
DIRECT FROM THE FACTORY
Mountings from 1 1/2 x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular... Miniature samples 25 cents, postpaid.
THE GROSS PHOTO SUPPLY CO.
110-117 W. BANCROFT ST., TOLEDO, OHIO

For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

MARVIN SOUTH . . . scribbles from Wewoka, Okla., that he is conducting the jam store on the Crowley United Shows. He adds that business is bad due to rain, cold and snow.

HAVE YOU FELLOWS . . . ordered your laurel and artificial flowers for Mother's Day? Consensus seems to be that big business will be done on that day.

IT WON'T BE LONG . . . now until Ole Sol begins to shoot forth his fiery blasts in earnest. When that happens motorists begin their treks to the cool spots on the highways and byways. These spots are the places where the hustler is likely to cash in and corral some long green. The pin-on-tails, novelty hats and caps and the spinning birds and other novelties have in previous years been sure pops. There's no reason to expect that this year will be any different, so order your stock now before the supply runs low.

HUSTLER'S TIPS: "Now that summer is just around the corner, have you fellows working the big towns been watching the vegetable markets, especially those where the farmers do their retail trading? Hundreds of housewives attend these markets and they are good prospects for any pitchman handling a meritorious item. Be on the alert for these market days."

DOC BRUMMETT . . . after a long silence, scribbles from Louisville, where he spent the winter: "This town is a hard one in which to get by. No pitchman has laid up a dime here in four years and at this writing the shops are closed tight. First and Jefferson is open for a quarter. Brook and Jefferson is also open on a first come, first served proposition, if you have a permit. This is easy to obtain, but if you get the wrong party to front for you must split money. If you contemplate making the Blue Grass City around these spots get in touch with George Mulkita, William Ray, Martin Hoff or yours truly. We'll be here until May 15 and we'll get a permit for you which is good for one month and you may be able to lay up some money. However, two things must be remembered, booze and women can not mix in this town. There is money to be obtained, but keeping it is what keeps the boys on the road. No one with or without a permit will be permitted to work within five blocks of the track on derby day. Would like to reap pipes from Garfield Jones, Roy Verner and Jeff Farmer."

THE SUCCESSFUL pitchman adapts himself and his interests to current conditions.

"JUST BLEW IN . . . here after a pleasant visit with the boys in Tulsa, Okla.," blasts H. M. (Duke) Doebber from Parsons, Kan. "Included in the fraternity working the Oklahoma city were Doc Lund, Doc Hathaway, Doc Phil Presson and Cal Hicks. Several others came thru but I didn't catch their names. With so many capable workers there the money was split many ways, but I believe everyone was getting his share. Just missed my good friends Slim Rhodes and Joe Morris, but I suppose I'll see them in good

old Missouri. Money in this section isn't plentiful, but it's possible to line and lift some stock now and then by hard work. Haven't seen Jack Flowers and wife or Matt Herman so far this year. How about some pipes?"

PRESTIGE IS A wonderful asset. Continue your efforts toward gaining popularity for yourself and your profession as well.

FRED HARRIS . . . comes thru with the lowdown on Newark, N. J.: "Almost all of the boys working the food fair here have come up from the south. Among the boys and girls working there are Joe Hess and Bob Velling, pens; R. Bee, perfume; Betty Velling and daughter, handwriting analysis. Sheet was represented by G. Kahn, Tad Robinson and Slim Davis."

SLIM NELSON . . . is back on the road again after spending the winter in Jackson, Miss. Writing from Franklin, Tenn., he says: "Worked paper to good business in Columbia, Tenn., recently. Also working the town were Whittle Langford and Elmer Morris. They were purveying paste off a platform and they have plenty of flash. It looked like the real days when I saw Whittle make his first passout. The boys certainly get the tips and hold them."

HARRY WORTHY . . . is working Cincinnati territory to fair business.

YOU CAN'T meet demands by merely bluffing. Shake a leg and do something besides talk or before long everybody will be giving you the horse laugh.

"CAME IN HERE . . . from Kansas City but did not work," wigwags Chief Red Eagle from Belleville, Ill. "Saw that good oldtimer, Scotty Sullivan, working to good passouts here. He sure does put his new act over. I plan to head for Tennessee. Say, Guy Warner, let's have a pipe."

PALMETTO PRODUCTS CO. . . . with J. G. Woods as president and Dewitt Shanks, general manager, is going strong in South Carolina territory with two shows. One is a colored organization comprising eight people, while the other is white, composed of five people. According to reports, the organization has a modern lab and plenty of flash. Business is good, altho readers are high and good spots are difficult to land in that section. Billy Mack is working candy on the No. 1 unit and Doc Shanks does the lecturing. Woods handles the booking chores.

WHAT'S DOING . . . in your diggin's, Morris Kahntroff? Why not get that writin' stick to working and send in a pipe?

SOME PEOPLE are very appreciative of good, straight tips, while others figure that some one is trying to tell somebody else how to run his business. The former are to be praised, but the latter—well, they inspire commiseration.

"WELL, IT HAS . . . happened," lettered Doc George M. Reed from Columbus. "After working the markets here for 23 years without molestation I was arrested and placed in jail for selling my medicine on one of them. Police alleged that I violated a 'market code,' which they claim permits nothing to be sold on the markets except produce. They first attempted to arrest me for working without a license, but when I produced a sworn affidavit from the firm which manufactures my medicine they booked me on the 'market code' charge and would not permit anyone to see me, not even my wife. P. L. Ferguson, of General Products Laboratories, offered to put up cash bond for me, but they held me from 10 a.m. until 4 p.m., when my wife obtained an attorney and I was released. I appeared in court the next day and was released

REMINGTON

The New **SPRING-O-MATIC** Pen.
A Life Saver for Pen Workers.
JOHN F. SULLIVAN
488 Broadway, NEW YORK CITY.

ENGRAVERS

Thanks for the orders. They show one thing, that you as well as your customers are pleased with our goods. Keep in touch with us for new and fast selling numbers. Send for our free catalog.
American Jewelry Mfg. Co.
195 Richmond St., Providence, R. I.

UNDERWOOD

PLUNGERS—Special \$18.00 PER GRO.
PENS • PENCILS • COMBOS
GRODIN PEN CO., 296 Broadway, New York City.

CROSSES

and **NOVELTY JEWELRY**
Buy Direct From Manufacturer
THE BEST LINE IN THE NATION
Biggest variety of FAST MOVING FLASH ITEMS for LARGE PROFITS. Crosses are Going Big now and we have every type of cross from 75¢ per dozen and up.
SEND \$1.00 FOR 12 DIFFERENT STYLES.
CROSSES, RINGS, ENGRAVING ITEMS
President Novelty & Jewelry Co., Inc.
1220 Broadway, NEW YORK CITY

EZ WAY STOPPER, Sample 35c
SEE OUR NEW ITEMS.
RADIO STOPPER CO., SANDWICH, ILL.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE
Write us your needs.
ARGO PEN-PENCIL CO., Inc.
220 Broadway, NEW YORK CITY.

ELGIN & WALTHAM WRIST WATCHES \$3.95

In New Cases,
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unrefined Diamonds in the country.
H. SPARBER & CO.
108 North 7th Street, St. Louis, Mo.

The only Pen just like a Banker, is another Banker, Streamlined Rebuilt \$2.95. All Steel. Combinations-Plungers Vacuumack, Fountain Pen, Shetwriters & Premium Users. . . . get my New Price List.
JAS. KELLEY, The Fountain Pen King.
487 B'way, N. Y.; CHICAGO, 130 W. Adams St.
1054 Mission St., San Francisco, Calif.

Every \$1.00 Gets you \$5.00
You get real profit. Goodrich Home Markers always have dough, and when you tell your prospects Home are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Dicta, write for low gross prices. Best season ahead. Sample 10.
GOODRICH,
1500 West Madison, Chicago, Dept. EG-4.

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

New Series of Legal Opinions
In this issue, in the Carnival Department, is the second of a new series of legal opinions of special interest and benefit to circuses, carnival, park and other amusement enterprise owners, showing how to avoid litigations and giving advice on how to win suits. One of these articles will appear in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

A HIT BY WALLY
PITCHMAN'S DREAMS COME TRUE
WHOLE NATION TALKING ABOUT IT
WALLY'S LOVE BRACELETS

Positively a Real Hot Number. Complete Stock on Hand.

Don't	Wait	Orders	Filled	Same	Day	In Boxes
6 Styles	Stones	Plain and	Engraved	In Boxes	Don't	Wait

Be the first to purchase. It's GUARANTEED BY WALLY. PRICES, \$18.00 to \$22.00 Per Gross. Send One Dollar for Sample. Free. Also a Large Variety of Wally Creations.

WIRE TODAY. TOMORROW MAY BE TOO LATE.
WALLY CROSS & JEWELRY CO.
25% Deposit Required.
1182 ROAD ST. AUGUSTA, GA.
POSITIVELY WHOLESALE ONLY

without a fine or trouble. I was instructed, however, not to work on the market any more, because the authorities intend to enforce the market code on everything, and that includes razor blades, shoe strings, etc. There is also an ordinance in effect here which stipulates that no one shall be permitted to work a doorway without a letter from the owner. It makes no difference if you have a reader; you must have the letter. A verbal permission does not hold water. If I had not had an attorney it would have cost me plenty. If any of you contemplate coming here to work see Officer Butler first. If you need legal advice contact either me or my wife and we will direct you to our attorney."

OPPORTUNITY IS YOURS... be ready for a good season and get with it.

ELMER CAIN... is reported to be working med on the corner of First and Main streets, Tulsa, Okla., to fair passouts.

EDDIE MACK... he tells from Mansfield, O., that he has been working house-to-house since leaving New York last June. Says Eddie: "Am still working on my first million, and it won't be long now."

TEK DARNEY... and wife are gathering the gelt on Market street, Newark, N. J., with their animal exhibit.

YOU FELLOWS WORKING... the auction pitch, how is business? Come on, pipe in and tell Bill about it.

IS YOUR OLD line flunking? Why not try a new one—something out of the ordinary. There's a world of them being placed on the market.

DOC WEINBERGER... is working to good results in the Casino Theater, Pittsburgh, according to reports emanating in the Smoky City.

CITY OFFICIALS... Washington C. H., O., have adopted a new ordinance which provides that peddlers and itinerants will be subject to fines of \$50 for blocking any part of the streets in the business area.

RUDY HOLMES... and Bud Forrester have been working their pitch store to fair business in Pittsburgh.

DEPARTMENT STORE demonstrators, what are you doing? Pipe in and let Bill pass it on to others in the profession.

PAT DANNA... subscribes from Oklahoma City: "Just finished our tour of Texas and found the eastern section to be the best. Oklahoma seems to be in fair shape. We plan to remain here for two weeks and then head north for the summer. I met several of the boys who have been working the Coast and they report that business is poor there."

HARRY CORRY... portly and affable exponent of the auction pitch, who has his auction store booked for the season on the Mighty Sheesley Midway, was a welcome visitor to the Pipes desk last week. Harry, accompanied by Mrs. Corry, blew into Cincinnati from Hollywood, where they make their home, for a few days' visit with friends before joining the Sheesley organization. He said that he is looking forward to a big season and added that he would like to read pipes from Jack Melton, Andy Stenson and the rest of the jam men.

LET'S HAVE the rosters and brief notes from med shows.

REPORTS DRIFTING... Into the Pipes desk from Pittsburgh indicate that the long gun is tight in the Smoky City but that a common-sense talk will corral some of the dough for you.

"THERE'S ONLY ONE... outside spot that can be worked here," pipes Ed Murray from Dayton, O. "It's a parking lot on the wrong side of the street with very little traffic, and the fellow who owns it wants \$4 on week days and \$6 on Saturdays. Have just returned here from New York. Al Siegle is still conducting his shampoo layout in Gimble's, and Mrs. Al advised that they have been there for 10 years. They also have a pitch store on Broadway in addition to five or six layouts in Macy's.

Conditions seem very poor in New England. Siegle's pitch store on Broadway is the pitchmen's headquarters in New York. Would like to read pipes from Clayton Gilbert, Al Powers, Paul Ordlow, Joe Barks and Mr. and Mrs. Charlie Kashner."

CHIEF MEX... ace med purveyor, after a successful engagement in Dayton, O., is reported to have checked out of the Gem City and will probably play either Cleveland or Detroit.

THINGS WE NEVER HEAR: "Why do we continually insist that we object to the pitchman simply because he collects crowds and sometimes interferes with traffic when everyone knows by this time that we are envious of the few dollars that he may collect? Let's regulate things so that the pitchman will be welcome in all cities and taxed according to his income, instead of maintaining our present attitude of discouraging him just because he is too proud to be dependent and insists upon earning his own way."—A Merchant.

SNOWBALL BILLY RIMMER... scribes that he has been finding it okeh on the farm papers in North Carolina. He adds that he met several of the

NEW GADGET SELLS
LIKE HOT CAKES

WASHES-WIPES IN SECONDS!
HERE'S today's newest, fast-selling, money-making specialty... Klear Window Cleaner for Windows and Screens. Chemically treated sponge, slightly dampened, loosens dirt. Then, reverse handle—and squeeze rubber-wiper-edge—and dries like magic... leaves window shining and bright. No wet runs... no mist! Tremendous popular appeal. Send 15c for sample. Sells for 15c to 25c. Figure your own profit! Half Gross, \$9.40... only 7 1/2c each, in 5-pound carton. Great price \$10.50. Order NOW!

O. R. OSMUN COMPANY
314 RUSSELL STREET — COVINGTON, KY.

HOT MOTHERS' DAY NUMBERS

14 K Gold Plated
CROSSES
LOCKETS on Acid Proof Chain.
All styles, all sizes. Locket has double picture frame inside.
SEND \$1 for SAMPLE Full line of Costume Jewelry and Engraving Items.
LA MODE BEAD & NOVELTY CO.
42 West 32nd Street, New York City.

PROMOTE JEWELRY SALES... CROSSES! RINGS!

A promoter's dream come true that's how tremendous Gross sales and Ring sales are going over now. Exclusive, responsive looking styles.
Write for Catalog No. 21 showing newest styles in:
● CROSSES ● WHITESTONE RINGS
● CAMEO RINGS ● ENGRAVING ITEMS
HARRY FAKULA, & COMPANY
5 No. Wabash Ave., CHICAGO, ILL.

ATTENTION STREETMEN!

ANDERSON'S original MAGON Airship is now supplied in SILVER AND-TEX liquid latex with silver latex worker.

- AND-TEX liquid latex balloons are—
- Tougher
 - More brilliant
 - More sun-resistant

Be sure to work the most popular balloon novelty for quick returns. If your jobber cannot supply you send his name to

ANDERSON RUBBER COMPANY
Manufacturers
AKRON OHIO

HEADQUARTERS FOR
1 Minute & 4-for-10 Photographers
MAKE GOOD MONEY THIS SUMMER AND AT THE FAIRS with our New Designed Mounts, Photo Boxes, SOMETHING NEW! Photo Pocket Mirrors with Catchy Sentiment! Also Leatherette Double Photo Holders! Fresh Stock of Improved BLACK BACK CARDS, 1 1/2" direct positive paper, and all supplies always on hand ready for immediate shipment!

166 BATTERY
BENSON CAMERA CO. New York, N. Y.
Catering to Quick Finishing Photographers for Over 30 Years.

CHEWING GUM 22¢ BOX
RETAILS FOR \$1.00.
Each box holds 20 Full Size 2 1/2" Packs of Factory Fresh Gum! Savory Display Boxes help you to get quick 100% to 200% profits. Be our distributor! Send for sample box FREE! GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and ML Pleasant Ave., Newark, N. J.

COMIC PIGS-MIRRORS-
Lily Kiddies, Fan Dancers, Shame on You, Hiss-moans, Snapper Postcards, Letters, Bathing Girls, Rooms, Fun Cards, Exported Bathing Girls, Comic Booklets, Photos, Jokes. Any 3 samples, catalog price lists 25c. Complete assortment, over 50 articles for \$1.00. Assorted Views, New York, U. S. Holidays, Comics, 169 samples 4for: 1.00 for \$1.50 postpaid.
ARTFORM CO., 1710 Underhill Ave., New York.

SUBSCRIPTION MEN
TRY POULTRY TRIBUNE, America's Leading Poultry Paper. Side line or full time. Every farmer is a prospect. 3 years \$1.00. Write
POULTRY TRIBUNE
MOUNT MORRIS, ILL.

ELGIN & WALTHAM
REBUILT WATCHES \$1.75
7 Jewel, 18 Size, in S. H. Engraved Cases, at
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CRESCENT CITY WATCH MATERIAL CO.,
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PER WEEK Guaranteed
or we cheerfully refund your money. Our men earn up to 100 per cent profit with the New One-Phone size Eptax. Business reports from year to year with no additional investment, no outside help. Great 5c. and 10c. Good new booklets. Personal work among high-class business men. A money maker without equal for you. Get full facts today.
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SILK BADGE RIBBON
3 Colors in One. All Sizes
RED, WHITE & BLUE
RED, YELLOW & GREEN (Mexican).
RED, WHITE & GREEN (Italian).
We have in stock all kinds of Ribbon for Parties, Celebrations, Demonstrations and Fraternal Society Orders. Write for Wholesale Prices.
PATERSON SILK RIBBON CO.,
85 Orchard St., New York City.

Flashy Rings - Crosses
CHARM BRACELETS
Send \$2.00 for 18 samples
Laurence M. Weisberg Co.
Transportation Building
123 E-9th St. - Los Angeles, Calif.

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. New Great Flash Cover, Primer of Constitution, Every-Body must have one. Will Rogers' Latest Jokes, 5c. Flashy Attractions Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashers, 5c. Veterans' Joke Books, 2c. St. Patriotic Calendar, Hot Season, 5c. Samples, 10c. VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.

PITCHMEN-STREETMEN-DEMONSTRATORS
Cash in now on the popularity of ZING ZONG, the novelty toy that is sweeping the country. For old or young—they all find it fascinating. ZING ZONG makes an amazing sound like a wailing owl. Comes in very attractive colors.
Fast sellers at circuses, carnivals, fairs, parks, bingos, chain stores, department stores, etc.
Sells for only 15c. Insuring you quick and large volume sales. Order sample dozen today for only 75c cash with order; 1 gross \$8.00; 5 gross \$36.00. 1/3 deposit, balance O. O. D.
OUR NEW NUMBER DELUXE Snow White and the Seven Dwarfs ZING ZONG toy, beautifully colored for 20c or 35c, will be ready for the market May 1. Order now and be the first to cash in on this Lucky number. Sample dozen \$1.50; 1 gross \$14.00; 5 gross \$46.00. 1/3 cash with order, balance C. O. D.
ZING ZONG CO.
212 N. Adams St., Richmond, Va.

Listen to the Owl

THE SELLING SENSATION OF ALL FAIRS
AVAILABLE FOR—
● SOUVENIR SPOTS
● FAIRS
● AMUSEMENT PARKS
RINGS, BRACELETS, ETC. OVER TWENTY ITEMS TO CHOOSE FROM. IF YOUR DEALER CANNOT SUPPLY, WRITE DIRECT.
J. O. POLACK & CO. Inc
7 W. MADISON ST., CHICAGO, ILLINOIS.
\$18.00 Per Gr.
Patented

Here is the LOW DOWN We are NEVER UNDERSOLD

- World's Thinnest Double Edge Razor Blades... 70
SHAVING AND DENTAL CREAM... 4.80
FACE POWDER... 4.50
POCKET COMBS... 2.75
POCKET COMBS... 3.50
MOBBIE PINS... 3.00
FLASHLIGHT BULBS... .70
ELECTRIC BULBS... 3.25
BROW DRIVERS... 3.60
MEN'S HOSE... .80
MEN'S HANKERCHIEFS... .19
MEN'S HANKERCHIEFS... .25
SHOE LACES... .30
PENNY AND NAVY NEEDLE BOOKS... 1.05
SEWING KITS... .28
SEWING KITS... .50
SEWING COTTON... .11
THUMB TACKS... .70
SOAP CONTAINERS... .30
ZIPPER COIN PURSES... .65
STORM PROOF LIGHTERS... .85
FLY RIBBON... .65
AIRPLANE KITS... 54, 1.20
WATER PISTOLS... 3.00
BALLEBORO SPECIAL... .60
UNIVERSAL WHOLESALERS

fraternity in Georgia, including Charles Williams and wife, with paper.

HARRY CAREY... pencils from Nashville, Tenn.: "Will open my novelty layout in Murfreesboro, Tenn., soon and plan to work Tennessee, North and South Carolina and Georgia.

NEW LOW PRICES! Tumbling Mouse LARGE SIZE \$3.25 Tumbling Cat Giant Feet. \$3.00 UNITED BALLOON CO. 875 BROADWAY, NEW YORK, N. Y.

In Any Game of Skill GIVE TO WINNER OR LOSER LYNN BUCKLE MFG. CO. 733 Washington St., Lynn, Mass. Tel. Breakers-2599.

Make Money At Home SNOW WHITE and the 7 DWARFS 8 STATUE MOLDS \$1.95 It's easy to cast these statuettes at home from rubber molds we furnish.

NEW LOW PRICES Large Size SPIRAL BALLOONS... 3.25 Giant Workers, 30c. Best Hi Hat FUR BRUSHES... 4.00 Genuine No. 108 OH U DCGS... 20.00

REGENT MFG. CO. 124 West 32d Street, New York City. HORSES...HORSES...HORSES. MAGIC RACE Game is sweeping the country.

winding up in Florida, where I will winter."

TRIPPO OPENINGS: What class of pitchmen do you belong to? Those who bore or the ones who are bored?

EARL GODFREY... his wife and dog, Patsy, are planning to leave Minneapolis in their house trailer soon and as is their wont make a killing at the fairs.

FRANK HAITHCOX... his info from Burlington, N. O., that his Blue Mountain Show will open there May 2. He info that a trailer, a stage and new canvas have been added to the show.

IT'S THE SAME IN PITCHDOM as in any other profession. If you enjoy your work you'll have little difficulty putting it over.

WILLIAM SCOTT... is making Canadian territory to a reported fair-to-middle business.

FAMOUS LAST WORDS: "I could have obtained more than anyone else if I had worked."

FRANK LIBBY... is reported to be clicking with sharpshooters in North Carolina.

Events for 2 Weeks (A New Weekly Service)

- CALIF.—Sacramento, Rodeo, 26-30. San Francisco, Fiesta, 26. Tall. Rodeo, 29-May 1. Vallejo, "Mad" Rodeo, 25-30. CONN.—Ansonia, Merchants & Mfrs. Expo., 26-30. Bridgeport, Legion Celebration, 28-May 7. D. C.—Washington, Dog Show, 30. FLA.—Bucklin, Tommie Festival, 27-30. IND.—English, Merchants' Celebration, 25-30. Evansville, Celebration, 25-30. IA.—Des Moines, Home Show, 23-30. KAN.—Fort Leavenworth, Dog Show, 27-28. LA.—New Orleans, Rodeo, 24-May 1. MO.—Joplin, Fiesta, 25-28. Kansas City, Horse Show & Sportsmen's Expo., 25-May 1. Kansas City, Dog Show, 30. St. Louis, Police Circus, 25-May 8. NEV.—Las Vegas, Rodeo, 29-May 1. N. H.—Manchester, Dog Show, 30. N. Y.—Albany, Shrine Circus, 25-30. Newark, Spring Carnival & Mardi Gras, 28-May 7. New York, American Toy Fair, 25-May 7. Rochester, Sportsmen's Show, 22-May 1. O.—Canton, Dog Show, 27-28. Youngstown, Dog Show, 30-May 1. PA.—Pittsburgh, Duquesne Garden Rodeo, 27-May 7. TENN.—Collierville, Cheese Carnival, 26-30. TEX.—Olivester, Rodeo & Horse Show, 24-May 1. VA.—Richmond, Dog Show, 27-28. W. VA.—Jamison's Mill, Bull Show & Sale, 25. WIS.—Keshena, Legion Home Show, 27-30.

- (Week of May 1-7) CALIF.—Hanford, Rodeo, 6. Lakeside, Rodeo, 1. Lodi, Legion Picnic, 7-8. Ocean Beach, Boys' Club Expo., 2-8. Orange, Anniversary Celebration, 1. Sonoma, Rodeo, 7-8. ILL.—Chicago, National Premium Expo., 2-4. IND.—Hamlet, Merchants' Celebration, 2-7. Rockville, Auto Races, 8. MD.—Pikesville, Dog Show, 1. MASS.—Boston, Dog Show, 1. MISS.—Bates, College, May Festival, 4-8. MO.—Clayton, Dog Show, 7. St. Joseph, Apple Blossom Festival, 5-7. N. J.—Trenton, Dog Show, 6. N. Y.—Buffalo, Food Show, 2-5. White Plains, Dog Show, 1. OKLA.—Geymore, Pioneer Days, 1-2. PA.—Erie, Dog Show, 7-8. Philadelphia, Dog Show, 7. TENN.—Humboldt, Strawberry Festival, 4-6. VA.—Bristol, Dogwood Festival, 4-5. (Events for five weeks in advance appear in the last issue of each month. This week they will be found on page 61.)

DIRECT SALES (Continued from page 69) If your prospect is not interested in what you have to sell don't use high pressure. Leave your card or a sample and go away.

Warm weather before Easter helped the clothing business. Direct sellers handling shirts, underwear and stockings were fairly successful.

Kwik-on PROTECTS CIGARETTES DROPS MATCH WORRIES HOLDER JUST OUT, IT'S A KNOCK-OUT! You've always got a Match...When You Want It!...Where You Want It!...With your Cigarettes!! Fits all standard cigarette packages Made of Aluminum No Bulk—No Weight CLICKS WITH MEN AND WOMEN: IN THE HOME; OFFICE; GOLF COURSE; SHOP; EVERYWHERE. A WINNER FOR Concessionaires Parks and Fairs Premiums—Prizes DISTRIBUTORS AND SALESMEN WRITE TODAY THE KWIK-ON SYNDICATE 520 S.W. 16TH AVE., MIAMI, FLA. SAMPLE HOLDER 25 CENTS

SPECIAL OFFER While They Last Original DUMMY DAN IN SPORT SUIT AND CAP No. 101X—20 inches. DOZ. \$4.00 GROSS \$45.00 FULL DRESS DUMMY DAN No. 103X—15 inches... Doz. \$ 4.00 No. 104—21 inches... Doz. \$ 6.00 No. 105—27 inches... Doz. 16.20 No. 106—32 inches... Doz. 24.00 Write for Illustrated Bulletin Featuring Hand-Painted Shell Lamps for Saleabroads. 25% Deposit, Balance C. O. D. GOLDFARB NOV. CO. 20 WEST 23d STREET, NEW YORK CITY.

WEST POCKET ADDING MACHINE IDEAL for Business or Personal Use. Adds, subtracts, multiplies, divides. Does work of more costly machine. Covers up to millions, reads of steel weights & counters. Simple, accurate. Not a toy. Guaranteed 5 years. SALESMEN NATIONALLY advertised at \$2.50 retail. School children, housewives, merchants, business men all want this low cost machine. You make at least \$1.10 every sale. Get this Hot Item now. HURRY! GALULAYR MACHINE CO., 629 N. Box 1118, Dept. 2402, Chicago.

FREE! 1938 WHOLESALE CATALOG Has 200 pages of World-Wide Bargains, 4,000 salesman's specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy today. SPORS CO., 4-38 Superior St., Le Center, Minn.

MOTHER'S DAY BIG PROFITS for canvassers Buttonhole and Vase Fibre Carnations Perfumed To retail at 5c and 10c JAEGER & WEGKEL, Inc. 336-338 Mountain Road Union City, N. J.

Send your correspondence to advertisers by mail—Using The Billboard.

Start a POTATO CHIP BUSINESS

IN YOUR KITCHEN and MAKE MONEY!
Buy Potatoes for 2c A POUND
Sell Them as Vita-Sealed Chips for 35c a POUND



THERE'S big money in Potato Chips for any man or woman who wants a business capable of paying big daily profits from the very start. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and pack a sensational new kind of "Greaselens" Potato Chip—and let the stores sell them for you. Only \$2.50 invested in raw materials brings back \$10.00 for each.
EVERYTHING FURNISHED—You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including speed-aligner, cooker, oil-extractor (the making new "GREASELENS" chip), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a good first day. Films, pictures and complete plans will be sent free for the asking.
DON'T BUY ANYTHING—Just send your name and address on a postcard for all this free information, including the "Secret of Making Greaseless Chips" (this is no gimmick, but many and you may become independent as so many others have done with these fast-selling new "Greaselens" Chips. Address your card to G. W. HARTY, 325 W. Huron St., Dept. D-124A, Chicago, Ill.



Hartmann's Broadcast

THERE is quite a difference between presenting animal acts in this country and in Africa. In Africa people are more or less accustomed to the sight of lions and leopards. Indeed, in the back country there are few who have not at one time or another seen cats wandering around.

However, to see a man in close contact with such animals still is a big attraction in Africa, and W. F. A. Pagel, manager of Pagel's Circus, is famous there because he presents his animals realistically. Seldom does he dress for his act, but rather enters the cage in street clothes. This gives the audience a better idea of a man meeting the animals out in the open. In the arena he never uses a whip, stick or chair. He merely talks and whistles to the animals as cues.

There is another trainer (a German) on the show as a sort of relief man to allow Pagel to leave at times on business. This trainer dresses and acts a la Clyde Beatty and Terrell Jacobs, but his act doesn't register as that of Pagel, who dresses like a farmer.

Pagel's Circus, by the way, has been constantly on the move since August, 1936—it had three weeks in quarantine that year—and in that time has missed only two performances on account of weather—one matinee and one night show. In 34 years prior to that Pagel recalls having lost only about 10 shows on account of weather. However, some were lost on account of breakdowns in the days of ex team transport and also because of riots in war days.

TERRER HAUTE, Ind., a couple of weeks ago had its first carnival inside the city limits in about 10 years, with the exception of the midway at the Vigo County Fair, but it's hard telling whether it will have any more within its limits as a result of the arrest of two concession men of the show charged with operating a gaming device and the other assault and battery. The arrest was made when a patron reported to police that he was swindled on a wheel game and struck when he voiced objection.

Will people using or sanctioning such operating methods ever wake up! The bad taste left no doubt will be felt by another show scheduled for Terre Haute this week (at the regular showgrounds, 27th and Wabash avenue, under the Central Labor Union) and still another slated for a May engagement.

ment, under the Legion, at Fruitridge and Wabash avenues.

THOSE having any doubt about the Golden Gate International Exposition in San Francisco opening on time (February 18, 1939) should read this from Walter K. Sibley, assistant director Division of Concessions: "Everything is progressing exceptionally well here—we are two months ahead of schedule—and here is one exposition that will be ready to open on the opening date; and when I say READY, I mean complete."

DAN ODOM had a reminder of his old circus days when in Valdosta, Ga., April 17. It was there, he postcarded from that town, that he joined Charles Wilson's Harris Nickle Plate Circus 35 years ago. The season opened February 15, 1903, and closed December 25, the same year, at Pensacola, Fla. Being near by, Dan stopped off in Valdosta to look at the show's old winter quarters grounds.

Dan, since leaving the circus business several years ago, has been devoting most of his time to coin-operated amusement machines, mainly in Texas. Altho quite successful at this work, he still has a warm spot for the circus and it wouldn't surprise us to see him get back into that field some day—as both an owner and manager. What his mission was in running over to Georgia, Dan did not say, but we do know that a certain circus was not far from Valdosta when he was there.

Morris Miller Opens in Kan.

Starts following snow-storm—has good line-up of attractions and free act

HUTCHISON, Kan., April 23.—After blizzard and taking off 40 loads of snow that was banked on lot Miller Bros.' Shows finally opened in Wichita, Kan., Wednesday, April 13, to fair crowd. Rides, shows and concessions were all ready. Franzellon, on high pole, was the free act.

Shows: Captain Circus Shorty's trained animal show, featuring his daughter, Louella, in lion's cage; Benito, trained bears and monkeys; Louello, domestic stock, trained rooster, dogs and ponies; Professor Disco manages side show, with Jack Buzzell as talker; Eddie Kilgus, ventriloquist; Arthur Nelson, knife thrower; pygmies; Punch and Judy; Harry, human pincushion, mental wizard, sword box; Tiny Person, colored midget; magician, shooting thru woman; Electro-Wonder and glass blower; Doc LaMarr, added attraction, with Mrs. LaMarr and Price Paine assisting. The Midget Show is handled by Bob Winchell, with Carl Hodges on ticket box, featuring Juan and Martini DeLaCruz. Chez Paree Revue, owned and managed by Lucille Delaportes, assisted by Betty Martin, fan and shield dancer; Jane Guyer, show dancer; Elsie Downey, sou-bret, and Patsy Willis, tap and acrobatic dancer. Jack Benson on ticket box. Follies Revue, managed by Mabel Tapen, with Bobby Arnet, Ruth Ryan and Jean Small. Fred Hendricks, tickets. Athletic Arena managed by Bill Christy, former Canadian light-heavyweight champion, assisted by Joe Wolff, heavy-weight wrestler; Curley Martin, boxer; Bob MacIntyre, wrestler; featuring Dutch MacIntyre, wrestler. Mrs. Christy, tickets. Small Animal Show, owned and managed by Doc Darabaly. Mrs. Darabaly, tickets. Billie Brown's Serpent Show, featuring large reptiles. Sol Greening, tickets. Minstrel Show, Frank W. Wilson handles front; George Manning and Jerry Allen, tickets. Entertainers headed by Stuffles Jackson and Show Poke White, comedians; Little Mary Grant, blues singer; Jenny Wilkes, dancer; Sunny Brightman, colored fan dancer; Johnny Ellis, tenor; chorus of six. House of a Thousand Laughs, Norman Hall.

Rides managed by Jules Mall; Jean Bacon, tickets. Dual Loop-o-Planes,

managed by J. B. Mulland; Pat Pincerton, tickets. Tilt-a-Whirl, managed by Frances Warren, assisted by Joe Peerman; Mrs. Joe Forman, tickets. Kiddie Rides, Ferris Wheel and Autos, Jay Barton; Mrs. Barton, tickets. Loop-the-Loop, managed by A. C. Kalfsbee. 311 Wheel, Bill Davison, manager; Mrs. Davison, tickets. Pony Ride, William Godfrey; Mrs. Godfrey, tickets. Chair-plane, managed by John Tiggler; Joe Brand, tickets.

Concessions
Concessioners: J. V. Archer, Mrs. J. V. Archer, Bill French, John Delaporte, Buddy Lyons, J. D. Graham, John Woods, Warren and Curtis Henderson, Abe Peppers, Ray Guyer, Lowell James, Dudo Goule, Mrs. Ed Lynch, Nick and Tony Branda own and operate corn game; Jimmie Davis, diggers, assisted by Vic Smith; B. K. Duff, John Goldsmith, D. Hamilton; long-range shooting gallery, S. H. Duff, L. E. Leach, R. Shattuck, Marie Root, White Gleason, Vern Giles, Ruby Hall, Jean Arrats, Bill Herman, Len Foster, Harry Miller. Reported by Morris Miller.

Government-Kelley Case Soon to Jury

NEW YORK, April 23.—Federal government's case against John M. Kelley, former legal counsel of Ringling-Barnum interests, and others for alleged attempt to defraud the government and income-tax evasion, is expected to be in the hands of the jury early next week. Defense rested its case on Friday after calling only one defendant, Charles D. M. Greer, of Sarasota, Fla., to the stand. Kelley did not testify. Summing up of case is due Monday, and court is expected to charge the jury some time Tuesday.

Case opened in Federal Court here in January and since then bulk of time has been consumed by detailed presentation of evidence on part of prosecution. Government intends to prove that Kelley and associates juggled books of Ringling shows and personal accounts of the Ringling brothers. Greer in his testimony claimed he was unaware of any false records, etc., prepared by Kelley.

Circus Advance Forces Come to Blows in Ohio

CINCINNATI, April 23.—Blows were resorted to by advance crews of Isaac Broke and Harris Bros.' circuses at Bellaire, O., late this week, according to information reaching The Billboard. Bosses, too, it is said, were also involved in the fracas. Some of the members of the crews were badly beaten up and several arrests made, the report further states. Trouble started when one of the shows charged the other with unfair opposition tactics.

KLINE'S GREATER SHOWS
CAN PLACE
FOR GARY, WEEK MAY 2; HAMMOND, WEEK MAY 9.
Chairplane, Kiddie Auto Ride, CAN PLACE Shows, all Concessions. Address PETE WOODS. All others address
BOB KLINE
KLINE'S GREATER SHOWS,
123rd and Halsted Sts., Chicago.

MAJESTIC EXPOSITION SHOWS
Want Cookhouse that caters to show people. All Concessions open except Corn Cakes and Two Corn. Want two strong Free Acts, Girls for 10th Show. Will furnish outfit for Snake Show, Tennis-One, or will finance any worthwhile attraction. Want Showman Artist, Organ Man, 10th Help, Musicians and performers for Minstrel Show, or will turn Show over to organized company with band. Salary out of profits. Earnest Rudin wants Wheel and Grind Show Agency. The following people answer this ad: Black Davis, Jack Allen, Jack Holstein. Can use good Second Man with no license. Term, this week.

WANTED
Ferris Wheel Foreman. Must be reliable. 300 hours, wire. Can use post, also wife on pony ride. Can place Lead Gallery, for Concession. No beach all summer.
MURRAY JACKSON,
Bennettsville, S. C.

B & V SHOWS
Riderfield Park, N. J., April 23-30.
Want Grind Shows, Shows with or without outfit. See Flat Ride, Organ and Girl Dancer for Free Ad. 183 Passaic St., Garfield, N. J.

WE WANT

Every Carnival, Park Manager and Concessionaire who can use one more good Money-Making Show to contact us at once.

Our new Walk-Thru Shows are already becoming the sensation on Midways this season.

LET US SEND YOU THE PROOF

Small arrangements met—easily set up and quickly taken down. Two people run a show. Show carried in any auto.

5 Great Shows — Clean and Beautiful.

Shows for Men with little money.

Shows for the Biggest and Best Parks and Carnivals in U. S. A. and Canada. Write for free information and what first shows out are doing.

CHAS. T. BUELL & CO.
BOX 900, NEWARK, OHIO.

WANTED WANTED PARK AMUSEMENT CO.

WILL BOOK Tilt-a-Whirl, Octopus, Loop-o-Planes and Baby Rides, Long Range Shooting Gallery, American Mitt Camp, any 5c and 10c Concession and small Cook House. Paying best money spots of the South. Lake Charles, La., this week; Alexandria, La., week May 2. Write or wire.

PARK AMUSEMENT CO.

WANTED WANTED JOHNNY TOFFEL SHOWS

WANT for American Legion Spring Festival for Benefit from Latta Funds on the streets, April 29 to May 7, and balance of week including 10 Fairs and Concessions, starting first week in June—Cookhouse, privilege in Tickets, Custard, Diggers and Concessions all kinds except Bingo, 2c. Smith and Jack Brown come on. Want Tilt-a-Whirl and Loop-o-Plane. Want Ride Show with or without equipment. Can place Grind Shows of all kinds. Can use organ to help all departments. Seaside Artist. Those joining now also preference at celebrations. All address JOHNNY TOFFEL SHOWS, Cambridge, Mo. No collect wires. Write this ad goes to Chicago lets for six weeks, starting May 26.

GREAT SUPERIOR SHOWS WANT

MINSTREL SHOW PERFORMERS AND BRASS FOR COLORED BAND.
WANT Athletic Show Manager with real Boxers and Wrestlers, not ham and cagers. Tommy Davenport answer. WANT organized Ten-in-One, with or without outfit. WANT Sex Show or Half-and-Half. Must have flashy wardrobe. WILL PLACE one more Flat Ride and set of Kiddie Rides. SPECIAL NOTICE! All Concession People read the following carefully three times: Go and have a confidential talk with yourself, then shake yourself good, wake up, and then run to the Western Union office and wire us that you want to get into the money, for we are positively the first and only show now playing the heart of the Kentucky Coal Fields. To get money, come where there is money. Evans, Ky., week April 25 to 30; Harlan, Ky., week May 2 to 7. P. S.—WANT sensational Free Act for season. How about it? Freddy Gregg. Same contract as last season. Send all mail and wires as per results.
GREAT SUPERIOR SHOWS, Cecil C. Rice, Manager.

WANTED AT ONCE

Cook House, all legitimate Concessions, Shows. Have complete outfit for Girl and Peeling and Grind Show to reliable parties. Takes in all departments, efficient Man to handle Snake Show, Ride Help that can drive trucks. Act quick. East Radford, Va., this week; Harrisonburg, Va., follows.
SAM LAWRENCE SHOWS



Notes From the Crossroads

By NAT GREEN

TRADITION is a great thing; precedent has its uses; and conservatism often is commendable, but when they stand in the way of progress it's time to ditch them or modify their uses. The circus lives by tradition and in many respects is as conservative as the snooty Union League Club. Take, for instance, their newspaper ads. With very few exceptions the copy used is so jammed up with small type that it repels rather than attracts readers. It is loaded with irrelevant exaggerations that are transparent to the veriest tyro.

A well-known advertising man who is fairly representative of the general public, discussing these ads the other day, made some pertinent observations. "I can't understand," he said, "why circuses, which because of their short stay in any one place have to get immediate results from their advertising, have not progressed with the times in the matter of newspaper advertising. There's nothing wrong with their outdoor billing, but when it comes to newspapers they haven't kept step with progress. Look at these ads so jammed with small black type that they are scarcely readable. What is the message the circus owner wants to get across? That the circus is coming; will be at such and such a place at such and such a time. Those are the main points. All the rest is incidental. If those three points—what? where? when?—were brought out in type surrounded by sufficient white space to make the ad stand out the ad would be 100 per cent more effective than the usual conglomeration. Who cares how many years the circus has been on the road? Or how many trunks it moves on? Why specify '600 people, 500 horses, 1,001 thrills'? If the public reads it it is going to discount it 50 per cent. If they must use the hokum let it be confined to the news stories. I realize that the ad rates charged circuses are exorbitant, but an inch or two of white space to make the ad stand out would have many times the pulling power of the archaic copy most of the shows use."

There is a lot of food for thought in this advertising man's observations.

Almon R. Shaffer, who was Lincoln Dickey's right-hand man at the Cleveland expo, was in Chicago last week doing promotional work for the Florida Orange Festival and Florida in general.

Frank P. Duffield back from New York, where he was looking over the World's Fair situation. . . . Word comes from Albert and Chickie Powell that they will soon be back from Australia.

Earle Reynolds, veteran skating impresario, in from the East and off to his home in Bensenville, Ind. . . . Earle recently made a two-week ice-skating tour for Vitaphone. . . . Clyde Beatty wearing a beautiful wrist watch presented to him by Sol Hess, creator of The Nebbs, comic strip. . . . Bob Rae, vet circus canvasser, off to join the Kinsey Comedy Co., dramatic tent show.

Jack and Vonie Croake, well-known circus folks, dropped in at the Chicago office on their way to San Francisco, where they probably will be with next year's World's Fair.

C. W. Finney back from a visit to the McCoy advance car and off again for the East. . . . He has made some changes in the advance. . . . Fred Carruthers has the No. 2 brigade. . . . Sensational his Wardards, somersaulting aerialists, are playing indoor circus dates in Toronto, Kitchener and London, Ont. . . . F. J. Koske and family have arrived in Chicago from Florida after touring with the Art Mix Shows. . . . They plan to remain in Chi for several weeks and will rebuild their gallery to play summer spots. . . . Otto Griebling's "Free Beer"

gag is getting plenty of laughs on Cole Bros.' Circus. . . . Five clowns and five performers from the Cole show will compete in a spelling match on Station WBBM one night this week. . . . Klara E. Knecht, who is handling the radio for the Cole Bros.' show, has done a swell job in Chicago, already having made more than 30 talks on the air.

JACKSONVILLE FAIR

(Continued from page 3)

months advance. Aiden, well-known stage designer and interior decorator, with five assistants, is traveling with the show, hard pressed to keep up with demanded changes scheduled for Atlanta and Memphis on the route.

As usual, the show carries its own maintenance department, with the following in charge: Vince T. Book, designing engineer; Nath Nelson, electric superintendent; Charlie Davis, grounds; Ed Nelson, carpentry; Charlie Hall, forge; Slim Sowerby, designing artist. Business has warranted construction of two new office wagons. Louis Anderson, assistant to Mrs. Ruby Velare, treasurer, will have headquarters in one wagon, and all publicity, including press, radio and sound, will be directed from the other.

General office headquarters include in addition to the owners of the shows Walter De Voyno, secretary; Mrs. Velare and Danny Harrison, who left the organization because of illness last year but rejoined at Tampa, his health fully recovered.

Line-Up of Shows

One of the newest and most elaborate of tent theaters is Miss Anatomy, patterned after Radio City attraction and operated by Drs. Joyce and Maxwell Reynolds, who also have another show, It Might Happen to You.

Featuring a new number, *Girl in Rhapsody*, in which Flo Kay is "clothed in music," Raynell has an entire new *Chae Paree* with its crystal blue front, 11 girls; Lloyd Sullivan, organist; Julie English, Frances and Curly La Vier, dance team; Mildred Kilgore, Avanelle Cantrell and Ellsworth and Cordero, dancers, newcomers. On the front are Gene Miller and Clegg Hoyt. Harry Klima, midwife, is a well-liked emcee.

Engineers are completing the onyx black front for Atlanta showing of Raynell's French Casino, eight-girl posing and novelty show. Midnight blue flashes succeed neon. Laura Manos and Jack Clay are fronts. Jessie Ray does *Lady Godiva* in her own hip-length blond hair. Hilda Renner is the girl with the "most perfect" form.

Personnel of Marjorie and Walter Kemp's motordrome, Thrill Arena, now numbers 14, and daily rehearsals have been in progress for the past few months for a new feature ride, details of which are being kept secret, which it is said will be different from any yet attempted. Assisting with training of the lions that will be used in the act is Chubby Gilfoyle. Eleanor Price is understudy for Miss Kemp with Dorothy Barclay. Walter Kemp has made slight changes in his *Dips of Death*. Charles Stille is trick rider.

Newest attraction with Cortes Lorow's Illusion Show is the "body without a head." Louis Stratton continues as lecturer on this show, which now employs 23 men and women, with 12 illusions presented. Mr. and Mrs. George Rintling have the mental telepathy act, and the glass blowers' show is in charge of Mrs. Bert Lorow and "Pop" Lorow. Donald Durant presents Chinese magic.

Clif Wilson again has the Monster Show and Frank Graham the Wax.

Leon Claxton's all-colored Rhythm retains only Gwendolyn Bates as soubrette, new additions being Rufus and Johnnie, dance team; Dinah Scott, comedy; Nathaniel Rogers, band leader. Stage setting and top are new, as are 21 all-colored floodlights. Claxton is perfecting jungle act with weird lighting and native drums.

Monkey Town is a remodeled village with 85 monks. Papers gave good play to Jax, monk born inside Jacksonville freight yards. Bert LeClair is new front. Inside trainers include Clifford Black, Russell O'Brien, Oliver McGullough. Show is owned by Larry Banthlin.

W. Aldrich's Imperial Hawaiians will have many new faces at Atlanta, talent coming from the Islands, New York and Europe. Cablegram misunderstanding delayed their arrivals. Aldrich will introduce new-type all-electric instrument.

Dick Best's Freak Show will be augmented tomorrow by an Amazon from South America.

TWENTY-FIFTH

SEASON

FAIR AT HOME SHOWS, Inc.

Now Combined With

★Traver Chautauqua Shows, Inc.★

15 RIDES

3 FREE ACTS

SHOW OPENS APRIL 30th

South River, N. J., Auxiliary Fire Dept., April 30 to May 14, inclusive (3 Saturdays).

We Possitively Guarantee that we are the first show in South River this season.

CALL: All Shows and Concessions report in South River April 27th. Those ready will get 3 days' Pre-Opening to Free Gate.

WANT

A Real Side Show, Wrestling Show, or any good, clean money-getting shows write or wire what you have. Will furnish outfit to recognized shows. Also concessions of all kinds that are legitimate. Lucky boys save your time and ours, at this outfit will not tolerate graft of any kind. Making real concessions a paying business.

Write me at South River, N. J., or address below.

GEORGE W. TRAYER, Manager
39 NO. SUMMIT AVE., CHATHAM, N. J.

WIRE FLO JONES WIRE

Leopold Williams, Tam Tam, Esther and Hasey Wheeler, Johnnie and Willie Carpenter, Julius, Johnny Mongo, Bula-Bula. Can place all Colored Dwarfs, Spotted People, Albinos and unusual Colored Acts of all kinds for our new African Village. Address

DICK BEST — Royal American Shows
Atlanta, Ga.

W. G. WADE SHOWS

OPEN SATURDAY, APRIL 30, AT PONTIAC, MICH.

AUSPICES METROPOLITAN CLUB

Can place a few more legitimate Concessions, absolutely no graft. Also Shows which do not conflict. On account of disappointment can place one more Free Act which does not conflict with High Tower. Specks Groscurth wants Free Act for Revue. Lansing and Jackson, Mich., will follow Pontiac. Wire W. G. WADE SHOWS, 289 Elmhurst Ave., Detroit, Mich.

JOYLAND SHOWS

Saturday, April 30—Grand Opening Pontiac, Mich., Baldwin Avenue Show Grounds—Saturday, April 30.

Can place a few more legitimate Concessions. Devil's Bowling Alley and Fish Pond open. Want clean, refined and flashy Shows that do not conflict. Owing to disappointment, can use a small Bally Band, Merry-Go-Round Foreman and Ro-Lo Foreman. Joe Hilton wants Side Show People. Capable Side Show People in all departments. For long season. Wire or write ROSCOE T. WADE, Gen. Del., Pontiac, Mich.

Gruberg's World's Exposition Shows, Inc.

Can place to join immediately, high-class Legal Adjuster. One who has had carnival experience. Positively must be sober and reliable. (John Moran, wire.) Wanted—Freaks to feature and Working Acts for Big Circus Side Show. Wanted—Legitimate Concessions only. Wire MAX GRUBERG, Winchester, Va., this week; Sunbury, Pa., week May 2 to 7.

WANTED

Show Opens May 7 With Jimmy Jamison's High Fire Dive and Water Show for 20 Weeks on Long Island.

FOR SALE—A Set of 5 Swings and one 10 K. W. Electric Light Plant; real bargains. Write or wire

PRUDENT'S AMUSEMENT SHOWS,

124 CEDAR AVE., PATCHOGUE, LONG ISLAND, N. Y.

Baby Ruth Pontiac, fat show, still holds her weight.

New concessions include popular pig rack, operated by Frank Graham, with Dutch Schilling as front; huckleby buck with Art Martin, Murray Stern and Jerry Carney as fronts; Red and Mario Striegel's knife rack has gone modernistic with green and gold pliah, and Bill Clain has the mouse game.

Early-week visitors were P. T. Strieder, manager of Alabama State Fair and Florida State Fair and Gasparilla; William Martin, concession manager of the same fairs; J. A. Franklin, Regalia Mfg. Co., and Eddie Madigan, cookhouse, Dodson's World's Fair Show.

WANTED AT ONCE

STRONG ATTRACTION FOR SIDE SHOW Medusa Van Allen wire. Can use one or two more good Novelty Acts. Those who know me, come on. Others write.

ERRY THORNE, Dick's Paramount Shows, Naugatuck, Conn., until April 30th, then Annetta.

WANTED

COLORS TRUMPET PLAYER — MUST READ. S. H. DUDLEY, Charlottesville, Va., Week April 28, or 1223 Seventh St., N. W., Washington, D. C.

Send your correspondence to advertisers by mail—Closing The Billboard.



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BARETTI, THE HUMAN CANNON BALL, BEING SHOT OVER THE FERRIS WHEEL, THE FAMOUS EUROPEAN MUSESTRE TROUPE OF FIVE TIGHT WIRE CYCLISTS, THE FOUR HOLLYWOOD ROCKETS — High Aerial Artists. Working on a Handred Twenty-Five Foot Steel Rigging, the Highest Act of its Kind Ever Attempted.

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TROUPE OF FUNNY OLD CLOWNS UNDER THE PERSONAL DIRECTION OF ALEX MUSESTRE! AND MAX WILLIAMS.

WE ARE NOW CARRYING TEN PAY SHOWS AND EIGHT MAJOR RIDES.

WANT TO BOOK: One First-Class Fun House, Motor Drome, Whip and a Tilt-A-Whirl. We can use Feature Freaks for our Ten-In-One. Everybody wire or write HILDERBRAND'S UNITED SHOWS, as per Route.

This Show Booked Solid Until Armistice Week.

ROUTE:

Eureka, Calif., Week of April 25; Marshfield, Ore., Week of May 2;
Medford, Ore., Week of May 9; Eugene, Ore., Week of May 16;
Portland Rose Festival, Week of May 23.

BROADWAY SHOWS OF AMERICA

Want Acts of all kinds for Side Show. Tattoo Artist, Mindreading, Fire Ester, Midgets, Ossified Man and Half-and-Half for Feature.

Want Concessions of all kinds.

Will book or buy Octopus or Eli No. 5 Ferris Wheel.

For Sale—Caterpillar and Loop-the-Loop. Both rides up and operating and in good condition.

Covington, Ky., Week April 25; Newport, Ky., May 2 to 7.
COL. J. F. DEHNERT, Covington, Ky.

WEST BROS.' SHOWS WANT

Stock Concessions that are capable of and will pay Privilege. Woman, American, with Reader. Work thru office; Scenic Artist, Side Show, Penny Arcade.

We have one of the best routes, including four weeks in Iron Range in Minnesota. Two big July 4th Celebrations. Canton, Ill., this week; Quincy, Ill., next.

The Last "Word" in Your Letter to Advertisers, "Billboard"

ROUTES

(Continued from page 33)

Pierce, Magellan: Peekskill, N. Y., 27; Dover, N. J., 28; Summit, 29; White Plains, N. Y., May 2; Plainfield, N. J., 3; Westfield 4; New Brunswick 5; Easton, Pa., 6.
Ricketts Show: Clay, Ga., 23-25; Meanville May 2-4; Roberta 5-7.

REPERTOIRE

Billroy's Comedians, Billy Wehle's: Greenville, S. C., 27; Spartanburg 28; Cadfrey 29; Lincoln, N. C., 30; Winston-Salem May 2; Burlington 3.
Heffner-Vinson Show: Crossville, Tenn., 25-30.
Leonard Players: Burnsville, N. C., 25-30.

CIRCUS AND WILD WEST

Jarnes-Bells-Floto: Palo Alto, Calif., 26; San Mateo 27; San Francisco 28-May 1; Vallejo 2; Colfax 3; Reno, Nev., 4; Sacramento, Calif., 5; Oakland 6-8.
Cole Bros.: St. Paul, Minn., Chicago, Ill., 19-May 1; Rochester, Ind., 2; South Bend 3; Ft. Wayne 4.

Hagenbeck-Wallace: Springfield, Ill., 36; La Fayette, Ind., 27; Ft. Wayne 28; Dayton, O., 29; Middletown 30; Cincinnati May 1-2.
JE Ranch: Toledo, Pittsburgh, Pa., 27-May 7.
Koley, A. G.: Miller Bros.: Logansport, Kan., 26; Grenora 27; Cambridge 28; Burden 29; Atlanta 30; Argonia May 1; Attila 2; Sharon 3; Medicine Lodge 4.

McCoy, Tim, Wild West: Dayton, O., 26; Cincinnati 27-28; Parkersburg, W. Va., 29; Clarkburg 30; Washington, D. C., May 2-4.
Baker, J. M.: 3-6; Washington, Del., 7.
Newton Bros.: South Boston, Va., 27; Farmville 28.

Stingling Bros. and Barnum & Bailey: (Malden 26, Garden) New York City 8-30; (Boston Garden) Boston, Mass., May 2-7.
Robbins Bros.: Kokomo, Ind., 30; Minster, O., 31; Lima, Pa., 1-4; Westport 4; Akron 5; Youngstown 6; Salem 7.
World Bros.: Richwood, W. Va., 27; Webster Springs 28; Buckhannon 29.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Ala.-Ga. Am. Co.: Girard, Ala.
All-American Expo.: Washington, In.
American United: Passco, Wash.
American Expo.: Springfield, O.; Dayton May 2-7.

Anderson-Brader: Wichita, Kan.
B. & V.: Lodi, N. J.

Beck, O. J.: Newark, N. Y., 29-May 7.
Bentley's All-American: Du Bois, Pa., 30-May 7.
Berkeley Cosmopolitan: Greenville, Tenn.; Erwin May 2-7.

Barker: Wenona, Ill.
Barkool Bros.: (Prest & Morrison) Toledo, O.
Baysinger, Al: Chester, Ill.
Berkman & Gerety: St. Louis, Mo., 28-May 15.
Bee, F. H.: Franklin, Ky.; Elizabethtown May 2-7.

Blue Ribbon: Tuscaloosa, Ala.
Bork Am. Co.: Paxico, Mo.
Brywell, Fred G.: Beckley, W. Va., May 2-7.
Bright Light Exps.: Shuman, Pa.
Broadway Shows of Amer.: Covington, Ky.; Newport May 2-7.

Brown Family Rides: Middville, Ga.
Brown Novelty: Moultrie, Ga.

Buckeye State: Collinsville, Tenn.
Bullock Am. Co.: Gramercy, N. C.
Burdick's All-Texas: Navasota, Tex.
Bushay Am. Co.: Clinton, Mass., 30-May 7.
Byers & Beach: Pontiac, Ill.

Campbell United: Esley, S. C.
Central State: Great Bend, Kan.
Cincinnati United: Mt. Vernon, O., 30-May 7.
Clint & Clark United: Canonsburg, Pa.
Clyde's United: Johnstown, Pa., 28-May 7.
Coleman Bros.: New Britain, Conn.
Colley, J. J.: Oklahoma City, Okla.
Cote's Wolverine: Mt. Clemens, Mich., 30-May 7.

Crafts 20 Bldg.: San Fernando, Calif.
Crescent Amuse.: Picketts, S. C.
Crowley's United: Wichita, Kan.
Crystal Expo.: Kings Mountain, N. C.
Cumberland Valley: South Pittsburg, Tenn., 30-May 7.

Cunningham's Expo.: McConnellsville, O., 30-May 7.

Deane, John H.: Normal, Ill.
De Luxe Shows of Amer.: Baltimore (Dondak Branch), Md.

Dick's Faramosa: Nassauvork, Conn.
Dick Helge: Owensboro, Ky., 30-May 7.
Dixie Expo.: Jasper, Ala.
Dodson's World's Fair: St. Louis, Mo.
Dyer's Creators: Corinth, Miss.

Ebels Expo.: Lawrence, Pa.
Eli No. 5: Westfield, Kan., Augusta May 2-7.
Eddy Bros.: Chester, Pa., 28-May 7.
Evangeline: Ashdown, Ark.

Fair at Home: South River, N. J., 30-May 14.
Fairly & Little: Jefferson City, Mo.; Belle-ville, Ill., May 2-7.

Fisher's United: Wood River, Ill.
Florida Am. Co.: Fernandina, Fla.
General Am.: Bonham, Tex., May 2-7.
Gold Medal: Columbus, Ind.

LAST CALL

Fred C. Boswell Shows

OPENING NEXT WEEK, BECKLEY, W. VA., MAY 2.

WANT Cook House, Custard, Photos, Grind Shows of all kind. WANT Kiddie Rides. All People contracted please acknowledge ad. Wire or come on time sheet. Address FRED C. BOSWELL, Princeton, W. Va.

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Place your booth with our big 22'x28' heavy cardboard picture panels. The first and only one double or triple rowed. Scientific, beautiful and made by one of America's leading astrologists. Most of people on the highway will stop before your booth to see them, always bring you plenty people to work on. There are 10 panels in the set. Five are on important people as Edison, President Roosevelt, Buffalo Bill, Will Rogers and John Ford. Five are on infamous people, as John Dillinger, Jesse James, Hesse Hauptmann, Al Capone and George Snyder. Their actual photographs, (taken of their faces) are all interesting because we are on each panel, very FLASHY. The set of 10 complete only \$10.00. Any set on set \$4.00. Mail your order. Our 10 years experience in business says you will be delighted with them. Order now. Or write for information.

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STRATES SHOWS WANT

For First-Class Still Dates and Fourteen Class A Fairs in New York, Pennsylvania, Virginia, North Carolina, South Carolina and Georgia.

RIDES—Caterpillar, Hay Dry, Pony Ride, Tilt-A-Whirl, Ho-La, Ride-O and Stratinip.

SHOWS—Can place Monkey Show, Midget Show or any Show that confining. Have top and fronts for same.

Talkers and Experienced Help All Round.

Wire Harrisburg, Pa., from April 25 to May 7.

CRESCENT AMUSEMENT CO.

Wants for Fiercer's Spring Festival, Entire Week, May 2, Shelby, N. C. Downtown, Behind City Hall.

FREE GATE. Must job Showy with or without transportation. Must have flash. No junk. Give liberal proposition for Tilt, Octopus and tea spots. Book Kiddie Attrs, Airplane, CONFECTIONERY all grades, Candy, Candy and Popcorn, Photos and Grah. Will book American MINT. (No Photos.) No flat joints or racket.

L. C. McHERRY, Mgr.
SHERMAN HUSTED, Gen. Act.

Picketts, S. C. 27; Erwin, Tenn., N. C., May 2.
FOR SALE—Tangley Gallops, A-1 condition, very loud, mounted on Dodge Truck, \$400. Will trade for Smith & Smith Gasoline.

WANTED CARNIVAL CO. AND FREE ACTS

FREE FOURTH OF JULY CELEBRATION ON STREETS—THREE DAYS, JULY 2-4.

Largest Celebration in Northwest

Drawing for 50 miles in heart of Wisconsin's dairy and resort sections. Entire country for 35,000 people backing this affair. First carnival on streets in 10 years. Sponsored by nine American Legion Posts. Address L. W. WEBSTER, Chairman Amusement Committee, Rice Lake, Wis.

HARRIS SHOWS

OPENS SHELBY, O., APRIL 30

Wants Cookhouse at 1000, Palmyra; Stock Concessions, 17th Show, Hall and Hall, Snake Show, Shelby, O., till May 7.

WANTED

Doc. Pony, Monkey Trainer and Assistant. Men that can present act. Write all. Send photo. Address GEO. E. ROBERTS, Parnassus's Studio, 515 W. Erie Ave., Philadelphia, Pa.

ROLLER SKATES AND RIDES

of all kinds or will place on percentage. Permanent or short period. Also Concessions, Confectionery, Chas. between Berlin and Pittsburg, Kan. Address J. D. WINKLAND, Plover, Okla.

CARNIVAL FOR SALE

Consisting of Parker Two-Armist Carrousel, Eli No. 12 Ferris Wheel, Smith & Smith Chairlifts, Kiddie Auto Ride, a number of rope tractors and harness, beach, wire, wood, blocks, office trailer, house trailer, two Chevrolet trucks, stair-illustration for tickets. Address P. O. Box 11225, Blyden and Lake Sts., Minneapolis, Minn.

WILL BUY OR BOOK

Miniature Steam Railway, Kiddie Auto Ride and good Indian Show suitable for building in rest. Large Co. two handsets (200 ft.) with sixteen (16 ft.) ceiling; good location. Fair season opens May 12. Address FAIRLAND PARK, Kansas City, Mo.

Barney Bros. Circus Wants

Family Acts doing two or more, Essauarian Director, Musicians all instruments, Ross Kops, useful people in all lines. Write Barney Bros., 1000 E. 1st St., Minneapolis, Minn. 271; Orleans Ferry, 281; Mountain Home, 291; Nazam, 301; Caldwell, 311; 2; all others.

Tilley Shows Want

Chairlaine Foreman, Ride Help, Mechanical Show, Funhouse, Merchandise Concession, Chicago, Ill., this week; East Peoria, Ill., week May 2.

SOME THERMOMETER



18 in. Wide, 60 in. Long... THE CHANEY MFG. CO., 1100 E. Pleasant St., Springfield, Ohio.

Golden State: Lompoc, Calif. Golden West: Paso Robles, Calif., 26-May 2. Gooding Greater: Huntington, W. Va.; Charleston May 2-7.

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CIRCUS, RIDES, TRUCKS, CARNIVALS. Showman's Insurance Man. CHARLES A. LENZ. Winter Quarters: General Delivery, St. Petersburg, Fla.

MIDWEST SHOWS

Opening Jackson, Mich., Monday, May 2. East Michigan Ave. Grounds, Muskegon, O.-A.-V. Want Cigarette Gallery, Bumper Car, Scales, String Game, Novelties, Pitch-U-Win, Want High Swaying Pole or High Dive. Harry Lessinger wires. Address all mail and wires care of Show, Jackson, Mich. HARRY MILLS.

The Girl in the Goldfish Bowl

And Other Mystifying Illusions FOR SALE OR RENT. ILLUSION ENTERPRISES 1414 ROSCOE ST., CHICAGO.

The Showman's Insurance Man

CHARLES A. LENZ See Ad on Page 46

ANDERSON-SRADER SHOWS, INCORPORATED

Want Manager for Fall Show who can furnish attractions. Also want Fall Show, Snake Show at Small Minster Show. Will book other Shows with or without their own outfit. Address Wichita, Kan.

WANTED

Need Man on Ferris Wheel. Salary \$15 a week. Freeman to take charge of a Kiddie Ride. Experienced Man to dip custard. Have for sale equipment for complete Cookhouse. Address SIMON KRAUSE, care of MRS. PARAMOUNT SHOWS, this week Muskegon, Conn.

SUNSET AMUSEMENT CO.

Have complete outfit open for possible Greek Showman with Greek, WANT Minster Show, Gardens and Performers, Flow, Lead Gallery, American Palisade, Bowling Alley, Dart, Hoop-a-la, Country Store all open exclusive. Clinton, Mo., this week; Sedalia, Mo., next.

LARGE SHOW WANTED

Legitimate Concessions of all kinds. Corn Game, Ball Games, Snow Ball, String Games. Shows with own outfit. Will book or buy Fall Wheel or Kiddie Auto Ride. Coffeyville, Mich., this week.

WANTED

GOOD HIGH WIRE ACTS FOR MERCHANTS AND MANUFACTURERS' EXPOSITION, ZANESVILLE, OHIO, MAY 10 TO 21. Address Inquiries.

WANTED

Capable Talkers and All Round Workers for New 100-ft and 150-ft Fun Houses. Address Inquiries.

GOOD AGENT WITH CAR

FOR WESTERN UNIT. ALSO GIRL ROPER. WIFE MAOK LUNSFORD, Texas Ranch Girl. Kilmanning, Pa., April 27; New Castle, 28, 29, Bradford, 30.

Additional Routes

(Received too late for classification) McNally Variety Show: Fishing Creek, Md., 25-30. Miller, Al H., Show: Chipley, Ga., 25-30. Niles Show: Col. Clark, Ill., 25-30. Phelps, Fred & Doty: (Chas. Maurice) Montreal, Can., 25-May 2. Princess Edna Show: Uvalde, Tex., 25-30. Valentine Flyers: Wimsboro, Tex., 25-30. Warren Comedians: Independence, La., 25-30.

ORIGINATOR of Decorations for HAWAIIAN TROPICAL DRINK STANDS. Manufacturers of FIRE-PROOFED GRASS MATS, PALM TREES, FLOWERS. BOTANICAL INDUSTRIES OF AMERICA. Showroom and Main Office - 655 6th Ave., N. Y. C.

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CANDIES FANCY FLASH BOXES. BOXES IN SIZES WANTED AND BETTER CANDIES IN BOXES CHOCOLATE COATED OR NON CHOCOLATE COATED (SUMMER). NEW LOWER PRICES. WM. C. JOHNSON CANDY CO. (Since 1912) CINCINNATI, OHIO

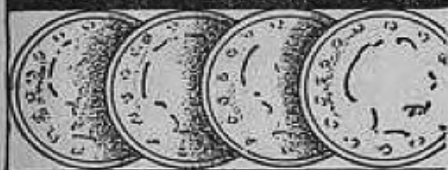
IDEAL EXPOSITION SHOWS - America's Best Amusements - Week April 25, Dover, Dela. Week May 2, Baltimore, Md. CAN PLACE Illusion Show and Crime Show; also Fat Girl Show. Can place Union Billposter with Car. Can place Concessions, including Wheels, Grind Stores, Palmistry, Long Range Shooting Gallery, Diggers, etc. Write or Wire WM. GLICK, Mgr.

WANTED Cook House at once. Wire. Fat Show and can use one more Show with or without top. Concessions-What have you? Open Dowagiac, Mich., the 30th. M. R. Weep Shows

BARLOW'S BIG CITY SHOWS WANTS FOR 24 STREET CELEBRATIONS AND HOME-COMINGS, STARTING AT BEARDSTOWN, ILL., WEEK MAY 23, AND RUNNING CONSECUTIVELY. Have outfit open for Achute, Side Show, Hawaiian, Staff and Hair, 10th Billies and Minster Shows. Can use Ride Hike. Will place Cook House. Excelsites for \$50.00 weekly. Want few more Legitimate Concessions. No racket. No girl. Will lease or buy two more 72-Ft. Steel Flat Trk. to complete our 10-Car Railroad Train. Want Family Free Act. Blackie Woods writes. All Shows and Rides load on wagons. Address: 3TH AND ST. GEORGE STREETS, ST. LOUIS, MO., THIS WEEK.

FIDLER'S UNITED SHOWS OPENING MAY 2 - JERSEYVILLE, ILL. Can place any Show of merit with or without own outfit. Especially want Ten-In-One, Girl, Fun House, Monkey Circus, Snake or Grind Shows. Can place Legitimate Concessions that work for stock. No racket or G wheels wanted. Will book Single Loop-o-Plane and Kiddie Ride. Address: S. FIDLER, Mgr., 4217 30. Florissant Ave., St. Louis, Mo.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

SYMPATHY

"When you have a situation such as we have in the world today, when we know that we have so far outstripped ourselves in the development of machinery that improved machinery is putting on the streets millions of honest people who want to earn a living and is giving to the people who do have work the necessity of maintaining as objects of charity millions of people who are being hurt by this thing, then it is at least worthy of putting the problem out on the table and seeing whether or not the policy, as it has been developed, is wise."



WALTER W. HURD

These are the words of Hattan W. Sumners, Representative from Texas, who introduced a bill in Congress for the purpose of compelling Congress "to study the problem of machines."

As long as there are millions of unemployed every sincere effort to determine the cause of unemployment should be welcomed. The U. S. patent system, as Representative Sumners suggests, may have a lot to do with it. The whole question of machines displacing human labor is a serious one, and people who undertake to speak or write on the subject should do so with the utmost sympathy for people who are out of jobs.

Only a sad apology can be offered for those prominent persons who break into the news at intervals with such hollow statements as "machines create jobs instead of displacing men." Such statements, made by men who should know better, merely increase the suffering of those millions who find themselves out of work and who also see that labor-saving machinery is doing as much as 70 per cent of the work in some industries.

But there is a danger that people out of work, and their leaders especially, may blame the machine for something it really has not caused. The most careful students of the present causes of unemployment recognize that it is not the machines, but the mismanagement of machines and their products, that cause the trouble.

Herbert Agar gives the following warning in discussing unemployment: "If we convince the public that under our present economic system the machine makes unemployment inevitable the public will naturally decide to put our present economic system in the ash can." Agar says there are two main evils at the bottom of the present situation. One is the very poor and haphazard distribution of the products made by machines, and the second is that those who own the machines keep prices of consumer goods artificially high.

Regardless of what all the experts may say, one fact is perfectly clear about our machine age. It is that the

basic tendency of our machine age is to increase the flow of money toward the top into the hands of those who own or control the machines. That means depressions will come more often and each succeeding one will get more serious unless something is done to redistribute the earnings of machines more equitably. One does not need to be a philosopher, or an economist, or an "expert" to see that money flows much faster toward the top rung of society as machinery plays an increasing part in the life of the nation.

Anyone who undertakes to show sympathy for the unemployed or to support charitable agencies today will have to face the above facts. Every year that passes without facing the dilemma of the machine age merely increases the difficulties of the entire business world. The army of the unemployed grows larger and larger at the same time.

The dilemma of the machine age is that the American people will have to agree to a better distribution of the products and wealth produced by machines, or the federal and State governments will have to take the money by ever-increasing taxes and distribute it to the unemployed and others in need of aid.

The coin-operated machine industry recognizes its part and responsibility in the problems before the country. It belongs among the service industries of the country and as such has given employment to thousands of individuals who have their own independent small business in servicing coin-operated machines. It has also contributed much in the way of cash payments to small merchants and proprietors of small businesses who form a real part of the business of the country.

These contributions to the betterment of business and of employment ought to be considered by any and all who undertake to raise scruples against amusement games or those who would unduly hamper any type of coin-operated machine by ill-considered legislation. The needs for business prosperity and for greater employment are too serious for any person or agency to start agitation against a new industry that has contributed as much as the coin machine industry has to employment and charity.

In the face of the present business problems of the country it is plain that a machine age will call for more and more charity. Some divisions of the coin-operated machine industry have both the spirit and the proper mechanical devices to aid materially in financing charitable agencies of many kinds. The victims of the machine age would welcome that help.



A Cartoonist Shows Sympathy

Candy Test Case Begins in Ohio

COLUMBUS, O., April 23.—A restraining order against the Ohio State Tax Commission was recently issued in a Summit County Common Pleas Court to restrain the commission from revoking the vendors' license of E. A. Andrews of Cuyahoga Falls, O.

Mr. Andrews is the confectionery retailer around whom the candy industry's test case, in which it is sought to establish candy officially as a food in this State by having it made exempt under the Ohio sales tax, revolves.

The restraining order in connection with Mr. Andrews' license is temporary, but the date for hearing on a permanent injunction is to be set soon.

Mr. Andrews, who refused to pay the sales tax on confectionery, was convicted in the court of Mayor J. W. Haines here. He is awaiting action on his appeal from that conviction which is now pending in the Common Pleas Court.

He is being supported in his appeal by Associated Candies, Inc., the State-wide organization of candy manufacturers, jobbers, retailers and chain-store executives.

Cig Vender Mfrs. Seeking New Blood

NEW YORK, April 23.—Since most of the operators of cigaret vending machines and similar large vendors who have been in the business for some time are more or less set on the products they now handle, many of the leading manufacturers of this type of equipment are reported to be seeking to interest new blood in the business.

The introduction of new blood into this field, they point out, is always of great help to the entire business. Few of the newcomers stick to the type of machines in which they originally invest. Before their operations become well established they usually purchase several types of equipment. The resultant sales benefit the entire industry.

Cigaret vendor distributors especially find that new blood is most suitable for sales. They feel that the present drop in general business offers them a real opportunity to get new recruits since many business men can now be attracted to this field. As the majority of these men are not acquainted with former conditions, they are satisfied with present returns and go right along building up their routes until they are yielding sizable incomes.

Cig Question Before Court

Vender agent, brings charges against druggists who sell to minors

DES MOINES, April 23.—A cigaret vending machine representative filed information in Municipal Court here this week charging owners or employees of 52 Des Moines drug stores with selling cigarets to minors. The representative, L. R. Chapman, of Carroll, Ia., said he signed the charges because of activities by Des Moines druggists opposing the use of the vending machines, which have been barred here by city ordinance.

The cigaret vending machine question in Iowa has been quiet until this spring, when the cigaret tax division of the office of State Treasurer Leo Wegman, of Carroll, announced that dealers in cigarets had been given official permission to use machines.

E. F. Rahm, head of the cigaret tax division, said that dealers would be held responsible for prevention of sales to minors thru the machines. He said the machines might increase State revenue and eliminate "over the counter losses."

The attorney-general's office ruled later that local authorities could refuse to issue licenses for sale thru machines but did not decide whether they could bar the machines by formal ordinance.

The Des Moines city council, however, did adopt an ordinance now in effect barring the installation of the machines. It was in this connection that Chapman said that druggists appeared before the council and the Parent-Teacher Association in opposition to the machines.

Leonard Wegman, son of the State treasurer, said this week that Chapman's company retained him to oppose the ordinance and that an attorney in the same office, Leroy Rader, former assistant attorney-general, appeared before city officials for that purpose.

Chapman's charges in Municipal Court struck at the main argument used against the machines—that of sales to minors—and inferred that such sales are frequent when machines are not used. He said he recently toured schools in Des Moines, accompanied by two 17-year-old boys as witnesses.

New Invention To Alter Electricity

NEW YORK, April 23.—According to The New York Times, a patent covering an electronic device said to be capable of almost directly converting any form of electric power into any other form, or of "manufacturing" radio waves from light socket current with a minimum of other apparatus requirements, were re-

ceived here April 20 by Dr. Sydney N. Baruch, research engineer, who explained that he first conceived of such a device more than 20 years ago.

Constructed as a metal or glass bulb, with several internal electrodes and elements, this tube is said to convert alternating into direct current, or vice versa, or to create from a source of electric power of any type electric pulsations of any desired number per second.

The device appears to act as a kind of universal key to anything that is wanted in the line of electric or radio power when the correct controlling features are provided, the inventor says. Dr. Baruch asserted that his patent, No. 2,133,392 of April 5, 1938, issue, covers these control features.

Employed as a part of a broadcasting station, Dr. Baruch maintains that "about 75 per cent of the apparatus normally found necessary to generate the waves is unnecessary and may be discarded" when this device is used.

Arcade Opening Encourages Ops

DETROIT, April 23.—Signs predicting renewed popularity of various types of amusement machines and of the penny arcade were evident this week with opening of an arcade in a new location Sunday at Jefferson Beach Amusement Park. The new spot, on the east side of the midway, is probably temporary pending complete opening of the park attractions later in May, when rearrangement of present stands will be completed, but as now assembled the arcade is probably the largest in floor space seen around Detroit in several seasons. About 200 machines of many types are included.

A large cashier's stand near the rear has about two dozen counter games and target machines grouped on the counter and all drawing good play. The size of the arcade is enough to demand attention from the most casual visitor, and probably anyone can find a few machines to his taste, however specialized it may be. Pin games are noticeably in the minority, while outstanding, probably because of their size and number, were the large Rotary merchandisers and various types of digger machines. These latter are not now allowed within the Detroit city limits and so have an especial popularity at the park, where they are perfectly acceptable.

Old-type machines are as prominent as ever in the arcade. The various strength testers and shocking machines draw a good patronage still—they appear to remain something of a novelty to the younger generation, and plenty of them, including the girls, were playing them on Sunday. The view machines constitute an impressive battery against the rear wall. Some customers just "went down the line," playing one after the other, while a few repeated on the same machines. These range from the old-fashioned but sturdy types of the early Callescos of 40 years ago to the up-to-date streamlined view machines.

Answer
"TRUE or FALSE"
TO THESE STATEMENTS:

Answers shown on Page 88

1. Is it TRUE or FALSE that Keeney's Kentucky Club console game takes in only 35c a week?
2. Is it TRUE or FALSE that operators are buying more 1938 Track Times than they did of the famous 1937 model?
3. Answer TRUE or FALSE to this statement. Derby Champ (new board model) is producing \$35 a day in earnings.
4. Is this TRUE or FALSE—Keeney's Free Races, a 5-ball legalized novelty game, is not netting operators more than payout tables did?

Much money for you depends on how you answer the above questions. Such answers will indicate your knowledge of what certain games are doing over the country. If you are familiar with what Keeney games are doing, then it's a cinch you are already "in the money".

Now

turn to Page 88 to check up on your answers.

J. H. KEENEY & COMPANY
"The House that Jack Built"
2001 CALUMET AVENUE
CHICAGO, ILLINOIS

IMMEDIATE DELIVERY

SAIL WITH BALLY TO BIGGER PROFITS.

We Have the Largest Bally Stock in the Northwest.



BALLY RESERVE \$99.50

BALLY SPORT PAGE . . \$194.50

BALLY LINCOLN FIELD 289.50
 BALLY MACIG BALL 197.50
 BALLY RACER 149.50
 BALLY HOT VENDOR 129.50
 BALLY'S BELL, Double Model 49.50
 BALLY LITE-A-PAX 27.50
 BALLY MILLWHEEL 27.50

JENNINGS FINEST CONSOLE TOPS FOR 1938

JENNINGS PICK 'EM \$269.50

STONER SENSATIONS

STONER'S SKILL DERBY \$224.00
 STONER'S CHAMPS 224.50
 STONER'S PARLAY VOYZ 149.50
 STONER'S BASEBALL 69.50

Write for Jobbers' Prices.

MAYFLOWER NOVELTY CO., Inc.
1507 University Ave., St. Paul, Minn.



GEORGE ROCHE, of the B. Novelty Co., Fort Wayne, Ind., and A. S. Levy, of the A. S. L. Sales Co., Dayton, O., try their hands on Gottlieb's three-way Strength Tester.

Atlas Exec Extols Miami Assistant

CHICAGO, April 23.—"During my absence from Atlas' Miami office business is being carried on by Ulyse Lowe," reports Eddie Ginsburg, official of the Atlas Novelty Co. "Those gentlemen who know Miss Lowe realize that she probably has more acquaintances throughout the State of Florida than most gentlemen. What's more, she knows them all by their first name. She is a native of the State, born in Key West. Altho she has been part of our organization only a short period of time, she has handled all important matters capably and efficiently. "In addition to her excellent knowledge of operators' problems she has a personality second to none," he continued. "She is as capable of closing deals as many gentlemen in the business. She believes that with the large and varied selection of coin-operated equipment made by the leading manufacturers that we have in our Miami office it is an easy job to carry on her work so efficiently. No matter what Miss Lowe says," he concluded, "we of Atlas recognize her outstanding qualities as a business woman."

Foreign Biz Up, Says Royal Exec

CHICAGO, April 23.—Reynold Poland, aggressive young Royal Coin Machine Co. head, reports: "In addition to increased sales to operators here in the United States our foreign sales have jumped quite noticeably. Operators in foreign parts of the world have come to recognize Royal's dependable equipment as some of the finest obtainable. They must be positive that the equipment they buy is in perfect working order and will remain so thru all kinds of operating conditions on all types of locations. When these foreign operators buy coin-

SAVE DUTY AND TAX

CANADIAN OPERATORS Used Machines like new at close-out prices. Our 28 years of service to the trade is your guarantee of satisfaction.

BROADWAY ANGEL, 1 ball	\$24.95
BROADWAY ANGEL, 2 ball	24.95
PERLETT, 1 ball	17.50
HOLLYWOOD, 1 ball	17.50
BOOSTER, 5 ball	17.50
PLAY DAY, 5 ball	17.50
SUMMERS, Bally's 5 ball	14.00
EATTER UP, Genco	17.50
RICOCHET, Steners	15.50
DAYTON, Steners	15.50
BOOSTERS, Ballys	14.50
BALL PARK, Steners	14.50
SPRINT, Ballys	14.50
EMPIRE, Genco	14.50
OUTBOARD	14.50
MERCURY, Ballys	21.50
FIRE CRACKER	14.50

WATLING'S SLOT MACHINES, Double Jackpot, Gold Award, 5c and 1c Serial Nos. 41923, Each, \$20.00

173 Cash Deposit, Balance C. O. D. EASTERN SMALLWARE & STATIONERY CO. 250 McDermott Ave., Winnipeg, Man., Can.

BARGAINS

Wire 1/3 Deposit. Immediate Shipment.

10 ROTARY MERCHANDISERS	\$50.00
22 PAROD DE LUXE BELLS	45.00
10 LATEST BROWN PACES	25.00
Service Order #800	145.00
12 QUINELLAS	90.00
12 AKSARBENS	90.00
16 FLEETWOODS	85.00
4 ENTRY'S	75.00
4 WESTERN BIG ROLLS	75.00
7-Roll Dice	75.00
8 DOMINOES	85.00
12 SAND TRAILS	85.00
10 ROULETTES, JR.	85.00

UNITED AMUSEMENT COMPANY 310 S. Alamo, San Antonio, Tex.

EXTRA SPECIAL 120 TICKET NATIONAL AND AMERICAN LEAGUE

BASEBALL BOOKS \$12.50 A Gross This is an especially attractive price and is made for a very limited time only. We want a few more partners and make this exceptional offer to get them. Tickets are attractively printed and are standard size. First class in every respect. Randomly packed by express, 15c. We also manufacture 5 and 10 year Baseball Tickets, Trip, Jackpot Cards, Jail Book, etc. 25% of amount in cash must accompany O. C. D. orders. Express prepaid if check is full payment in order.

BARNES PRINTING CO., New Paris, Ohio

CLOSING OUT

Scrapping prices. Need cash. 10 "Seaborg" Polished Waukeg Phonographs, "Symphonias" A's, B's and D's. Guaranteed O. K. No repairs needed. Sell on location. Biggest bargains anywhere.

MELODY MUSIC BUREAU, 221 E. Quispaper, Ft. Wayne, Ind.



HERE'S A REDCAP putting one of his tips into one of Ranel's U-Pop-Pits for a bag of pop corn. Machine is located at the Illinois Central station in Chicago.

operated machines they must buy those that will be free of trouble—that will not need servicing. They know that Royal equipment is in this classification, and that is the biggest reason why each day sees more and more foreign operators buying equipment from the Royal Coin Machine Co. "Further than this," concluded Poland, "these foreign operators appreciate the outstanding promptness in shipping equipment to them. They appreciate this fast, efficient service, for the sooner they receive their games the sooner they begin to profit with them."

New 1938 Baseball Game at D. Robbins

BROOKLYN, April 23.—Dave Robbins, of D. Robbins & Co., reports that the first shipment of Stoner's 1938 Baseball arrived in Brooklyn last week and was immediately sold. The operators and jobbers were so impressed by the appearance and playing appeal that they placed orders for more games after they could not get those on hand, he said. The '38 edition of Stoner's novelty Baseball game is a combination of bumpers and holes. Players actually go around the field according to the progression of the game. The light-up backboard is very attractive, having animated lights corresponding to the play on the board. Robbins claims, "It looks as tho Stoner has another winner."

Editors To Blame, Ad Man Declares

"To the Editor: I can hear you chuckle from here to the Woods Building, and all over that roasting given our advertisement by 'M-Oklahoma' in your last issue. "Your reader has evidently never heard the saying, 'Some are born rich; others acquire riches, and others have riches thrust upon them.' We merely paraphrased the adage to our own purposes. Just as we might have reworded the proverb, 'Early to bed and early to rise makes a man healthy, wealthy and wise.' "That is, to have it read something like this, 'Seldom to bed and late to rise since Track Time's made him wealthy and wise.' "Now if we do publish something like that we hope the gentleman from Oklahoma wouldn't take it too literally, even tho the Track Time has wisped up a lot of operators as to the money-earning possibilities of such a game. "I share in Mr. M's opinion that The Billboard is reaching too many thousands of people who are in no way connected with the operating game.' But that is not this advertiser's fault. Our advertising is addressed to operator readers in terms of their business and not to circus performers and their art. "Would Mr. M have us feature Kentucky Club as a counter on which the hot dog concessioner should offer his wares? The Hon. Oklahoman says, 'You

wouldn't think of a coffee manufacturer advertising that a merchant could get rich by selling his particular brand of coffee.' Ask the gentleman if he ever heard of a coffee manufacturer who ever advanced the industry by advertising the fact that the merchant by so doing would not get rich?

"We must, of course, take issue with the reader that our claims are keeping territories closed, Track Time, Kentucky Club and Derby Champ are now being licensed in territories which at one time were closed to such games. We respect and welcome Mr. M's viewpoint and we now in rebuttal present our own.—Ray Becker, J. H. Keeney & Co., Chicago."

Editor's Note: In case you do not know what this is all about, see page 84. The Billboard, April 23 issue, item "Advertising Hurts" It is a letter from an operator criticizing coin machine advertising copy. An editor puts so many brickbats from advertisers that it is a unique thrill when somebody throws a brick at the advertisers.

St. Louis Phono Ops Re-Elect Officers

ST. LOUIS, April 23.—At a regular meeting held Wednesday at the offices of the McCall Novelty Co. the St. Louis Phonograph Operators' Association re-elected the officers who have been heading the association for the past year. Those chosen by acclamation were Martin Balenseifer, president; Joseph S. Morris, first vice-president; John H. Beckmann, second vice-president; Leo Bieder-mann, secretary and treasurer. Board of directors; Ben Kopko, John Clay Stewart, Vincent H. Siera, Michael O'Gillyvee and William Marks. Meeting marked the first anniversary of the association and approximately 40 were present. Many important matters were brought up concerning the phonograph business in St. Louis and vicinity. It was pointed out that a world of progress was made in this particular business under the guidance of the officers of the association. Following the regular business session those present were entertained by Andy (Cohey) McCall.



AT LAST A Three-Compartment 1c Nut and Candy Revolving Vender for Counter, Wall or Floor Use. Less cost and more serviceable than others. Write for circulars.

DAVIS METAL FIXTURE CO. LANSING, MICHIGAN

USED MACHINES Like New! PRICES Are important, as is the condition of the machine. We spend "real money" in reconditioning our games. NEVER a Dissatisfied Customer.

REAL SKILL, 5c, PL. Roll-Down Game	\$147.50
RACES	22.00
VOGUE	37.50
FREE—Get our Mailing List for Weekly Price Bulletin, 1/3 Cash With Order, Bal. C. O. D.	

NATIONAL NOVELTY CO., Merrick, L. I., N. Y. Cable Address: "NATNOVCO."

EXPORT We Ship to All Parts of the World

OUTBOARD	\$ 7.25
AUROBAN	27.50



DIAMOND BELL

The above machine is the first and only Bell typo machine on the market with a coin top showing the last 8 coins, the best protection against slugs. Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO. 4640-4660 W. FULTON ST. CHICAGO, ILL. Est. 1885—Tel.: OOLumbus 2770. Cable address "WATLINGITE," Chicago.

UNIVERSAL VENDORS

ACCLAIMED THE FINEST TOY AND GUM MERCHANT CHANDISER OF ITS KIND. INTRODUCED ONLY PRICE: Cash \$6.95 With Order. Funds Everything

STOP & SHOP 3-Way Merchandise, Net \$33 ONLY \$16.75

PEANUT AND GUM VENDING MACHINES NEW FROM FACTORY. \$2.40 UP

Write for further information. Cash with all orders less than \$10.00.

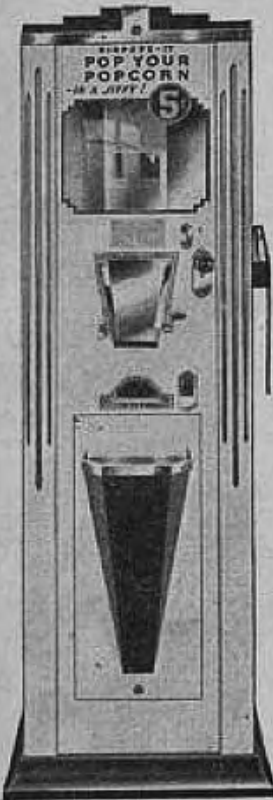
RAKE COIN MACHINE COMPANY, 5415 Woodland Ave., Philadelphia, Pa.

MILLS' ONE-TWO-THREES

Slightly Used. SEASON OVER SPECIAL \$104.50 SINGLE LOTS OF 5, \$100.00

1/3 Deposit With Order, Bal. C. O. D. C. & L. AMUSEMENT MACHINE CO. 124 Second St., Miami Beach, Fla.

Yes - We're Making Shipments Every Day



Airpops-It Machines ARE GOING FAST

Distributors are eagerly snapping up the new Airpops-It machines as fast as they come off the production lines. As samples get out—re-orders are pouring in—And no wonder! Airpops-It is the answer to the tremendous demand for an automatic popcorn vender that satisfies everybody—the distributor, operator, location-owner and above all—THE PUBLIC!

Remember—popcorn made the Airpops-It way is popped not in oil but in moving streams of hot air. That means lighter, crispier kernels—a delightful home-made flavor—a taste appeal equal to the finest home-made popcorn. Airpops-It gives off no offensive oily odors, produces no oily greasy product, has no oily greasy parts that have to be cleaned daily.

Airpops-It has numerous other advantages—low electric cost, works on either A.C. or D.C., minimum servicing, only one moving part . . . removable popping unit . . . every machine guaranteed for one year for workmanship and materials . . . slug proof A.B.T. coin drop chute . . . cabinet constructed of heavy 20-gauge automobile steel . . . automatically regulates itself for all changes in temperature and voltage variations . . . money box locked in a separate compartment, accessible only to route collector.

DISTRIBUTORS WIRE!

There are still some territories open for Airpops-It. They're going fast—and that's no bunk! Write or wire today for full details on the hottest vending machine proposition on the market today!

AIRPOPS-IT INC.
330 E. Ohio Street
Dept. 143 CHICAGO
Phone — Del. 4044.



Wisconsin Ops Like LoBoys, Is Report

CHICAGO, April 23.—"The fellows up in Wisconsin seem to be tuning up on weight scales," remarked M. J. (Mike) Pose, Appleton (Wis.) Rock-Ola representative, on a recent visit to the Rock-Ola factory to supervise shipments of new Rock-Ola Monarch-20 phonographs. Pose said that while he almost exclusively worked in the phonograph end of Rock-Ola business, he was surprised to note how many of his operators queried him about Rock-Ola's LoBoy personal weight scales. "They say LoBoys are dandy investments," Pose said, "because they can enjoy the slow but sure profits from LoBoys for many years, even after the five-year guarantee has expired."

At the turn of spring N. L. Nelson, head of Rock-Ola Games Division, says he has received orders from experienced LoBoy scale operators who wish to increase their routes because they are expecting a particularly profitable summer. "Because the LoBoys require less than two square feet of floor space, because they are durable and accurate, the machine finished with porcelain enamel in a choice of gay colors," Nelson says, "a variety of location possibilities are open for these attractive penny catchers."

"Even if these scales are exposed to the elements," says Mr. Nelson, "in such locations as store arcades or lobbies they can be kept bright and shining with a good bath of soap and water."

Candy Group Drive Producing Results

CHICAGO, April 23.—In the past few weeks since the National Confectioners' Association launched its campaign to increase candy sales 25 per cent during 1938 over 348,192 transparencies, 1,814,005 envelope stuffers and 497 cuts have been ordered thru the office of the secretary of the association carrying the slogan "Candy is delicious food—enjoy some every day." Stickers in two different sizes which can be used on stationery, envelopes and packages will be ready for sale soon, according to reports.

Success from the publicity side of the campaign is already being seen in that the logotypes of the drive are being used on packing material by a number of manufacturers. Radio broadcasts carrying the slogan are also increasing. In some spots the slogan is being displayed

on electric signs. One-sheet posters have been spotted on all the "L" platforms in Chicago and in the subway stations of New York. This is in addition to the many co-operative activities which have been reported before.

Officials state they have gone a long way toward their goal of having 1,000,000 window transfers bearing the slogan in place by the time the June convention rolls around. The association intends to lift the candy industry out of the present business recession by the publicity campaign by getting more people to do more thinking about candy. In the latest report from offices of the association over 40 firms have placed orders for merchandising and advertising material of various descriptions. Of this number more than 14 have reordered; some as many as 12 times.

Messe New Ad Mgr. For Popmatic

ST. LOUIS, April 23.—R. R. Greenbaum, president of the Popmatic Mfg. Co., Inc., announced this week that Hubert F. Messe, former managing editor of *The Automatic Age*, has been retained as advertising manager for the Popmatic concern. "Messe will direct the \$75,000 advertising campaign which we have scheduled for this coming year," Greenbaum stated.

"In his last position," Greenbaum continued, "Messe received a knowledge of the coin-controlled machine industry that will prove very helpful to him in the merchandising of Popmatics. His advertising background dates back to 12 years ago when he was advertising manager of a community newspaper of Chicago. In this capacity he had to write copy, prepare layouts and merchandise for his clients. From then on until the present day he has been employed in the same capacity by other publications."

In commenting on his new duties, Messe stated: "It seems as if I have worked all my life preparing myself for the position I now have. Every post I have had, together with every year that I spent in school, has been a stepping stone that equipped me to perform my present duties logically and correctly. I have full faith in the men in back of the Popmatic organization. I have further faith in the product they manufacture. For I am entirely sold on the Popmatic merchandising machine. This machine can make money for everybody connected with it."



R. R. GREENBAUM, president of Popmatic Manufacturing Co., St. Louis, welcomes Hubert F. Messe (left) to his new post as advertising manager.

U-POP-IT

EQUIPPED WITH A. B. T. SLUG REJECTOR

GUARANTEED FOR A SOLID YEAR - A PRODUCT OF DAVAL

ELIMINATES ALL SLUG EVILS

SOLE ONLY TO OPERATORS THROUGH DISTRIBUTORS

The ONLY thoroughly perfected automatic corn popper and vendor

RANEL, INCORPORATED
325 N. HOYNE AVE. • CHICAGO, ILL.

Vends CHARMS

(Toys, Nuts, Candies, Etc.)

P-E-R-F-E-C-T-L-Y

New 1938 Model D

SEL-MOR

Sample \$600 Only
(Cheaper in Quantities)

The Best Machine for LESS! This country has the best Charm-vender! Cash in on the craze! Install the ONE MACHINE THAT VENDS CHARMS PERFECTLY! Assure a profit! Finish guaranteed 2 years against defective parts. (Excludes glass and lock.) Buy SEL-MORS, SELL MORE!

STAR MANUFACTURING CO.
3301 Wayne, Kansas City, Mo.

KAY-SEE

PEANUT VENDER for BOOTH or BAR

The Ideal Machine for Locations where space is limited.

\$3.00

Each 1 or 100. Complete With Wall Hanger, Western Mo. and Neb. Distributors for "BANG-A-DEER" The Game That Shoots Real Butter.

CENTRAL DISTRIBUTING CO.
106 W. Linwood Blvd., KANSAS CITY, MO.

CHARMS

Not the Ordinary But an Extraordinary Assortment.

Gross \$1.00
As Low as 75c Gross.

All Best Grade Charms — No Metal.

IDEAL SALES, INC.
1519 Market St. St. Louis, Mo.

\$200 Weekly Profit

WITH EACH 2 in 1 VENDOR YOU OPERATE

DAVE ROBBINS' STIMULATION PLAN DOES THE TRICK

Write for details today

D. ROBBINS & CO. MFRS
114 IN DEKALB AVE., BROOKLYN, N.Y.

UNCONDITIONALLY GUARANTEED



against any mechanical defects for one year - "Lifetime mechanism" vendors, nuts, confections, charms, etc.

\$750
Sample

QUANTITY PRICE ON REQUEST
CENTURY MFG. CO.
4156 W. Chicago Ave.,
Chicago, Ill.

Journal Points Out Record Of Leading Cigaret Firms

(The Wall Street Journal)

Stemming almost entirely from the fact that during the depression leading cigarette companies lost their invulnerability to competition, four leading cigarette companies in recent years have experienced the nearly profitless prosperity of record output and reduced earnings. Last year these companies—American Tobacco, Liggett & Myers, P. Lorillard and R. J. Reynolds—participated in a record cigarette volume which was 43 per cent greater than in 1931 level of production. Profits last year, however, were 30 per cent less than the 1931 total.

Until the depression really became severe, the four leaders had no real competition from other cigarettes and were able to change prices largely on the basis of competition among themselves, so that while there were several price changes in the '20s, they mainly were strategic moves within the industry and were not forced by competition outside the four leaders or directly by costs.

By 1932, however, aided by an unwise price advance in 1931, when leaf tobacco costs were at the lowest levels in many years, new competition had sprung up and the Pandora's box opened in that year let loose a swarm of troublesome competitors not since reconfined.

The net result of this has been to prevent leading cigarette companies from lifting prices in line with increased costs. On the basis of leaf-tobacco prices, production costs in 1937 probably ran about 10 per cent ahead of the 1931 production cost, but the net price of cigarettes for the manufacturer, after discounts and the federal tax, was 17 per cent less.

Other Increased Costs

This does not take into consideration other increased costs such as labor, paper, etc. Production costs in 1938 should be no lower than they were in 1937, for leaf-tobacco costs have continued high and income taxes will be higher if the present tax bill becomes law.

How little the record cigarette volume has helped these companies is indicated by measuring earnings against total cigarette production. Since other companies, in addition to these four, produce cigarettes, with the outsiders share increasing substantially in recent years, and these four companies make many other products, these figures do not indicate actual profits realized on cigarette sales by the companies, but roughly show the trend.

In 1937 aggregate earnings of the four companies were equal to 48 cents for every thousand cigarettes produced in the country for domestic consumption. In 1932 aggregate earnings were equal to \$1.01 for every thousand produced.

Early in the depression, when leaf-tobacco costs were quite low, cigarettes selling at 10 cents for 20 were introduced. Progress was slow because of the lack of advertising, but when in 1931 prices of leading cigarettes were raised to a level which made a retail price of 15 cents a package general, the 10-centers came into their own and quickly seized between 20 per cent and 25 per cent of the total market.

Loath To Raise Prices

A backfire on the part of the leaders in the form of a cut in price to just a little above the 10-centers caused the business of the latter to drop sharply, but they continued to hold a fair volume.

This volume, growing in recent months together with additional competition from above in the popularity of new, higher-priced cigarettes, has made the leaders wary of raising prices to meet increased production costs. With the 10-centers checked, prices were restored partially, but despite further increases in costs there has been only one modest advance of 15 cents per thousand cigarettes in the past four years.

With farmers approving administration proposals to limit the amount of tobacco of certain types to be marketed this year it is unlikely that cigarette companies or any other tobacco manufacturers can look to lower tobacco prices to pump new life into anaemic profit margins.

Report Shows Trend

If higher tobacco costs tend to restrict profit margins on cigarettes selling at the higher prices they must be almost prohibitive on 10-cent cigarette. Necessarily

lower promotional costs may lighten the burden somewhat for the 10-cent cigarettes, but the trend is shown clearly in the report of Axton-Fisher Tobacco Co., which last year had net profit of only \$241,058, before flood loss of \$458,673, against the peak profit of \$1,689,953 in 1933.

Restoration of profits for larger companies to near earlier peaks, however, is dependent upon the day when this competition no longer precludes prices which reflect increased operating costs.

Annual Candy Expo Begins June 6

CHICAGO, April 23.—Over 52 exhibitors have already contracted for exhibit space at the 15th annual Confectionery Industries Exposition which will open at the Waldorf-Astoria Hotel in New York City on Monday, June 6, and close on Friday, June 10.

Max F. Burger, secretary of the National Confectioners' Association, reports that booth space for the exposition is still available. All prospective exhibitors are urged to get in touch immediately with Clapp & Poltsk, Inc., exhibitor manager, at 232 Madison avenue, New York City, to obtain proper space.

Judging by advance enthusiasm the exposition this year should surpass all others, it is reported, and members of the trade expect to see many exhibits of value to the candy industry on hand.

In a recent NCA bulletin it is stated that "the exposition has many advantages to the exhibitor and buyer. From the exhibitors' standpoint it furnishes an opportunity to meet many of his customers in a short space of time at nominal expense. From the customer's standpoint, thru the many facilities offered him by the exhibitors, he may familiarize himself during a very short time with equipment essential to him and raw materials and services indispensable to him.

What can the exhibitor do to promote his business and make his exhibit pay dividends? He may, previous to the exposition, inform his customers and prospective customers thru the medium of the business press what he expects to show and what information he will be able to offer relative to his products. He may also notify his customers and prospective customers that he will be represented at the exposition and is ready and willing to furnish helpful advice to his customers on any and all questions pertaining to the products he has to offer.

What can the buyer do to obtain the most benefit from the exposition? He should communicate with the exhibitors advising them what he would like to see, what first-hand information or advice he desires to obtain and whatever problems confront him which he desires to have explained.

This can justly be called co-operation between exhibitor and customer. It will enable the exhibitor to know what his customers are specifically interested in and it will inform the buyer what he can reasonably expect at the exposition. Thru such a plan an exposition can be made interesting and valuable to all parties concerned.

Palastrant Distrib For Perfume Vender

BOSTON, April 23.—Ben D. Palastrant, of the Supreme Vending Co. of New England, has been appointed New England distrib for the Perfume Bar, the new perfume vending machine introduced to the trade a few weeks ago by the Mechanical Sales Corp., of New York City. Palastrant claims that the new machine is going to be one of the steadiest money makers in the merchandising field.

"There has always been a need for a high-class machine of this type within the industry," he stated. "Some operators have long been looking for a vending machine which would dispense a small purse-size out-glass bottle of high quality. This vender fulfills all these qualifications, since it vends the famous Ris-Charde perfumes in a beautiful flask packaged in an attractive box.

"Another thing about this vender that is making a hit with ops," Palastrant

FIRST and BEST
POPMATIC



The Automatic Popcorn Vending Machine

WRITE FOR ILLUSTRATED LITERATURE

POPMATIC MANUFACTURING CO.
317 NATURAL BRIDGE AVENUE
ST. LOUIS, MISSOURI

Brand New Floor Samples
Kellogg Automatic Popcorn Venders
Price Each **\$59.50**
F.O.B. Dearborn
New Machine Guarantee
Limited Quantity
1/3 deposit with order
WAYNE LIPPETT COMPANY
23128 Olmstead Av.,
Dearborn, Mich.

RECORD TAKES
with **SEL-MOR**
The Streamlined Toy and Candy Shop
1c VENDOR
Operators are going to team with this exciting chromium and Madras-brown enameled "automatic" chocolate SEL-MORs outside 2 and 3 to 11 finger proof, durable 5-in. capacity 15 inches high Two-year guarantee 1/3 deposit
DESIGNED ESPECIALLY TO VEND TOYS, CHARMS PERFECTLY!
Write for New Low Introductory Prices.
GREAT STATES MFG. CO.
1601-09 East 99th,
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FREE DELIVERY
WITHIN 1,500 MILES OF NEW YORK
SENSATIONAL OFFER
SUNFLOWER
BRAND
BALL GUM
ONLY **\$10.00** PER CASE
4 Flavors Colors 100 BOXES
5 1/2" Size
FULL CASH WITH ORDER
References: Mfrs. Trust Co., Essex St.
Branch, N. Y. C.
CHARMS—NUTS—CANDIES
85c Gross Prepaid. Full line on hand at lowest prices—No lead or metal. Write!

SUNFLOWER VENDING MACHINE CORP.
658 W. 183rd ST., NEW YORK

SAVE MONEY
with **"SILVER KING"**
Special Deal to Operators
• 10 GENUINE "SILVER KING"
• 100 LBS. CANDY
• 10 GROSS AS SORTED DE LUXE CHARMS
All for Only **\$70.00**
Order Today! Offer for limited time only!
Sample Order \$3.00
Capacity, 5 lbs. Size 7 1/2" x 14" Red Crystal Malted Enamel Finish.
All Orders Require 1/3 Cash. Balance C. O. D.
F. O. D. Factory
NATIONAL VENDOR CO.
1000 N. Mayfield Ave., Dept. D,
Chicago, Illinois.

PEANUT & GUM VENDING MACHINES
NEW, DIRECT FROM FACTORY
Only **\$2.40** and up
Over 60,000 Sold
Write for Full Information Today
5/8 Ball Gum at New Low Price.
ROY TORR
2047-A So. 68th St., Philadelphia, Pa.

READY NOW!
VENDAPAK
A NEW LOW-PRICED 5c PACKAGE VENDOR FOR NUTS AND CANDY.
• Especially designed for BARS and COUNTERS.
• EXCLUSIVE DISTRIBUTORS WANTED.
D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

continued, "is that bought in any quantity at all, these machines are available on a 12-month time-payment plan that enables the ops to pay for their machines from the profits they take in. We believe," he concluded, "that the New England ops will do big things with this Perfume Bar and place it in some of the best locations in this territory."

OPERATORS! OPERATORS!
**NATIONAL
 MULTIPLE
 MERCHANDISER**



Will Vend Candy — Cigarettes — Chewing Gum — Mints — Nuts and Other Package Items. Will vend combination of 5c and 15c items, or 5c and 20c items.

9 Columns Capacity: 162 Pieces. Attractive Black and White, or Walnut Grain Finish.

Slag Proof Rimco Roll Mechanism

**OUTSTANDING MERCHANDISE
 MACHINE OF THE CENTURY!**
 Write for Complete Information.

Henry Wertheimer
 581 4TH AVE., NEW YORK, N. Y.
 (Exclusive Eastern Representative for National Vendors.)

cigarette merchandisers' association

Address Communications to *The Billboard*, 1584 Broadway, N. Y. C.

IT IS the desire of every operator in Massachusetts and Connecticut to co-operate with manufacturers in every way possible. But continued co-operation is impossible in the face of the present unfair competition a certain manufacturer is giving by selling machines direct to locations. It is an established fact that this condition exists and many operators know the manufacturer.

However, we would appreciate receiving more information before we publish anything definite. Connecticut and Massachusetts operators—you are invited to write and send us any information you have.

NEW YORK SHORTS—William Peck, treasurer of CMA of New York, took his family out of town during Easter week. Or perhaps we should say Bill's family went along with him and his golf clubs. . . . Sam Yolen took advantage of the Easter vacation and hustled himself and his family off to Washington. Sam says it was purely business, but he broke down and confessed his kids got a big kick out of the egg-rolling contest on the White House lawn. . . . It was lucky for the association as well as Martin Berger that he (Berger) was only going 10 miles an hour on his way back from Philly when a wheel came off his big new Buick sedan. . . . The New York association is proud of the fact that one of its members, Bob Hawthorne, is a licensed pilot. However, it looks pretty obvious the recent spring weather is taking Bob's mind off vending machines; it is a little too nice now for him to stay out of his plane.

THE ALBUM—Jackson Bloom, in complete charge of operations, has built in a short span of seven years what is to be the largest independently operated route of cigaret machines in America. His conscientious and capable management has played an invaluable part in bringing about the expansion of this route to its present size.

Mr. Bloom has evolved a system of records which is very ingenious and has been widely copied, either in whole or part, by many other operators. By the use of this cleverly devised system of interlocking informative figures Mr. Bloom is able to keep a perfect check on each machine and any of his office personnel can tell by merely glancing at their records the complete history of each location. An exceptionally fine perpetual inventory system is also part of the routine.

His company has used straightforward and aggressive solicitation methods for securing locations and in the course of its intensive drive for new stops, which is constantly maintained, has rarely incurred the displeasure of any of the other people in the business. This policy has earned for Jackson Bloom the friendship and good will of other operators in this territory. It is the contention of Mr. Bloom that more is to be gained by co-operating wholeheartedly than by the use of high pressure or unethical competitive measures. The members of the CMA of New York appreciate the fine co-operative spirit he has shown as a member of their association.

Mr. Bloom has two children who are the "apple of his eye." At present they are both in bed with measles and we wish them the best for a speedy recovery. Jackson Bloom is very fond of outdoor sports and is a great baseball fan.

Pardon us, Edward J. Dingley, we did not do justice to you in our column of April 16. We meant to say that you are president of the Cigarette Merchandisers' Association of Philadelphia and have also been elected president of the Pennsylvania State Association.

Following out the general policy of devoting particular nights to manufacturers catering to the cigaret vending machine operator, the CMA of New Jersey has set aside Tuesday, April 26, as Uneda-Pak night. Of course, all Uneda-Pak executives will be present.

Universal Match, Rowe Manufacturing, Jersey Match and National Vendors have previously been similarly honored by the New Jersey op.

Le Roy Stein, manager of the New Jersey State Association, has been kept plenty busy this week giving advice as to how an association should be run: Joseph Camp, who has recently been appointed manager of the CMA of Massachusetts, studied the New Jersey organization and incidentally is largely responsible for his association's final adoption of the New Jersey constitution with only a few minor changes. . . . Also congratulations to you, Joseph Camp, in securing six brand-new members for your association. . . . A. T. Butman, recently elected president of the CMA of Massachusetts, is encouraging Rhode Island operators to take out associate memberships in the Massachusetts association. These men will retain their identity as members of the CMA of Rhode Island, but inasmuch as their number is small they feel it will be to their advantage to likewise be identified with the larger Massachusetts organization. . . . Another one of Mr. Stein's visitors was John W. Flynn, who has just been appointed State manager of the CMA of Pennsylvania. He spent all day Tuesday with Stein and secured much valuable information. Good luck, Flynn, and here's hoping you make as much a success of your State organization as Mr. Stein has his. . . . Another visitor of Le Roy Stein's was Harry Ripson, temporary vice-president of the Pittsburgh association. He reviewed the methods of the New Jersey association and compared them to his present plans in Pittsburgh. All in all things look good for this very important branch of the CMA of Pennsylvania.

ANNUAL OUTING

Dear Friend: You are cordially invited to attend the Second Annual Stag Outing to be held on Saturday and Sunday, June 18 and 19, 1938, at Camp Stuts, Highland, N. Y.

Members of the Cigarette Merchandising Associations from the States of Delaware, Pennsylvania, New Jersey, New York, Connecticut, Massachusetts and the city of Syracuse, N. Y., will be present at this two-day convention.

On Saturday, June 18, 1938, at 8 p.m. an Industry Dinner will be conducted, at which time you will be given an opportunity to enter into the discussion of the past, present and future of the cigaret merchandising industry. Talks will be limited to 10 minutes.

If you are unable to attend it will be appreciated if you will send a representative to give the talk for you.

On Sunday, June 19, 1938, beginning at 9 a.m., all sports activities have been planned, including swimming, boating, canoeing, handball, basket ball, volley ball, badminton, table tennis, clay court tennis, indoor baseball and two challenge baseball games, horseback riding, golf tournament and a championship baseball game. All of these activities, including all meals, sleeping, showers and swimming, cost only 86 per person for you and your friends if reservations are received before June 6, 1938.

The committee looks forward to greeting you and your representatives on Saturday, June 18, 1938, at Camp Stuts, Highland, N. Y.—LEON ESKIN, Chairman Promotion Committee.

Vending Operators Like Charm Setter

NEWARK, N. J., April 23.—Frank Hart, of Eastern Machine Exchange, created something of a sensation among bulk vending ops with his Rightsize charm setter, according to reports, at the preview he held to show the boys what a handy gadget it is.

"This simple forklift device helps the bulk vending machine op arrange the charms in the machine in the best possible flashy position towards the front part of the glass without having to push his hands into the mixture," Hart explained. "In fact, with this device it is possible to get into parts of the machine where the average man's hand won't reach. At the same time it works faster and easier and therefore is preferred by the men who service the machines," he concluded.

Vending Execs Form New Group

NEW YORK, April 23.—Conceived and organized at the last Coin Machine Show in Chicago, a new association known as the Vending Trade Association Executive will endeavor to furnish well-informed, constructive and effective leadership to the vending industry and to trade associations in the management of such organizations.

The VTAE is patterned after the American Trade Association Executives and has adopted the purposes, pledges, ethics and standard of that association.

Membership in the VTAE will be limited to paid managers of trade associations in the vending machine field which are either service or merchandising in their character. The secretaries of associations of service or merchandising machines may become associate members if they do not employ a paid manager. There will be no initiation charge, and dues are fixed at \$1 per year, with provision for nominal assessments to cover unusual expenditures.

The present members of the VTAE are: C. J. Darling, executive secretary National Automatic Merchandising Association; Frank Hammond, manager Phonograph Operators' Association of Eastern Pennsylvania and New Jersey; Matthew Forbes, manager Cigarette Merchandising Association of New York City; Norman Fuhrman, secretary and counsel Automatic Cigarette Vendors Association of Eastern Pennsylvania; John W. Flynn, manager Automatic Cigarette Merchandisers' Association of Pennsylvania; Joseph A. Camp, manager Cigarette Merchandisers' Association of Massachusetts; Le Roy Stein, manager Cigarette Merchandisers' Association of New Jersey.

Applications for membership in the VTAE are solicited from managers of associations or secretaries of associations which do not employ a manager.

A temporary office of the VTAE has been established at 60 Park place, Newark, N. J., in charge of Le Roy Stein.

Sales Plan Boosts Vandapak's Take

BROOKLYN, April 23.—Vendapak, the new 5-cent package for nuts and confections made by D. Robbins & Co., is enjoying excellent sales, says Dave Robbins, because it is the first machine of its kind designed especially to set on bars or counters.

"To stimulate the sale of 5-cent packages of Jumbo salted peanuts," Robbins continued, "the sales plan we suggest is for the operator to insert a charm or some other such prize into each package. Tests have proved that this plan results in many people buying from two to five packages at a time so that they may get the charm or prize that has struck their fancy. Such a practice is absolutely legal because there is no question of gambling involved. The operator can afford to give such a prize, too, for the low cost of the peanuts, but the charm will still allow him a good margin of profit."

Robbins reported that his firm is arranging for a series of other prizes to be packed with salted peanuts so that the customers will get the habit of patronizing Vendapak machines. In addition to vending salted peanuts, Vendapak will also vend five-cent Hershey bars, Robbins reveals, as well as any other bulk products in the cartons furnished by his company.

FORTUNE TELLER

The Gratis PENNY attraction of the age takes everything and gives nothing only YOUR FORTUNE. It has Fifty GOOD FORTUNES. This machine is a REAL FLASH. NO COMPETITION.

only \$15.00 each with stand A REAL BARGAIN



See our NEW MODEL Future Gum Ball Machines. \$22.50

You can't lose on these machines. Try one and be convinced. Simple construction. Child can service them. Seven machines grossed \$550.00 in 30 days at Century of Progress at Chicago. DON'T WAIT. ORDER NOW AND START A REAL BUSINESS. 1938 WILL BE A REAL YEAR.

SPECIAL

We have 100 Reconditioned Machines ready for location, while they last. Each \$10.00

ALSO

86 Reconditioned FUTURE GUM BALL Machines in perfect order. \$15.00 Each

1-3 deposit with all orders. Balance C. O. D.
Tower Amusement Corporation
 Successors to Future Products Co.
 324 N. ASHLAND AVE., CHICAGO.

Pop Corn Tells Its Own Story

By J. H. SMALLEY

General Manager Airpops-It, Inc.

Pop corn is one of the most delicious of natural food products. In its natural state it is light, pure, easily digestible and delicious in flavor. The delicate flavor and aroma of pop corn come from the aromatic oils that are in the corn itself. This flavor is so delicate that the real problem of popping corn is to preserve this flavor in its entirety unaffected by any process in the popping.

Pop corn is the only grain that is prepared for immediate consumption simply by heat. From the first knowledge of pop corn it was prepared in perfection in the family corn popper shaken over the coals in the fireplace. This dry heat produces the perfect popped corn and to reproduce as nearly as possible this ideal process is what makers of popped corn must strive for.

Pop corn pops when heated because the natural moisture in the starchy kernel inside the tough shell boils and explodes. The starchy kernel expands to 25 to 30 times its original bulk and becomes a creamy white, fluffy, porous mass approximating an absolutely dry condition under proper degree of heat in the process. This shows the extreme desirability of perfectly dry heat to obtain the maximum size popped corn and the perfect dry texture. No moisture should touch it. Continuous agitation in dried, superheated air, as in the family popper over the coals, keeps the fluffy kernels perfectly dry.

This is the method of Airpops-It. The kernels are agitated by a blast of superheated air at scientifically adjusted temperature. They are popped to maximum size and kept dry and untouched by anything but air until the instant of delivery to the customer. A light spray of neutral salad oil, tasteless, just enough to hold a shake of salt to accentuate the flavor, and the customer holds in his hand a sack of naturally aromatic fresh popped corn, as perfect a product as can be made.

This method makes unnecessary any attempt to find a way around the method of popping corn by dry heat alone. It is perfectly clean and odorless. Every step of the process is attractive and appealing. People around the machine find the process fascinating to watch. The kernels dance in superheated air until all have exploded into a double handful of fluffy deliciousness.

Perfecting of the dry process comes from the simple fact that dry heat happens to be one of the easiest and simplest things to produce and control. Controlled perfectly dry heat has been in daily household use for years in electric fatirons and electric stoves. The only addition needed for a perfect corn popper is a tiny electric fan to blow a blast of air over the coil heated by electricity. The air blast is automatically regulated by thermostat to the heat desired. The air is completely dried when it hits the corn and the blast keeps the corn in the necessary state of agitation.

The Airpops-It machine is simplicity itself and the only wonder is that nobody ever did it before. It is entirely unnecessary to interpose anything of any kind between the heat and the corn. Anything that is added to this simple process of popping corn in perfectly dry heat must have an effect on the delicate flavor and aroma that make the charm of delicious pop corn.

Steps forward in the making and vending of food products are inevitable. There is only one argument that can be used about a food. That argument is summed up in the old proverb—"the proof of the pudding is in the eating."

No amount of discussion or claims is going to make any difference to the cus-



HUBERT F. MESSE, new advertising manager of Popmatic, St. Louis.

tomers who drops his nickel to get a sack of pop corn to eat. Dispute over taste is a waste of time. The question of taste must be decided by the jury of the teeth and the palate. There is no other jury that can render a verdict. In every location in which the white enamel and chromium streamlined Airpops-It has been placed it has been a center of attraction and the returns rolling in prove it pleases.

Cigaret Profits

By L. C. FORCE,
Mills Novelty Co., Chicago

The demand for cigarettes is so universal that the operation of cigaret vending machines is a highly profitable venture, safe, certain and sure. You have operated coin-operated machines, you have seen the spectacular rise of the automatic phonograph to undreamed-of popularity. The cigaret vender has taken its place alongside these winners. Plenty of locations, steady trade and good profits are assured.

Mills V-12 cigaret vender offers the following features: First big feature is the slug-proof coin slot. Many a cigaret vender and many a coin-operated device claims to be slug-proof, but we offer a cigaret machine that is almost 100 per cent perfect in this matter of slugs. The V-12 will kick back 999 out of every 1,000 slugs that you can put into it.

Big feature No. 2 is the double capacity. The V-12 accommodates in six double columns a total of 300 packages. The ordinary machine holds from 75 to 200 packages and must be serviced from two to three times a week.

Big feature No. 3 is the free book match vender and penny changer. If you want to give away free book matches, and everybody else is doing it, the unit is there for your use. If you decide not to give away the free matches your machine is still a complete vender, because every Mills cigaret machine is equipped with an extra penny slot which vends penny box matches.

And that penny-changer device is also important. It can be adjusted at a moment's notice so that cigarettes can be sold at any price from 6 cents to 20 cents. Let cigarettes vary in price from day to day—with your Mills equipment you can immediately change them over to the new prices.

The vending columns and the storage space beneath have a different lock and key than the cash box. In other words, you can leave the key to the front of the machine with the merchant, who can refill the machine if necessary, but at the same time the merchant does not have access to the cash box. As a double check each vender is equipped with an automatic counter which registers all packages vended.

Bally Increases Hot-Vender Output

CHICAGO, April 23.—Due to the rapid expansion of Hot-Vender routes already in operation Bally Manufacturing Co. has been forced to step up production on its pre-popped hot pop-corn machine, according to Jim Buckley, gen-

"The Perfume Bar"

THE GREATEST OVER NIGHT MERCHANDISE MACHINE SENSATION IN ALL COIN MACHINE HISTORY!



★ PRICED LOW WITH A 12-MONTH TIME PAYMENT PLAN FOR QUANTITY BUYERS

VENDS A FULL DRAM OF THE INTERNATIONALLY FAMOUS "RIS-CHARDE PARFUMS" IN BEAUTIFUL CUT GLASS PURSE FLASK INSIDE SILVER BOX!!

Be First! Write - Wire or Phone Immediately!
MECHANICAL SALES CORPORATION
250 WEST 54th ST. (Tel. Circle 7-1381) NEW YORK, N. Y.

HARD SHELL CANDIES for VENDING MACHINES

We are in a position to make prompt shipment of the following delicious hard candies made especially for vending machine operators:

- ★ RAINBOW PEANUTS
- ★ BUTTERSCOTCH PEANUTS
- ★ BOSTON BAKED BEANS
- ★ SMOOTH BURNT PEANUTS
- ★ RAINBOW PEE-WEE
- ★ LICORICE LOZENGES
- ★ BRIDGE MIX
- ★ BLACK & WHITE LICORICE BALLS
- ★ ASSORTED FRUIT PEARLS
- ★ CINNAMON IMPERIALS
- ★ FRUIT IMPERIALS
- ★ PANNED MINTS
- ★ CHIC-O-MINT GUM

And with each 40-lb. carton you purchase of vending machine candy we will include ONE GROSS OF CHARMS—EACH CHARM DIFFERENT and of the LATEST IMPORTATION

at only **50c** Per Gross.

Send for Our Complete Price List

CANDY CRAFTERS, INC.
"Makers of Good Candy"
LANDSDOWNE, PENNA.

eral sales manager, who has just returned from a tour of inspection of several Hot-Vender routes.

"I am not at liberty," Buckley stated, "to disclose the territory covered by the Hot-Vender routes I have been looking over, because the operators are working out large-scale expansion programs. However, complete details will be announced in the near future, together with very interesting data tabulated as a result of my personal survey. I will say at this time that, based on earnings reported to date, a route of as few as 20 machines will yield an operator a very substantial annual income, even allowing for complete amortization of investment in one year. We also found that one man can readily handle a route of 20 to 25 machines without assistance.

"Mechanical simplicity is the explanation of the comparatively large routes which a Hot-Vender operator can service. Inasmuch as only one ingredient—ready-popped corn—is placed in the machine, the average service call is only a matter of minutes. Therefore, altho the machine may sell out and require refilling three to five times a week, routes of the



WRITE FOR LOW PRICES

On Peanut and Ball Gum Venders.

Also Table Size Venders.

Self-Serv Mfg. Co.

S. Broad and Wieckman Sts.,
Palmyra, N. J.

size mentioned are well within the ability of one man. Collections, of course, are not made on each call.

"As a result of my trip I am more convinced than ever that the Hot-Vender offers America's operating fraternity the greatest opportunity outside the amusement field."

TOYS CHARMS

PERFECT PAC ASSORTMENT
FOR VENDING MACHINES... \$1.25

New! Exclusive! PERFECT-PAC contains 250 Charms, Novelties, Includes 100 Novelties, Ready Charms, Flags of Nations, All Birds, Dogs, Generalia, Novelties, Brackets, Ready Charms.

Order TODAY!
COLONIAL SALES & NOVELTY CO.
2901 Wayne, Kansas City, Mo.

Rock-Ola Eastern Sales Are Doubled

CHICAGO, April 23.—Twice as many Rock-Ola phonographs have been sold in the past 30 days in the Eastern market as at any previous time for the same period, according to I. F. Webb, vice-president in charge of phonograph sales. "This spectacular rise in Eastern sales," he commented, "increased the unprecedented total volume of sales recorded at the Chicago factory."

Fred Pray, Rock-Ola district manager for the New York metropolitan area, with headquarters in the General Motors Building, New York City, in speaking of these results, said: "Every one is up on his feet working hard all the time, because we know there's plenty of business in this area. It's one of the most profitable places in the country for night spots and we're out to help operators put more Rock-Ola phonographs in good, lively locations. Eastern operators have been quick to appreciate the money-making features of our new models. They realize that the modern streamline cabinet and illuminated 'Borealis' grille with the balanced true tone are the latest improvements in the building of phonographs. Having the 99 per cent slip-proof coin chute as standard equipment alone wins sales, and these operators have responded with large orders for immediate shipment."

Pray was recently appointed New York district manager for Rock-Ola. Before his connection with Rock-Ola he was a district manager for Mills Novelty Co. in the music division. Associated closely with Pray in Eastern sales is the George Pomeroy Organization. Also associated with Rock-Ola in the East is Samuel C. Mendelsohn, formerly Eastern manager for J. P. Seeburg Corp.

In commenting on this Eastern sales set-up, Jack Nelson, vice-president and general sales manager, said: "With these three well-known men and other key organizations producing sales as they have in the past 30 days, it looks as tho the East will become more Rock-Ola conscious than it has ever been before."

Phono Operator Likes Air Plugs

"To the Editor: Inclosed you will find a little news item which I think might interest some of the music operators who read your music section in The Billboard. As you see, I'm not a writer; I'm a music operator."

"But I have tried to write down straight facts and think you can rewrite the item and make it sound a lot better. I think you did a great thing for operators when you started publishing the weekly plugs of tunes played on the air. That is the first thing I look for when I get The Billboard.—M. W. A., Missouri."

Sheet-Music Leaders

(Week Ending April 23)

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

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



"Ti-Pi-Tin" on Top Again; "Cry, Baby, Cry" Is Comer

By DANIEL RICHMAN

NEW YORK, April 23.—Very little moving around on the sheet-music sales front this week, with the four leaders still hanging on to their last week's rating. This makes the sixth week in succession that Ti-Pi-Tin has led the parade, and certainly no operator has to be told that it's as necessary in the machines as the needles. This has been one of the biggest numbers of the season, far surpassing *Bei Mer* in consistent popular appeal, and since week after week a steeper plugging has not seemed to diminish its popularity, you'll have to keep it on hand for many weeks yet. Don't think because it's been on top so long people must be getting tired of hearing it. Sheet sales and radio performances prove otherwise.

The most promising contender among the newer crop is *Cry, Baby, Cry*. Mark this down as a must and get it now so you're not caught napping when the number really hits its stride. Right now it's crowding the other front-runners and another week or two should find it among the best sellers. Remember how *Goody-Goody* and *I Double Dare* You attracted the nickels, and be prepared for this one to do likewise. It's out of the same basket.

Bearing out our prediction of last week, *Who Are We To Say?* is keeping up the good work on the air, and in only its second week of prominence appears as a seller. Look for it to climb, and don't blame anyone but yourself if you haven't got it when the customers start calling for it. Same thing applies to *Don't Be That Way*, which, in addition to being the type to go places, is paying Benny Goodman royalties as co-writer, so that the plugging he'll give it is obvious. Don't be caught napping on this one either.

Sunday in the Park and It's Wonderful are doing nicely on the air wave, even if the public isn't in a panic to buy copies. Have them on tap. Calls for them may not be too numerous at the moment, but there's a good chance that they may increase. Operators would do well to stock these and others which are not world beaters, but which are very much alive none the less. In that category you'll find *You Couldn't Be Cuter*, *How'dja Like To Love Me?*, *Always* and *Two Bouquets*.

Along with *You Couldn't Be Cuter*

you'll get *Just Let Me Look at You*, from the same movie, on the reverse in most cases. If the demand for *Guter* is a great deal short of sensational don't take it out of your machine; you'll be needing the reverse side in a few weeks, even tho there's not much indication of that now.

A foiler is *You're an Education*, but the wisest thing to do is keep it around a little while longer until it finally falls over the brink on which it's been tottering the past two weeks. You can figure the same way for *At a Perfume Counter*, which had shown some indications of amounting to something and then didn't live up to them.

Altho it's a bit early to tell about them as yet, there are two newcomers which will bear watching. *Lovelight in the Starlight* and *So Little Time*, both in the real pop vein. Sheet-music dealers this week reported the former among their best selling lists, and it looks good.

Leadership Built In Seeburg Phonos

(By a Seeburg Executive)

Altho times have changed, and do change each year, one fact remains—each year sees leaders, some new, some old, but always leaders... and followers. There are leaders and followers in practically any type of endeavor one may name—in politics, in finance, in business. New public officials are elected or old ones re-elected. Banking and the stock markets thruout the world see changes made. In the field of general business perhaps one industry or one manufacturer may hold the spotlight or be the public favorite for a year or so, then a change will be effected. This is true in innumerable cases—the automobile manufacturing industry, the radio manufacturing field, etc., and last but not least in the manufacture of coin-operated phonographs.

This last-mentioned field is perhaps one of the finest examples that may be cited, for it falls into that classification of great human interest—amusement. People like to be entertained and amused. And they are amused and entertained each day and night

of the week on locations everywhere by the new Seeburg Symphonolas, Concert Grand, Regal and Gem—the leaders in the coin-operated phonograph field for 1938. This leadership of the automatic music business by these Seeburg Symphonolas is not a new achievement for the J. P. Seeburg Corp.

However, this leadership has been characterized by important improvements and refinements that have made our Symphonolas outstanding. Cabinet design, the use of light, a 20-record multi-selector, the lumalite grill, etc., were all contributions of the past which helped make Symphonolas the highest earning automatic phonographs made.

This year the new Symphonolas, Concert Grand, Regal and Gem, are again proving their superiority—are meriting the title of "leader." This year such improvements as complete colored cabinet illumination, triple tone flow, compensated bias amplification and the new convenient selection panel have helped make these instruments the automatic phonograph "leader"—have helped Seeburg operators earn greater profits from locations everywhere.

Dixie Music Co. Seeburg Distrib

NEW ORLEANS, April 23.—The Dixie Music Co. has been organized here as a branch of the Dixie Coin Machine Co. to handle the distribution in Louisiana and Mississippi of the J. P. Seeburg line of phonographs. Comprising the new corporation are Sam Gentilich, general manager, and Julius Pace and Joseph Pipitone. All three men have already established a wide acquaintance in the coin machine industry of the area and all are enthusiastic over the acquisition of the Seeburg line in this territory.

Gentilich has been associated with coin machine distribution and operation in New Orleans and Louisiana for several years and will continue his former interest as the Gentilich Distribution Corp. He predicts that the Seeburg line will be of great importance to his company and looks for a record-breaking turnover in Symphonolas in the near future. Burt Trammol, former territory sales manager for the Electro Ball Co., Gentilich says, will be retained as sales representative for machines handled by the Dixie Coin Machine Co.

Pace is president of the Coin Machine Vendors' Association of New Orleans and is one of the pioneers of machine operations in this city. For years he and Pipitone have operated a large number of games in the community. Miss Martha Foster will also be retained to be secretary of the new firm.

In transfer of the distributorship last week Marshall Seeburg and M. L. Roberts, of J. P. Seeburg Corp., of Chicago, and E. J. Furlow and S. H. Lynch, of the Dallas office of Electro Ball, were in the city to wish the new distributors the best of luck.

The firm reports it has received its first carload of new Seeburgs and has found such a ready demand that a second car has been ordered. Frank De Grauw, prominent music operator of Southwest Louisiana; Buster Williams, of Monroe, and Ury Lancaster, of the Shreveport Coin Machine Exchange, were all on hand for the ceremonies and to place orders for 5 and 10 machines each.

"From the first time I saw the new Seeburg phonograph at the last conven-



HERE'S A NEW WRINKLE—Sam Cass (right), up-State New York district manager for the R. Wirtzler Co., gladly writes out the order that Art Herman, of Art Novelty Co., Kingston, N. Y., will sign.

Record Buying Guide

- Going Strong—Keep 'Em Around
- Ti-Pi-Tin
 - Please Be Kind
 - I Fall in Love With You Every Day
 - Goodnight, Angel
 - Heigh Ho
 - Love Walked In
- On Way Up—Better Stock Them
- Cry, Baby, Cry
 - Don't Be That Way
 - Who Are We To Say?
 - On the Sentimental Side
 - The Old Apple Tree
 - I Love To Whistle
- On Way Down—Not Worth Pushing
- Whistle While You Work
 - Thanks for the Memory
 - There's a Gold Mine in the Sky
 - I Can Dream, Can't I?
 - Moon of Manakoora
 - Let's Sail to Dreamland

tion." Gentilich says. "I have been determined to take the opportunity to sell this fine line of machines. Here, in my opinion, is the best looking merchandise of 1938, and my associates and I look for a record-breaking turnover this spring and summer. We are already convinced that we have the best phonograph on the market, both for looks and operation."

Missouri Operator Buys Three Routes

SHELBYVILLE, Mo., April 23.—One of the largest phonograph transactions in this part of the State was completed last week when M. W. (Marty) Arnold, of the A. & M. Amusement Co., purchased the entire operating equipment of the People's Novelty Co., of Quincy, Ill., and operating in the States of Missouri and Illinois. The lot consisted of 93 phonographs in all. The transaction was a cash deal, it is stated.

About three months ago Mr. Arnold bought the Central Novelty Co.'s music operation in Quincy, Ill., which consisted of about 30 phonographs, and a short time before that he purchased the Leonard Novelty Co., of Hannibal, Mo., which consisted of about 20 phonographs. This makes the A. & M. Amusement Co. one of the largest music-operating organizations in this part of the State.

At present they have three branches, one at Shelbyville, Mo., which is the home office and where all accounts are handled; one at Macon, Mo., where a brother, H. P. Arnold, is manager and part owner of the branch office, and one at Barry, Ill., where Charles Hoyt is manager and part owner of that branch.

At present they have five service men. "The A. & M. Amusement Co. was founded about seven years ago to give real service. Regardless of time or weather, when a service call comes in it is taken care of at once. Added to this string of phonographs we have about 25 1938 model phonographs on location and are buying new machines each week for the better locations," Arnold said.

Music Group Takes New Headquarters

PHILADELPHIA, April 23.—With its membership growing by leaps and bounds the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey is forced to move to larger quarters here. On May 1 the organization will open its new offices and meeting rooms in Rooms 408-409-410 Schaff Building, 15th and Race streets, Philadelphia.

Meanwhile Jack Hammond, business manager of the organization, announced that a membership campaign will begin with the opening of the new headquarters. He pointed out that operators would benefit "immeasurably" by joining the group.

"Not only will we be able to put up a united front in the getting of favorable legislation for our business," he said, "but each operator will be benefited financially by saving money in the purchase of tubes, needles, records and other accessories."

The organization receives discounts from dealers of phonograph items thru its collective buying plan, Hammond said. The association has branches in Newark, Central Pennsylvania and was instrumental last week in setting up a branch in Washington, covering the Baltimore and upper Virginia areas.

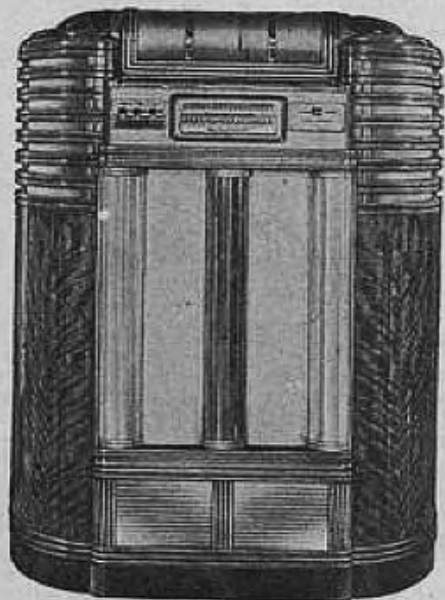
New Orleans

NEW ORLEANS, April 23.—There is no better proof in the world that phonograph operations are on the increase in a territory than word from record sales agencies which reports that thanks to the coin phonographs sales are at peak for many years. Such persons who manage nationally known recording sales as R. N. McCormick, of Decca; E. M. Oertle, of Brunswick-Vocalion, and Ellis Powell, of RCA-Victor, distributing outlets, all agree that sales of records are tops in several years.

Things are surely humming these days around the new location of the Great Southern Novelty Co., where President Buster Cleas has been forced to increase his staff to 11 to take care of ever-increasing business. The firm now has over 100 machines on location in addition to an increasing business in sales of recordings, portable phonographs and other musical parts. Latest addition is new assistant secretary and two assistant mechanics.

Burt Trammel, territory sales representative in Louisiana and Mississippi for the newly organized Dixie Music Co.,

Seeburg Original COMPLETE CABINET ILLUMINATION



Design and mechanical construction of Seeburg Symphonolas fully protected by patents issued and pending.

THE CONCERT GRAND

THE MERCHANDISING FORCE BEHIND GREATER MUSIC PROFIT
20 RECORD MULTI SELECTOR SEEBURG SYMPHONOLAS
CONCERT GRAND—REGAL—GEM



J. P. SEEBURG CORP.
1500 DAYTON STREET
CHICAGO, ILLINOIS

"I SAVED OVER \$500.00 THE FIRST MONTH USING McCORMICK'S PHONOGRAPH SLOT GUARD!" REPORTS ONE PROMINENT OPERATOR.
WRITE FOR FULL DETAILS AND PRICES TODAY TO...
McCORMICK MACHINE COMPANY
GREENVILLE, N. C.

PRODUCED BY SCIENCE and SKILL
PERMO POINT
THE WORLD'S MOST PERFECT LONG PLAY PHONOGRAPH NEEDLE
MORE THAN 2000 PERFECT PLAYS

Only PERMO POINT is standard equipment on ALL new phonos. It is recommended and sold by all record distributing companies. . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

Insist on PERMO-POINT
The Only Needle for Dependable Performance
IT'S ALL IN THE PATENTED ELLIPTICAL POINT!



PERMO PRODUCTS CORP.
Metallurgists—Manufacturers
618 RAYENWOOD AVE. CHICAGO, ILLINOIS

BARGAINS FROM DAVE MARION
X-RAY POKER, Each \$47.50
AK-SAR-BEN F. 3, \$7.50
WURLITZER P 12L Each \$7.50
WURLITZER SHEET BALL \$4.50
MILLS DIALS, Each \$2.50
A. B. T. to TARGET SKILLS, Each 16.90
MILLS 50 Q. 7 1/2 Each \$7.50
MILL 21s. \$3.50
MILLS to O. T. GREEN FRONT, \$9.50
TURP CHAMPS, Each \$4.80
GALLOPING DOMINOS, Each \$7.50
1/3 Deposit. Required.
Will trade Popomatic Demonstrator for slots or other equipment. Write for latest price list.
MARION CO., Wichita, Kansas

MEN WANTED
Capable of financing themselves to handle a line of MUSIC INSTALLATIONS in Texas, Oklahoma, New Mexico, Arkansas and Louisiana. Absolutely exclusive. No competition.
HARRY P. DROLLINGER
1625 HALL ST., DALLAS, TEXAS.

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

RECONDITIONED PHONOGRAPHS AT SACRIFICE PRICES

ROCK-OLA 1937 RHYTHM KING	\$109.50	WURLITZER MODEL 616	\$149.50
ROCK-OLA 1936 REGULAR	64.50	WURLITZER MODEL 412	89.50
MILLS DE LUXE DANCE MASTERS	49.50	SEEBURG SYMPHONOLA MODEL "A"	59.50

One-Third Deposit Must Accompany All Orders.
BADGER NOVELTY COMPANY
2546 N. 30th Street Milwaukee, Wis.

left today for a two weeks' business trip thru Louisiana and Mississippi. Trammel is one of the youngest salesmen in the game and is one of the most aggressive.

Houston

HOUSTON, April 23.—The latest music operating firm to locate in Houston is that of L. B. Gardner, manager. Mrs. Bill Archer is secretary. According to Gardner, they will specialize in automatic music installation; also act as district distributor for Bell locks. They have a selective wall box, with twenty selections, most frequently installed in booths of restaurants, night clubs and taverns, that is very popular with the swanky locations.

Harold W. Daily, well known Houston operator and president of The Texas State Operators' Association, is a candidate for the office of State Representative. Daily is well versed in State politics. He is well known to many of the present lawmakers, and his many friends in South Texas are sure he will be elected.

L. A. Blackwell, who is well versed in Texas coin matters, thinks that the State Association of Coin Machine Operators should hold its annual meeting in a smaller summer resort town instead of in the larger cities. He believes that such a move would increase attendance, be more economical, and make for more enjoyable meeting.

USED PHONOGRAPHS

30 Mills "Dance Master".
In Lots of Five. Each...\$35.00
20 Mills "Do-Re-Mi". Each. 98.50
10 Mills "De Luxe Dance Master". Each 65.00
TERMS: 1/3 Cash, Balance C. O. D.
All guaranteed perfect working condition.

AUTOMATIC MUSIC CO.
1710 E. 10TH ST., KANSAS CITY, MO.

PHONOGRAPHS FOR QUICK SALE!

75 WURLITZERS, Model 616, Each...\$150.00
10 WURLITZERS, Model 412, Each... 89.50
25 MILLS DO-RE-MI, Each..... 85.00
1/3 Deposit With Order, Balance C. O. D.
F. O. B. Newark.
Slight Charge for Special Crating.
ROYAL DISTRIBUTORS
64 ELIZABETH AVE., NEWARK, N. J.

ILLUMINATED GRILLS

SAMPLE \$9.95
Third With Order, Balance C. O. D.
Write Today for Quantity Prices.
LUMI-CHROME MFG. CO.
25th and Leavenworth Sts., Omaha, Neb.

ANSWERS

to "TRUE or FALSE"
Statements as shown
in the advertisement of
J. H. Keeney & Co., on

Page 79

1. The statement is false: Keeney's Kentucky Club is producing net earnings of from \$100 to \$250 a week.
2. The statement is true: Operators are buying even more 1938 Track Times than was the case with the famous 1937 model.
3. The statement is true: Derby Champ payout table is producing \$35 a day. Names of operators upon request.
4. The statement is false. Free Races operators, in lots of places, are making more money with this legalized, 5-ball, novelty game than they did with payout tables.

"Let George Do It"

The GOOD Games
At BETTER Prices
With BEST Service
GEORGE PONSER
ORGANIZATION

33 WEST 60th ST.,
NEW YORK CITY
11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

HOT OFF OUR PRESSES! BOX SCORE

A BASEBALL JAR DEAL

Introductory Offer
3 DEALS \$10.00
Complete

Takes in
2,200 Tickets
@ 5c \$114.00
Average Payout 75.00
Average Profit 39.00
Don't Wait—Order Now
Be the First in Your
Territory!

We also have another
line, called
"Daily Double" with a
picture of a real horse
race on the desktop
Card that we also offer
3 complete. Details for
\$10.00

All Please P.O.B. Louis-
ville, Ky. 1/2 Deposit
of Postal or Express
Money Order Must Ac-
company All Orders.

Write for Illustrated
literature of other qual-
ity Jar Deals we are at
present manufacturing.

LOUISVILLE NOVELTY MFG. CO.
Manufacturers of Quality Jar Deals and Trade
Stimulators.
330 E. Breckinridge St., Louisville, Ky.

When looking for dependable and good
earning used and new equipment, write to
SEIDEN DISTRIBUTING CO.
1240 Broadway, Albany, N. Y.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS

THE COIN CHUTE LEAGUE

AMUSEMENT • CONFERENCE • EMPLOYMENT • CHARITY

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

Music Therapy

The possibilities in using music to aid the sick received another boost here on April 21, when "Music in Medicine" was the subject of a lecture and concert illustrating types of medieval music used in connection with illness. Dr. Henry E. Sigerist, director of the Johns Hopkins University Institute of the History of Medicine, gave the lecture, and students from the medical school rendered the music selections to illustrate the lecture.

Charities in 1936

(A brief summary of gifts to private charities is now available for the year 1936, and is reprinted here for reference purposes as it appeared in a recent issue of the New York Times.)

Philanthropic organizations received a smaller share of the national income in 1936 than in any year since 1925. Charles V. Vickrey, president of the Golden Rule Foundation, reported in New York recently.

Altho the declared net taxable income in the United States in 1936 was more than \$19,000,000,000, or \$4,400,000,000 more than the 1935 figure, religious, charitable and educational groups were listed in income tax reports as recipients of only \$388,142,000, or 2.033 per cent, Mr. Vickrey said.

The highest ratio of charitable gifts to income was recorded in the low point of the depression in 1932, when 2.808 per cent of the declared income was given. The dip to 2.033 per cent in 1936 was disclosed in an analysis just completed by the Treasury Department, according to Mr. Vickrey.

"Gifts to benevolences in this quarter have never averaged as high as 3 per cent of taxable income," he commented.

To Discuss Issue

"The questions recur: (1) Are we suffering primarily from a financial depression or is it basically a post-war, moral recession which expressed itself in luxurious living, selfish indulgence, speculative investments, leading to the climactic explosion and stock market crash of 1929, followed by the inevitable financial reaction and depression of 1930 and following; and (2) can we by a co-operative educational campaign lift the American people to a higher conception of social responsibility and stewardship of life and money for the welfare of mankind?"

Measured in terms of dollars, rather than in percentage of total national income, philanthropic gifts rose \$82,864,000 from 1935 to 1936, Mr. Vickrey noted. This represented an increase of 27 per cent, against a 30 per cent rise in declared taxable incomes.

Income Figures

"Leaders in philanthropic work, however, are perplexed as yet to know where this 27 per cent went," Mr. Vickrey said, "for the official figures from more than 400 community chests for 1936 show an increase over the preceding year of less than 5 per cent. The official figures from 25 of the largest religious bodies, registering a church membership of 25,321,698, show an increase of less than 4 per cent, as compared with the increase of 30 per cent in declared taxable incomes."

"Contributions to the churches in 1936 were less than they were at any time during the period from 1920 to 1934. They were 33 per cent less than they were 11 years earlier, in 1925; 35 per cent less than in 1926 and 1927 and 40 per cent less than they were in 1923, when the moral recession led to the stock market crash and depression of 1929-30."

While the proportion of benefactions to various forms of charity was declining from 18 to 30 per cent in the years 1932-36, the American people were spending 25 per cent more for jewelry, 30 per cent more for the army and navy, 41 per cent more for theaters, 48 per cent more for cigarets, 203 per cent more for automobiles and 302 per cent more for radios, the compilation showed.

Shayne Installed

On April 6 Bill Shayne was installed as Exalted Ruler of Miami Lodge No. 948, Benevolent and Protective Order of Elks, Miami. Shayne is known to the coin machine industry as head of the Shayne-Dixie Music Co. The installation was a beautiful and impressive ceremony and members pledged their loyalty to incoming officers.

The Elks' Annual Charity Show was staged in Bayfront Park recently. The net proceeds of the show amounted to \$875, which has been deposited in the charity fund to continue its charitable work during the year. Bill Shayne acted as chairman of the committee to promote the big event. The April bulletin of the Elks' lodge had a full front page picture of Shayne.

Odd Pennies for Charity (Reader's Digest)

On the first anniversary of the death of King George V the banks of Great Britain and Northern Ireland were authorized by some 200,000 of their depositors to deduct from their accounts at the close of business that day the odd shillings and pence and to pay them to

the King George Playing Fields Foundation for the development of public recreational facilities throughout the United Kingdom. The sum raised approximated \$473,430. For each depositor it was a gamble as to how much his contribution should be—it might turn out to be only a halfpenny. It might be 19 shillings, nearly a pound. As it worked out, the average contribution was nearly 10 shillings.

This unique—and practically painless—method of raising money for charitable purposes was first tried out in Coventry, where 7 per cent of the depositors agreed to participate: in 10 days \$5,115 was raised. When it was decided to apply the scheme nationally the banks agreed to help: the press co-operated by publishing blanks for depositors to sign and send their banks. Movie theaters and radio gave further publicity to the campaign. As a result of its success in Great Britain it will probably be used elsewhere in campaigns for charities. In countries such as the United States the largest individual contribution would be only 99 cents; but that would be balanced by the larger population.—H. Callender.

OPERATORS!

Here's a Natural!

Get these Sanaphane toilet seat cover vendors into stores, public buildings, etc. Patrons are grateful for this service, gladly pay a penny each for the added protection from disease these self-disposing covers give!



YOU
MAKE
\$7
PER
Thousand

Get All
Details

Units handsomely finished in brown, need only 7 1/2 in. floor space. Simple mechanism.

Refills: \$3.00 per thousand.
WRITE OR WIRE FOR FULL
FACTS TODAY.

SANAPHANE, INC.
2423 Franklin Ave., St. Paul, Minn.
1110 W. 40th St., New York, N. Y.



DIZZY DEAN, popular baseball star who has recently been added to the staff of the Chicago Cubs, tries his hand at playing the Rock-Ola's World Series Baseball game.

PHONOGRAPH

OPERATORS ATTENTION!

THERE IS NO BETTER TIME THAN
NOW
TO BUY RECONDITIONED PHONO-
GRAPHS.

Believe you me, Our Prices are ridiculously low. Send for our Price List—You will see that we offer more for your money.

We also have Pin Games, Slot Machines, Counter Games, Shooting Machines, Etc.

**W. B. NOVELTY
CO., INC.**

3800 N. GRAND BLVD., ST. LOUIS, MO.

SENSATIONAL BARGAIN

25 New Improved
GOTTLIERS—GRIP SCALES—BEST BY
TEST

Packed in Original Boxes
\$10 each for the lot—1/25 Deposit
LEWIS CIGARETTE SERVICE,
222 12th St., Augusta, Ga.

WAIT FOR EXHIBIT'S NEW BASEBALL GAME "PLAY BALL"

CLOSING OUT

ARLINGTON	1-Ball Ticket	\$35.00
AIR RACES	1-Ball Ticket	20.00
SEE JAY	1-Ball Ticket	15.00
CAROM	1-Ball Ticket	15.00
CLASSIC	1-Ball Ticket	10.00
DAILY RACES	1-Ball Ticket	10.00
GOLDEN WHEEL	1-Ball Ticket	27.50
HEAVYWEIGHT	1-Ball Ticket	15.00
HI-DE-HO	1-Ball Ticket	15.00
LATONIA	1-Ball Ticket	20.00
PREAKNESS	1-Ball Ticket	35.00
FACES RACES	Ticket	30.00
SAVS TRACK	Ticket	25.00
ROVER	1-Ball Ticket	35.00
ROYAL RACES	1-Ball Ticket	15.00
TURF CHAMP	1-Ball Ticket	28.00

1/3 Deposit, Balance C. O. D.

H. & D. SALES CO.
410 N. GAY ST., KNOXVILLE, TENN.

WANTED TO BUY

FLIGHTWOODS, PREAKNESSES, FAIR GROUNDS, PHOTO FINISH, LITTLE O. T. S., PENNY PROK, GAL. MILLS, DOMINOS, PROK TAILS, BALLY ENTRIES, TURF CHAMPS AND CONSOLES OF DIFFERENT MAKES.

State Condition, Serial Number and Lowest Cash Price.

8147 Locust St. ST. LOUIS, MO.
THE CHILL NOVELTY CO.

Keeney Publishes Employees' Magazine

CHICAGO, April 23.—"There once was a time," stated J. H. (Jack) Keeney, head of J. H. Keeney & Co., "when I was well acquainted with every one of the employees. That was in the early days of our concern. But I go thru the factory now and see dozens of new faces who are strangers to me, and I, to a large extent, am a stranger to them. "We have always tried to maintain the happy family idea here at the plant," he went on, "but when you begin numbering your family members by the hundreds it is a little difficult to get to know each other as well as employer and employee might desire. "This is the purpose of our new employees' magazine called *Keeneus*," he continued. "It affords all of us a means of becoming a little better acquainted with one another. The magazine provides a way for us to instill and adhere to certain standards of quality game manufacture which we strive to maintain. The publication also gives each employee an opportunity to express his or her viewpoint in regard to the work they are doing. It also offers a chance for them to suggest more efficient and profitable working arrangements for all concerned. Members of our factory and office forces seem to like *Keeneus*," Keeney concluded, "and the item boxes are being flooded with employee contributions to the editorial columns."

Gay Time Popular With Game Fans

CHICAGO, April 23.—"Altho fairly new insofar as age is concerned," states Meyer Gensburg, Genco, Inc., official, our new release, *Gay Time*, a high-score novelty game, is old insofar as the outstanding size of profits it has earned and is earning for operators in all parts of the country. It's good news to operators when one finds a game like *Gay Time*. One operator tells another of the tremendous profits it has earned and is capable of earning, and the first thing you know that game becomes a hit game—at the top of the list in operators' favor. "That's exactly what happened to *Gay Time*," he continued, "and now it's doing its duty for operators in all sections of the country. These operators report that of the many reasons for this game's success, the outstanding one is the fact that it is a 'combination' game—it combines the appeal of the bumper spring and kicker progressive scoring systems. Actually the reasons why *Gay Time* is so successful do not concern these operators nearly as much as the fact that it is a money maker. That's the reason why they are placing such a large daily volume of orders for it. "An additional spurt of activity was noticed this past week in orders received for both *Magio Roll*, the bowling-alley-type game with the hollow chrome steel balls, padded noiseless alley and magnetized discs, and *Recorder*, the high-score bumper novelty game with a score set that allows operators to set winning awards to begin at score particularly adaptable to each location and a free-play device enabling players to play off 'free games' so that the cash remains in the machine," Gensburg concluded.

Ops Want Nickel Chute on Register

CHICAGO, April 23.—A penny game that is proving so attractive and appealing to players that operators now want it for nickel play is what the Register game has turned out to be, according to D. Gottlieb & Co. "This five-ball novelty was originally built to give operators a large-size game with big-game features and fascination with which to capture volumes of 1-cent play. Among players the game is becoming so popular, according to D. Gottlieb & Co. officials, that many operators have decided to use the same machine for nickel play. In compliance with their demand, Register is now available in both 1-cent and 5-cent models. "We originally believed that one of the outstanding features of Register was its exceptionally low price," said Dave Gottlieb in explanation. "A large quality-built game with latest refinements, a low-priced five-ball novelty, ought to prove a sensation. We found that the extremely fascinating play and skill featured to a greater extent than usual made it an outstanding value for the



GROUPED AROUND the Wurlitzer Model 24 are P. O. Brandt, George O'Gilly, William Marks, John C. Stewart, Vincent Stone and Carl G. Melutiv. At extreme right is Ralph I. Ripdon, Wurlitzer's Missouri district manager.

player as well as the operator. As each of the five balls travels over the multi-colored field and is deflected by the live rubber buffers, its hits against the spiral bumpers are registered and totalized on the airplane dial recorder. It is lightning-quick in action, highly thrilling and permits competitive play for high score. Operators found that in size, beauty, class and features Register had everything needed to warrant 5-cent play in their better locations, and in response to their demand this low-price novelty is now available with either 1-cent or 5-cent slot."

Grip Scales Are Now Big Business

CHICAGO, April 23.—Grip machines now occupy an important position in the coin machine industry, according to Dave Gottlieb. They are no longer to be considered a temporary revival of machines that were popular 10 years ago, but with their new refinements definitely geared to the 1938 tempo they are a necessary part of present-day business. "We introduced our Giant Grip Scale as a recession remedy at the Chicago convention last January," explained Gottlieb. "Business was then at the bottom of the slump and the industry's profits were materially affected. Operators were quick to see their possibilities of collecting five pennies from players who would hesitate to part with a nickel, and they operated grip scales to help offset the drop in income due to the times. Wise operators foresaw that the penny route to profits held promise of stable, dependable, steady income practically unaffected by bad times and not frowned upon by local authorities. Our Grip Scale therefore won their immediate acceptance as a permanent, depression-proof coin machine and the demand began the ascent to its present high figures. Today wheels are kept humming at our plant to keep up with the ever-increasing demand. "New refinements since the first scales were offered last January," Gottlieb went on, "have placed these machines in tune with the times. Our De Luxe 3-Way Scale for testing grip and strength of arms for push and pull is not to be compared with its prototype of 10 years ago. It is strictly a 1938 machine, with the up-to-date features for the needs of 1938. There is, for example, the button indicator release, which permits competitive play between players; bell and tension adjustments, so that all locations may suit their type of players; an anti-lift to prevent cheating; the slot has a non-clog device for clearing obstructions; there is a tamper-proof separate cash box. "The machine can be placed on its own stand in almost any spot or gripped by its suction cups to any counter space, so that there is room for one or more in every location. Its handsome appearance, beautiful crackled duco finish and chrome trim, including full chrome handles, gives it the necessary class for the finest spots. In every way it compares with latest games in its features, appeal, mechanical performance and trouble-free operation. Gottlieb Grip Scales are no passing fad. They've become a necessary part of the operator's money-making equipment."

CHICAGO, April 23.—Direct tie-in with the famous Walt Disney movie sensation is announced by H. Fishlove & Co. for their Baby Lucky Turtles. The "new models" of these fascinating little live pets are now available with Donald Duck, Mickey Mouse, Snow White and the Seven Dwarfs in full colors on their backs, permanent and waterproof. The complete set comprises 10 subjects, and no doubt many a youngster's and grown-up's ambition is to own them all. The turtles are less than two inches long, and in addition to carrying one of the Disney characters each turtle is hand-lettered with the name of the attraction, town or any other name without extra charge. They are mailable, for which purpose special postal-approved self-mailing boxes are obtainable from the company. Baby Lucky Turtles have been very popular during the past seasons both for indoor and outdoor sales. They are unusual and different and almost without

Snow White Tie-In On Turtle Backs

competition. This year in their striking new designs they are expected to make a greater hit than ever. H. Fishlove & Co. have been reliable source of supply for many years and again they give their assurance that they will be able to furnish them thruout the season.



BROWN FRONT

Here's a new Bell by the Biggest Company in the Business, Brown Front has Mills Mystery mechanism, three-five payout, no lemon on first reel, new scientific forged handle that allows people to play it continuously without tiring their arms.

*Write for Free Catalog

Mills Novelty Company
4100 Fullerton Avenue, Chicago

The Only Deal of This Kind in The East

Play Ball
The National Game
10c

BRINGS IN \$7.00-COSTS YOU \$3.50

Cabinet is a Flashy 3 Color Job
The country is mad over Baseball. From Coast to Coast millions of fans will patronize "Play Ball". Cash in on this nationwide craze. Each ball represents a well-known player.

TO NAMES • BIG VALUES • TO PRIZES

Fans pull the player's name to see the prize it will bring. Deal consists of 70 prizes (valued up to \$1.00). Last number contains FREE ADDITIONAL DE LUXE PRIZE.

FREE—1 Deal with order of 10.
Remit 25% Deposit — Balance C. O. D.

JEDRO 134 W. 32nd St., New York City, Company

20th ANNIVERSARY

TURF CHAMPS	\$22.50
BALLY CLASSIC	15.00
AIR RACES	15.00
GENCO PADDLE WHEEL	40.00
DUCK	21.00
HIGH STAKES	9.50
REEL 21	4.50
2-HOLD A DRAW	4.50
WHIRLWIND, 3 Reels	7.50
6-MILLS TICKETTES, the 1st	11.50
JENNINGS 66 D. J. P.	19.50
JENNINGS 2c TRIPLE J. P.	22.50
6-MILLS 32c	16.50
MILLS 10c GOOSENECK D. J. P.	18.50
8-WATLING JUNIOR SCALES	47.50
9-SHIPMAN STAMP VENDERS	11.50

Will Accept Late Waiting Slots in Trade

E. O. LIKENS
924 Fifth St., N. W., Washington, D. C.

BRAND NEW CLOSE-OUTS

CONSOLES AND MULTIPLE COIN PAYTABLES—

LARGE QUANTITY ON HAND FOR IMMEDIATE DELIVERY!!!
WRITE, WIRE OR PHONE FOR DESCRIPTIVE LITERATURE AND—MOST IMPORTANT—OUR SENSATIONALLY LOW PRICES . . .

RECONDITIONED PAYTABLES

ARLINGTONS	\$45.00
ROVER	39.50
CAROM	22.50
STABLES	72.50
FLEETWOOD	97.50
FAIRGROUNDS	59.50
FOTO FINISH	41.50
PREVIEW	19.50
WINNER	16.50
GOLDEN WHEEL	27.50
BALLY ENTRY	69.50
TURF CHAMPS	34.50
JENNINGS DELUXE SPORTSMAN	46.00

Rebuilt SLOTS

5c MILLS BLUE FRONT D.	\$42.50
10c MILLS BLUE FRONT D.	45.00
1c MILLS BLUE FRONT S.	49.50
5c MILLS BLUE FRONT S.	54.50
25c MILLS BLUE FRONT S.	57.50
5c MILLS BONUS BELL	57.50
5c MILLS CHERRY BELL	59.50
10c MILLS CHERRY BELL	67.50
25c MILLS CHERRY BELL	70.00
10c JENNINGS CHIEF	30.00
25c JENNINGS CHIEF	32.50
10c MILLS EXTRAORDINARY	29.50
50c PACE ALL-STAR COMET	41.50
5c PACE ALL-STAR COMET	39.50
5c MILLS GOLDEN BELL	31.50
5c MILLS FUTURITY	34.50

WRITE FOR OUR LATEST PRICE BULLETIN LISTING OVER 250 PAYTABLES—NOVELTY GAMES—COUNTER GAMES AND SLOTS—ALL GUARANTEED MECHANICALLY PERFECT—ORDER NOW!!

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVENUE, CHICAGO
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3 Complete New JAR DEALS \$8.88!



Get a Natural 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71 Av. Profit, \$43.00.	Banco 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.40 Av. Profit, \$42.00.	Half A Hundred 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.30 Av. Profit, \$42.70.
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\$24.00 Per Dozen

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Just off the press, 4 brand new 2,280 Ticket, 1c and 2c Cigarette and Cash Award Jar Deals, each \$2.00 complete, or \$3.00 for all 4. Sent only \$1.00 with order. Pay balance on delivery. Full refund guarantee if not satisfied and deals returned unused within 7 days' time.

WINNER SALES COMPANY

Pick a "Winner" with Winner!
3907 ARMITAGE AVE., CHICAGO, ILL.

25 Mills One-Two-Threes

Latest Model Perfect—Sacrifice

JACK KAUFFMAN
1515 Euclid Ave.
Miami Beach, Fla.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Execs Sing Praise Of Swing and Snappy

CHICAGO, April 23.—"We cannot sing loud enough our praise for your two latest novelty coin-game sensations, Swing and Snappy, report operators throuthout the country," according to Sam Wolberg and Sam Gensburg, officials of the Chicago Coin Machine Mfg. Co. "True, these ops know the name Chicago Coin—know the fine reputation it has built as a manufacturer of novelty games," Wolberg and Gensburg continued. They know how we have lived up to that reputation by building hit after hit. Yes, the operators know these facts. But the coin-game players—the people who in the last analysis decide as to the success of a game—do not know them.

"They crowd around both Swing and Snappy, however," they continued. "Players don't know what's behind those games—the manufacturer or his reputation, etc. And, furthermore, they don't care. What they are primarily interested in is a nickel's worth of fun, and earning records of both Swing and Snappy conclusively prove that players on locations in all parts of the country are getting their nickel's worth of fun, excitement, suspense, action. It is these players who have proved that Chicago Coin games, especially the two current hits, Swing and Snappy, certainly have what it takes to appeal so strongly to players and become so highly valuable to operators. And it is just such favorable comments as this which spur the personnel of our firm on to putting more effort forth to produce even more powerful and more profitable games in the future," the officials concluded.

Mike Munves Moves Arcade Equipment

NEW YORK, April 23.—One of the signs of arcade equipment's return to popularity this year is reported to be that of Mike Munves' establishing a special headquarters for arcade equipment on New Chambers street. All large arcade machines of the firm are said to have been moved to this new location. "This huge building," stated Munves, "will eventually become our showroom headquarters, in which we'll consolidate all the divisions of our business. At the present time, however, we are retaining our headquarters at Park Row with our uptown offices, which are serving the Bronx and up-State men as well as our export trade."

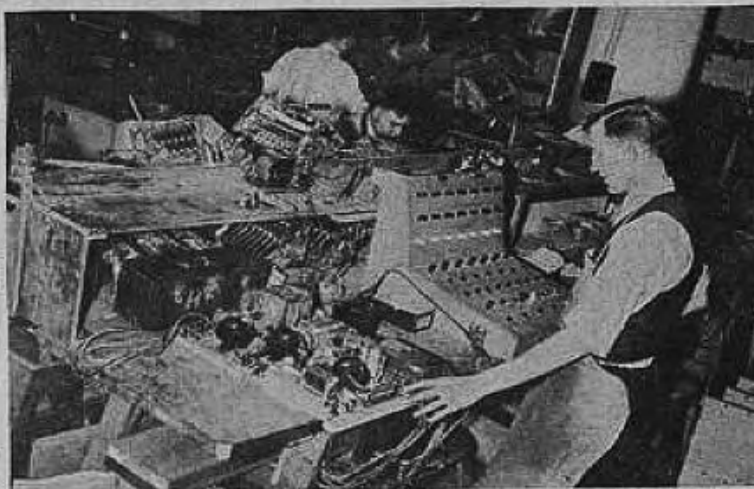
"For the present our New Chambers street building will be devoted solely to the display and sale of arcade equipment. There has been quite a revival of interest in arcades this year," he concluded, "and it looks like we'll be able to use this extra space to good advantage."

prepared to ship these instruments immediately and expect a big rush of orders now that the summer season is all set to open in many parts of the country," he concluded.

Calcutt Prepares Big Sale of Phonos

CHICAGO, April 23.—Joe Calcutt, head of the Vending Machine Co., reports he has definitely established the progressiveness of his concern by announcing a big advance sale of phonos for summer spots.

"There will be a lot more phonos used in resort spots this summer," Calcutt stated. "More spots are opening, and since a lot of these cannot afford orchestras they'll be naturals for phonos. To meet this demand we've gathered together a large assortment of better known phonos on the market and heaped them into one big sale. Like all other equipment that leaves our warehouses, these phonos are thoroughly inspected before being shipped. Our guarantee stands behind every machine. We are



KEENEY SHOWS one of the 43 step-by-step testing boards used in the manufacture of its games.

DEUCES WILD

Sensational New Poker Counter Game... \$27.50
RECONDITIONED COUNTER GAMES
All Buffed and Repainted

Army 21, 1c-25c	\$ 2.50
Baby Jacks, 1c (2 Jacks)	3.50
Ball Bille	3.50
Black Jack	4.50
Beat It	2.50
Big Poker, 1c	3.50
Big Blis	4.00
Cent a Pack	7.50
Cent a Pack De Luxe (4 Reel)	7.50
Cent a Smoke	7.50
Cardinal	3.50
Club	2.50
Die	2.50
Disto Dominos	9.00
Darby Race Horse, Counter Auto.	12.50
Four Jacks (Rock-Old)	3.50
Five Jacks (A. B. T.)	9.50
Five Jacks (Fields), 1c	9.50
Gun Clig	9.00
Hit Me (Jackpot)	3.00
Hit Me (Poker)	3.00
High Tension	3.50
3 High Slates	3.00
Hold and Draw	9.00
Jennings To Gig	4.50
Junior Plying Colors	2.50
King Sit Up (Slider)	3.50
King Frog (Dice), 5c	3.00
Little Merchant, 5c (Gig)	4.50
Magic Clock	3.50
Mysterious Eye (Auto), 5c	9.50
Nugget	5.00
Numbers, 5c	4.50
Official Sweepstakes	3.00
Old Age Pension	6.00
Puritan Vendor (Galle)	2.50
Puritan Vendor	2.50
Puritan Vendor (Jackpot)	7.00
Penny Pack	10.00
Penny Smoke	6.50
Purchette	3.00
Ratonette	3.50
Royal Flush	12.50
Road Spot	10.00
Roll Ball, 1c (Slider)	2.00
Races (Dart)	2.50
Races (Whiston)	3.50
Red 21	3.50
Red 21	3.50
Radio Wizard	3.00
Sleepie Chaak	2.50
Slycey Horse	2.50
Spectrum	4.00
Sweet Sally	3.50
Tavern (10 Beer)	3.50
Tickette (Jackpot)	4.50
Tri-o-Pak	9.50
Target Ball (A. B. T.)	12.50
Whirlwind (Gig. Revs)	3.50
Weapon Wheel	6.00
Zephyr	10.50
Zig Zag (Step Target) 1c	2.50
Zig Zag (Cigarette), 5c	2.50

IDEAL NOVELTY CO. 1515 MARKET ST. PHILADELPHIA, PA.

Bingo Features In Bowling Game

NEW YORK, April 23.—Bing-O Roll, a new bowling-alley game with bingo features, has been placed on the market by the Bing-O Roll Mfg. Co. Bill Ray, president of the new company, has been studying the coin machine field for some time and finally decided that the magnetic bowling-alley game with bingo appeal was the machine to build. From tests taken from the first models on location Ray was encouraged to go ahead and put the game into production.

In addition to the alluring playing bingo-bowling features, Ray reports that the game is perfect mechanically, all bugs being eliminated on location tests. The feature of the machine for operators is that it can be located in either A. C. or D. C. territories.

Ray claims he has the games all ready for immediate shipment.

Battle Royal On For Bally Reserve

CHICAGO, April 23.—Ray Moloney, president of Bally Mfg. Co., is noted for his genial diplomacy, and he needed all the diplomacy at his command when three well-known distributors recently paid flying visits to Bally headquarters for the purpose of upping their respective Bally Reserve quotas.

The trio consisted of Jack Fitzgibbons, of John A. Fitzgibbons, Inc., New York; Bill Marmer, of Sicking Mfg. Co., Cincinnati; and S. L. Stanley, of Automatic Amusement Co., Memphis. All three told the same story of being hounded by operators clamoring for Bally Reserve shipments. It is stated, and each had decided to slip into Chicago for the purpose of adding personal entreaties to their daily telegraph efforts to get more Bally Reserve machines. It is reported that a three-cornered battle royal was only averted by Ray Moloney's suggestion that the three distributors run a foot race around the Bally plant to decide who should get preference on deliveries.

SILVER KING VENDOR \$5.95
NORTH VENDOR \$9.95
WESTERN VENDOR \$10.95
 PORCELAIN

THREE WAY GRIPPER \$11.95
 IMPROVED COIN HEAD
 CHEAT PROOF LOCK
 SCORE HOLDING BUTTOM



BALL GUM SIX ASSORTED COLORS
 100 PIECES TO BOX - CASE OF 50 BOXES... \$5.45

ABT TARGETS (1 of 54 MODEL F LIKE NEW) \$22.50 **NEW** WRITE FOR PRICES

BALLY ENTRY GUARANTEED LIKE NEW... \$77.50

PHONOGRAPHS

WURLITZER 616A \$199.00 ROCKOLA IMPERIAL \$169.00 SEEBURG \$159.50
 WURLITZER 412-3109 \$169.00 WURLITZER 616-617 \$177.50 WURLITZER P-12 \$177.50

RECONDITIONED USED GAMES

KEENEY'S HOT TIP... \$77.50	DERBY DAY... \$29.50
PACIFIC'S LADY LUCK... \$44.50	PAMCO RACES 7 COIN HEAD \$22.50
BALLY ARLINGTON... \$44.50	GOLDEN WHEEL... \$19.50
PREAKNESS... \$37.50	CAROM - TICKET MODEL... \$17.50
DERBY DAY'S TICKET MODEL WITH CLOCK... \$44.50	PAMCO TOUT... \$17.50
DERBY DAY'S CLOCK MODEL... \$39.50	TOP EM... \$15.50
COLLEGE FOOTBALL CABINET... \$29.50	SUNSHINE BASEBALL... \$12.50
FOTO FINISH... \$22.50	CHICAGO EXPRESS BALL NOVELTY LIKE NEW... \$29.50

CLASSIC-CAROM WINNER - SPOTLITE \$12.95
 R. RACES - HEAVYWEIGHT \$25.00
 PADDOCK-SARATOGA \$25.00

IO STRIKE-FLICKER \$8.95
 BALLY DERBY - HI DE HO \$8.95
 QUEEN MARY
 PAMCO BELLS: ANY 2 FOR \$16.00

Acme NOVELTY CO.
 23-25 NORTH 12th ST. MINNEAPOLIS MINN.
 ONE THIRD DEPOSIT MUST ACCOMPANY ALL ORDERS

Fort Worth

PT. WORTH, Tex., April 23. — Bob Martin, Ft. Worth operator, keeps one eye on his roadside tavern, located on East Belknap street. Bob is only one Ft. Worth op who operates taverns. Others are Frank Ball and Harry Hooser. Sam Anderson and Bennie McDonald operate filling stations in addition to their coin machine operations.

Ft. Worth operators report an increase in receipts during the recent Southwest Exposition and Pat Stock Show and Rodeo, which was held from March 11 to 19. The largest jump in receipts was registered by machines placed in the North Side stock yards area, where the exposition is held each year.

Helen Savage, Automatic Amusement Co., Dallas, was a Ft. Worth visitor recently. Helen says she just can't help being homesick for Ft. Worth. Since opening the Dallas office and showroom



SAM MAY, well-known Baltimore coinman, reaches in for some profits from Western Equipment and Supply Co.'s Deucey Jr.

operators from all over Texas have swarmed the place, she reports.

Activities are humming at the F. C. Ewing Co. headquarters on East Lancaster street. Ewing established the first Texas distributing business some nine years ago and has been active since. He is State distributor for the Columbus Vending Co. and operates one of the largest nut roasters in the Southwest.

Recent heavy rains in the Ft. Worth area, which promise bumper crops and good stock pasture, have encouraged operators very much. Operators know that if the farmers and stock raisers prosper in this section their machines will click nicely. Things look bright for a big summer and fall business.

After setting two different dates in April for the Texas Operators' Association meeting which was to be staged in Houston it has now been decided to call this year's meeting off. Final reports were to the effect that it would not be of any advantage at this particular time to hold the meeting. A number of outstanding plans are being formed by operators in various sections of Texas and it was decided best not to do anything to disturb the outlined program. No doubt the decision was a wise one.

Wichita Falls Notes: The Lone Star Coin Machine Co., headed by H. W. Carpenter, is being kept pretty busy with his phonograph operating activities. The firm has added a nice string of cigaret vendors to its business. . . . H. P. Downs, formerly of Ft. Worth, is now operating some diggers in this territory. . . . W. H. (Pop) Newell, Wichita Novelty Co., is going to town in a big way with Wurlitzer and Seeburg phonos. . . . Wichita Falls Operators' Association has not been functioning for several months. . . . Among ops here are Wilson Gray, J. R. Stoval, J. M. Higgins, Hugh Rhea, Pete Turgeon, Troy Porter and J. H. Johnson. Brown, of Northwest Texas Novelty Co., reports biz as fair.

Marcus Reiners, manager of the Ft. Worth Buckley Mfg. Co.'s office, has been in South Texas looking over some operating territory before moving in some equipment into that section. Reiners keeps his Ft. Worth operation moving along nicely and reports business fair.

Reports are to the effect that several Ft. Worth operators are taking up flying. Every day one can find an op out at the airport taking lessons, and it is

BASEBALL

the Finest

Baseball Game

Ever Built

STONER Corp
 AURORA, ILL.

said that one leading Panther City op has already made his solo flight and is now adding hours to his flying time by making trips over the State. Operators are like that, always flying high.

Warner Smith, manager of the M. Brodie Co.'s office in Dallas, is a frequent Ft. Worth visitor. Warner reports that his firm's special toy packs are going like a roller-skating derby and that the demand for their famous Korn Patches is reaching a new high. Mr. Smith recently made a business trip to New Orleans.

Johnny Wilson, dapper Panther City operator, is enjoying nice business from his novelty games.

Pop-corn machines keep coming in and new units are set up almost daily. The YMCA reports nice earnings on the machine located in its building, and several operators say that the pop-corn vendors are really taking hold of the public.

Parking meters in this city clicked up approximately 89,000 during the month of March. The meters require one service man, a collector and two office workers. The city plans to add a few more meters shortly. The citizenship of Ft. Worth express themselves to the effect that they approve of the meters very highly. All meters give 60 minutes' parking except in two or three banking centers, where 20 minutes is allowed for the nickel.

Ft. Worth offers many good spots for novelty games. With automatics down, many good locations are crying for some sort of a game. Right now operators are a bit slow in buying new equipment due to the fact that they are faced with a heavy State tax. However, it is being proved that novelty games will pay well if properly operated.

Salesboards and counter games are much in evidence. Operators are finding the counter units quite profitable. Most of them are operated on pennies, as there is no tax on penny chutes in Texas.



ZEPHYR
\$18.75 TAX PAID

Two Machines in One—Cigarette Vendor or Ball Fruit Vendor, Visible Ball Gum Vendor, Cigarette or Fruit Symbols, 4 Reward Cards. Entirely new Mechanism designed for this machine. Prints coin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.
 1/3 Deposit, Bal. C. O. D.
 Write for Price List of New and Used Novelty and Popcorn Games.
MONARCH COIN MACHINE CO.
 1701 Belmont Ave., Chicago.

CERTIFIED USED GAMES

1/3 Deposit, Balance C. O. D.	Mills War Eagles - 6c, 10c, 25c
Fluctwood \$95.00	Seeburg, Model A \$27.50
Multilite Races 90.00	Mills Game-master 32.50
Ak-Sar-Ben 90.00	Penny Cigarette Reels 4.50
Fairgrounds 85.00	
Arlington 45.50	
Preakness 35.00	
Passes Air-Sar 10c, 25c, 35.00	

MILWAUKEE COIN MACHINE CO., 2816 W. North Ave., Milwaukee, Wis.



UP = UP = UP

SWING PROFITS with

Swing

CHICAGO COIN'S newest novelty game sensation with such profit-building features as GORGEOUS PLAYING FIELD . . . TUNNELS . . . SWING GATES. **NOW** made even more appealing with the 3 new MYSTERY LANES and other exciting features galore!

and

SNAPPY 5-ball novelty powerhouse with new type progressive high score system. As strong today as it was when first introduced!

Order Today for Immediate Delivery!

CHICAGO COIN MACHINE MANUFACTURING CO.

1725 DIVERSEY BLVD., CHICAGO, ILL.

MORE PROFITS THAN EVER!
NEW LOW PRICES NOW IN EFFECT

HIT THE BALL—A SENSATIONAL PROFIT-MAKER

Now Only \$1.78 PLUS 10% TAX

Write today for our new illustrated catalog and price list. Ask for NC-15.

HARLICH MFG. CO.

1413 W. JACKSON BLVD. CHICAGO, ILL.



WURLITZER \$159.50 ea.

— 616 — (Lots of 10)

SINGLE MACHINE—\$189.50. 010A—\$189.50. P12—\$84.50. 716—\$159.50
ROCK-OLA, LARK 1938 Model. \$79.50.

USED CIGARETTE MACHINES.
 ROWE ARISTOCRAT (8 Columns) \$22.50
 STEWART & MCGUIRE (8 Columns) \$27.50
 NATIONAL 1937—8.30 \$74.50

BOWLETTE \$49.50
 (PRACTICALLY NEW)
 50% Deposit, Balance O. O. D.

BABE KAUFMAN MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.

OPERATORS WANTED FOR LATEST MODEL CONSOLE MACHINES

The owner of a large operation of the most profitable type of Console Machines is interested in expanding operations into additional territory and desires to make connections with men who have territory available and some coin machine experience. No investment on your part except your time. We will buy the machines. If you have knowledge of territory where Console Machines may be operated, this may be the opportunity you are looking for. All replies will be handled confidentially. Only those applications which give full information regarding territory, local volume, local volume, size of machines, how being operated, amount of tax, if any, and brief personal history of applicant, will be considered.

Address Box 999, The Billboard, Chicago, Illinois

Exhibit Play-Ball Has Large Field

CHICAGO, April 23.—A large playing field is the strong inducement to players offered in the new game, Play Ball, announced this week by Exhibit Supply Co. "It is such an interesting game that the fans will actually stay away from the ball parks to enjoy a game on this machine," according to Leo J. Kelly, an Exhibit official.

The new game is described as being "entirely new." It has no pins, no bumpers, no plunger, and yet it is a modern table game with features that make it a realistic baseball game. The player has control of a bat to play the game, and balls can be thrown at will from pitcher's box to home plate. With the bat the player can sock, swing, bump, make home runs, triples, doubles, singles, etc., on the roomy playing field.

"All the while the player is doing this he can see it registered on the illuminated backboard which shows base runs and also registers the points of the game. The use of players in motion on the backboard is an unusual attraction in the game. Three strikeouts end the game.

According to the makers, Play Ball has been given ample tests and it is now offered to the trade as something unusual in the field of baseball games.

Modern Holds Big Showing of Game

NEW YORK, April 23.—Modern Vending Co. broadcast announcements to operators thruout New York, New Jersey and Connecticut this week that the firm's slogan, "Watch Modern in 1938," would be demonstrated during the week of April 25 by having on display at the offices all week what is considered a "new and unique bowling game in the history of bowling games."

The game is the U-Bowl-It made by Daval Mfg. Co., of Chicago, and Ben L. Kulick, sales manager of Daval, will be at the Modern offices most of week. It is announced, to tell operators the full story about the game. According to the announcement, U-Bowl-It offers the features of bowling in actual and realistic form. There are nine pins on the machine just as there are nine pins in standard bowling. The ball is bowled down a long alley and hits the pins, shooting them off the base of the alley just as in standard games. As the pins are knocked down they are scored on a unique electrical scoring board.

It is explained that "the full official automatic bowling frames can be played on this game just as on standard bowling and that players are offered the opportunity to gauge their skill as on standard alleys. Score pads are furnished with the game so that the player can keep his score and show it as proof of his ability. An extra coin chute allows for the player to continue a full game by inserting extra nickels for each three frames. This feature alone when first demonstrated in Chicago captured the attention of prominent distributors who saw it.

Nat Cohn, president of Modern, said that "the very first game off the production line will arrive at our offices on Monday morning. At the coin machine convention in Chicago we saw this game in the experimental offices of Daval Mfg. Co. and were very enthusiastic over it. Every one of our operators whom we took along to see the game was just as enthusiastic as we were when he played it. And at that time it was in the process of being

EENE, MEENE, MIENE, MO..

IF YOU CHOOSE YOUR MACHINES BY THE OLD "GUESS SYSTEM" YOU'LL FIND THERE'S A MUCH MORE SURE WAY TO MAKE THE PROFITS YOU'RE ENTITLED TO IF YOU'LL . . .

NEXT TIME TRY . . .

ORIOLE

COIN MACHINE CORP.
 Oriole Bldg., BALTIMORE, MD.

—ALSO AT—

Pittsburgh • Washington • Buffalo

completed as only the Daval firm knows how to design and perfect a game.

"It has been four months during which the best engineers in the country have developed and the best designers perfected this U-Bowl-It machine. The game is really one of the most outstanding that we have ever seen in our long career in this business. We feel that this is one game that will stay put on locations for many, many months and that will earn more and more money as time goes on.

"Ben Kulick has promised us immediate shipments. He intends to remain in our showrooms for most of the week to help demonstrate the machine. Ben claims that he has become an expert bowler since practicing on the U-Bowl-It. I feel sure that this is the one game that is going to start a real boom for many smart operators everywhere in our territory."

Modern Vending Co. is also arranging a very interesting sales proposition on U-Bowl-It which will appeal to operators. The firm has a plan which makes the purchase of quantities very easy for the operators and actually sets them up in the bowling game business with guaranteed equipment at very low cost, it is stated.



BANNER SPECIALTY EXEC'S:
 (Left to right) Jack Kay, Newark office; Harry Rosenthal, Pittsburgh office; Lewis H. London, field man; and I. H. (Iax) Rothstein, president, Philadelphia.

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

A TAKSEN SALE

NOVELTY PIN GAMES	
Silver Flash .. \$27.00	Zephyr .. \$45.00
Turf King .. 32.00	Line Up .. 35.00
Bull's Eye .. 35.00	Bumper .. 30.00
Long Beach .. 24.00	Running Wild 18.00
Stoner Races .. 22.00	Dix .. 22.00
Carnival .. 18.00	Airway .. 35.00
Track Meet .. 22.00	Ski Mt. 40.00

1-BALL AUTOMATICS

Turf Champ, Txl. \$30.00	Evans Bang-tail .. \$70.00
Stapen, Txl. 35.00	Evans Gulltop .. 80.00
Bally Rover, Txl. 40.00	Big Dominos 80.00
Photo Finish .. 30.00	
Bally Breakneck .. 35.00	
Bally Entry .. 100.00	
Golden Wheel .. 35.00	
Fairground .. 30.00	
Mt. Flasher .. 60.00	
Bally Jumbo .. 10.00	
Bally Postman .. 12.00	

WURLITZER PHONOGRAPHS

Model P-12 \$ 65.00
Model 412 .. 80.00
Model 610 .. 100.00

CONSOLES

Paces Reels .. \$ 20.00
Ray's Track .. 20.00
Track Time, Rd Hd. 110.00
Dark Horse .. 100.00
Bally Turf Special 100.00

EXPORT TO ALL PARTS OF THE WORLD

Cable Address "LATAKE"

TERMS—1/3 Dep. With Order, Bal. C. O. D., F. O. B., N. Y. C.
LEON TAKSEN 2134 AMSTERDAM AVE. NEW YORK, N. Y.

OPERATORS - CONCESSIONAIRES INVESTIGATE TRI-PUTT

A COIN-OPERATED GAME THAT WILL MAKE MONEY.
 IDEAL FOR—Hotels—Clubs—Parks—Boats—Arcades—Taverns or anywhere people congregate.
BAKER NOVELTY & MFG. CO.
 641-645 North Kedzie Avenue, CHICAGO, ILL.

Let Us Pray, Too

A prominent American news commentator stated on April 13 that conditions in Europe look brighter than for many long months. Hence we can now publish with less gloom the following comments which appeared in the coin machine section of the World's Fair, March 19, 1938:

Twenty-four hours before we went to press last week I received from a very well informed friend in Paris an item of news which to say the least of it was interesting. Readers will no doubt recall that on the last day of August, 1937, action was taken by the French Government against machines classed as being of a gambling type but which, until then, had for a period been permitted to operate under certain conditions. The information received from my friend in Paris was to the effect that the week before last a judgment had been rendered by the Supreme Court for bell-fruits which were seized a few days after the aforementioned action of August 31, 1937. The machines in question had been operated to give a packet of candies (I quote my informant's own description) and from one to 20 checks, and the tribunal decided that this eliminated gambling, the player being certain to get each time the value of his coin. The machines so concerned were regarded as being merchandise sellers and therefore not included in the last law prohibiting gambling machines. My first impulse was to rush this piece of news thru in time for our issue of last week but on second thought I decided to wait. On Saturday I spoke of the matter to an Englishman well conversant with machine affairs of the day in France. He too had heard of the Supreme Court decision but added that, according to his information, it concerned Alsace-Lorraine and should not as yet be taken as applicable to all France. So that's that, but I must add that my

English informant said this latest development had stirred up hope in the breasts of the members of the French trade and that a meeting was to be held this week.

The Paris Show

Whatever the outcome of all this, the French machine trade will have its own exhibition during the last week of May in Paris. It will be the fourth annual but actually the fifth in number. Last year there were two, the third annual regular affair in May and a supplementary one held in early winter with a view to finding antidotes for the 'sickness' of August 31. Rene Goodin, editor of La Revue de l'Automatique, will again be responsible for the organizing. He has not yet communicated with me as to where it will be held, but I have little doubt that a hotel will be accommodating the show. Rene has found the taking of a hall in a hotel to be satisfactory for all concerned, just as Bamos Manufacturers and Distributors' Section did when running the Coin-Operated Machine Exhibitions as a separate entity.

Let Us Pray

"Whatever the outcome of all this," I wrote the beginning of the preceding paragraph, but if the outcome of what is taking place on the Continent just now goes the wrong way our friends in France—and ourselves, too, probably—will not be particularly interested in a coin-machine exhibition. As I write this—at the beginning of the week—Europe is like unto a barrel of gunpowder with more than one match dangerously near the explosive. International politics as a rule have no place in Automatic Gossip but remembering what the explosion of 1914 brought about I most earnestly say "Let us pray." Pray for peace and that the actions and sayings of those in whose hands are the destinies of different countries and creeds shall not be hasty or conceived with ill intent. The gunpowder is there; one little lighted match and Armageddon all over again. Heaven forbid.



A COIN MACHINE CONFERENCE: Standing (left to right) M. Parkoff, Joe Durain, Andy Christenson, Sidney Levine. Seated: U. B. Reed and Nat Cohn. Photo was snapped in the offices of Modern Vending Co., New York. Somebody forgot to list the little fellow in the center.

Triplex CHIEF

TRIPLE YOUR PROFITS!

takes
**NICKELS
 DIMES
 QUARTERS**
 GIVES ONE PLAY
 FOR EACH 5c



Many experienced and outstanding operators now using Triplex report earnings two to three times as much as other machines. Actual operation shows that more than half the coins in cash box are dimes and quarters, proving that Triplex gets two or three times the play of a nickel machine. Remember—Triplex takes nickels, dimes and quarters.

Order a sample on our 10 days' money-back Trial privilege. If Triplex doesn't make 100% more money, don't keep it. Operators' quantity price \$148.50, plus tax, F. O. B. Chicago. Write for general catalog. All types of coin operated devices.

O. D. JENNINGS & COMPANY
 4309 WEST LAKE STREET • CHICAGO, ILLINOIS

21 YEARS OF LEADERSHIP

It is our reward for adopting and maintaining a policy to ENDORSE ONLY THE BEST coin-operated machines and protect operators' investments with all the care and vigor at our command. This shall always be OUR policy—which is the only OPERATORS' safeguard.

BANNER SPECIALTY CO. 1530-32 PARRISH ST. PHILADELPHIA, PA.

BRANCHES 1840 Birch Ave., PITTSBURGH, PA. 1125 Grand St., NEWARK, N. J.
 Mr. Harry Rosenthal, Mgr. Mr. Jack Katz, Mgr.

BUY FROM OFFICE NEAREST TO YOU



RECONDITIONED A.B.T. PISTOL TARGETS

5 Shots Ic. A Legal Skill Game that can be profitably operated everywhere

Sample, \$12.50. FLOOR STAND FREE! (Lots of 5) Each \$10.00

Send \$5.00 Deposit per Machine, Balance C. O. D. D. ROBBINS & CO., 1141-B De Kalb Ave., Brooklyn, N. Y.

Hankin Hankers For More Branches

ATLANTA, April 23.—With the opening of his first branch office at Columbia, S. C., Morris Hankin, of the Hankin Music Co., received his first taste of expansion. So pleased is he with the reception given his Carolina Music Co. that he reports he believes his firm can use other offices in other parts of the South.

"It isn't until you get out of your own little circle that you learn what dividends the hard work you did getting other operators started on the right path will bring you. Ops in South Carolina have been quick to show their appreciation of the work we have long been doing for music ops. They are glad to find that this new office is rendering the same brand of sterling service that our home office here has long been famous for. The success of this new office frankly has inspired me to expand still further and I hope to announce the opening of several new branches in the near future."

LOOK!

AT THESE LOW PRICES!

- CHICO BASEBALLS.....\$39.50
- MARS 34.50
- AIRWAYS 34.50
- DUX 29.50
- STONER RACES 24.50
- MISS AMERICAS 24.50
- MILLS FLASHERS 69.50

ORDERS FILLED IN ROTATION!
 1/3 DEPOSIT.

WRITE FOR COMPLETE LIST

AUTOMATIC SALES CO.,
 227 Second Ave., N,
 NASHVILLE, TENNESSEE

BALLY RESERVE

WILL DOUBLE OR TRIPLE YOUR EARNINGS IN NOVELTY SPOTS!



How can a 5-ball novelty game produce profits that rival payout collections? Why are many operators placing batteries of 2 and 3 BALLY RESERVES per location? Why do BALLY RESERVES actually earn more the sixth week than the first? There's a reason! Write for CONFIDENTIAL details—and do it now!

Pat. Number 2063108 and 2062708

\$99.50
FREE PLAY
MODEL 5113H
F. O. B. Chicago

SPORT PAGE

MULTIPLE ONE-SHOT



If you operated Fairgrounds, you'll never believe any game can beat its record till you try SPORT PAGE... but it's a fact that SPORT PAGE collections are averaging 10 to 20 per cent above Fairgrounds at its best! Also NEW MECHANICAL REFINEMENTS, NEW ADJUSTMENT AND ANTI-CHEAT FEATURES add many dollars to your net earnings. Get your share—order SPORT PAGE today!

\$194.50
Ticket Model
\$206.50
F. O. B. Chicago

Write for descriptive literature on NEW ROCKET Low Price Novelty Game, BALLY'S MILLWHEEL Revolutionary New Counter Game, BALLY'S HOT VENDER for Popcorn and other hot confections, LINCOLN FIELDS Console, LITE-A-PAX Cigarette Counter Game, MAGIC BALL and BALLY'S RACER Legal Amusement Games.

BALLY MANUFACTURING COMPANY
2640 BELMONT AVE. CHICAGO, ILL.

Brickman Appointed Oriole Sales Head

BALTIMORE, April 23.—Oriole Coin Machine Corp. made the announcement during the past week that E. W. Brickman has been chosen to head its new special sales department.

In commenting on Brickman's new post, Eddie V. Ross, president of the firm, stated: "We believe that operators will find Brickman one of the best versed men in the sales division of the coin machine business. He works conscientiously at all times to improve conditions for the operator. His aim will be to improve conditions in certain territories and to arrange for the sale of equipment best suited to produce greater profits for the operator. We believe that the staff he is now assembling will number in it men as well known to the trade as he is."

Brickman reported that he appreciated the unusual opportunity offered him as head of the Oriole sales division and that he is formulating some new sales plans which he believes will please ops everywhere.

Jar Deals Going Big, Cante Claims

NEW YORK, April 23.—Jim Cante, of the Bingo Ball Gum Mfg. Co., reports that the new factory of the firm in Hillsdale, N. J., is turning out more Bingo Ball Gum jar deals every day to meet the demand. "Everywhere this deal is being hailed as a winner," he stated. "So good do some of the men think it is that they have instructed us to keep sending them a definite number of deals every week so that they will have these money makers arriving at regular intervals."

"One op told us," Cante continued, "that this is one of the cleanest deals that he has ever seen. Not only did he endorse it because it actually vends merchandise for the nickel but also because the entire award system is favorable to the player and gives him a real chance for his mobby plus merchandise. The bright foil-wrapped gum used in this deal is proving to be a real eye catcher that makes ops hail this deal as one of the most attractive they have ever had."

London

LONDON, April 23.—One of the most popular early-day operators, Jack Greenwood, died in London on March 18 at age of 62. Jack was first treasurer of British Automatic Machine Operators' Society. Funeral took place at Marylebone Cemetery, London, March 24. Deceased leaves a wife, son and a daughter, who lives in Canada.

Last session of Slot Club for season turned out a flop, only 14 turning up. This may be partly due to the supper being held for first time away from Potter Lane. Cable of good wishes received from Bill Rabkin, who belongs to club.

Fred Hardinges, former principal of Hardinges Automatics, Ltd., known as "Pa" thru big purchases of Mills Baby tables when starting business, received many expressions of sympathy on death of his wife, which occurred March 23.

Rene Godin has notified British trade that fourth annual French coin machine exposition will take place in Paris last week of May.

Op Runs Robbins' Vendapaks

BROOKLYN, April 23.—Dave Robbins, of D. Robbins & Co., Brooklyn, has just sold a large quantity of Vendapaks to a well-known Brooklyn operator. Vendapak is Robbins' new 5-cent package machine which vends either candy or nuts. The Brooklyn operator who purchased the machines will use them to vend a 5-cent pack of salted peanuts. In addition, the Brooklyn operator has worked out an angle to have each package of peanuts contain a prize.

GUARANTEED for LIFE!
Metal Slotted Coin Counter
Sample 75c
10 or more 65c



Get the Best for Least Buy the STAR Slotted Coin Counter. Polished aluminum; indestructible. A new one if one ever wears out. Easily detected through slot. Stamped gauge mark; wide throat for lubing coins. (For Pennies Only.)

STAR MANUFACTURING COMPANY
3901 Wayne, Kansas City, Mo.

BARGAINS!

Rebuilt Coin Machines

- 27 Caille 1936 Round Jackpots any coin—play \$32.50
- 2 Caille Commanders, 5c or 25c. 49.50
- 2 Caille De Luxe Consolas, 5c and 25c 98.00
- 1 10c Watling D. J. Goose-neck Vender 19.50
- 1 25c Mills Escalator Vender . . . 27.50
- 1 10c Jennings Triple Jackpot . . 27.50
- 2 5c Jennings Triple Jackpot . . 27.50

Send 1/3 with order, balance C. O. D.
CAILLE BROTHERS CO.
6200 Second Blvd., DETROIT, MICH.

INVESTIGATE

Snookerette

America's Dime-a-Game LEGAL Amusement Sensation

Write
AUTOMATIC BILLIARD CORP.
OF AMERICA
22 W. Monroe St., Chicago Illinois

Unusual Bargains

CLEAN A-1 CONDITIONED MACHINES

- FAIRGROUNDS \$79.50
- PREAKNESS 37.50
- DAILY RACES 15.00
- DERBY DAY 24.50
- MCCOY 10.00
- PAMCO PARLAY 7.50
- MULTIPLE 10.00
- PALOOKA 10.00

1/3 Deposit Required With Order.
NAVIGATION COIN MACHINE CO.,
6628 AVE. O., HOUSTON, TEXAS.

ANNOUNCING!!

Special Bargains on Used Machines. All These Machines Are in Perfect Shape and Are Ready To Set on Location.

2 Fleet Woods . . \$109.50	4 Pikes P'ks \$29.50
2 Fairy Grounds . . 89.50	5 Classics . . . 29.50
5 Golden Wheels . . 34.50	1 Turf Champs . . 24.50
5 Foto Finishes . . 34.50	1 Bally Ball . . 39.50
5 Caroms . . . 22.50	5 Policos . . . 19.50
5 Racing Forms . . 34.50	5 Fly's Highs . . 19.50
10 Air Derby . . 29.50	10 Myst. Daily Races . . . 19.50
by	3 Ballycats . . 9.50
	3 Bally Derbys . . 9.50
	5 Jumbos . . . 6.50

1/3 Deposit Required on All Orders.
TULSA AMUSEMENT SALES CO.
1126 S. Frankfort, Tulsa, Okla.
For Reference: Fourth Nat'l Bank, Tulsa, Okla.

DOLLARS from HEAVEN

A new "GLOBE" STEP-UP BOARD consisting of 2470 combination tickets, beautifully made up with a rainbow of colors.

170 Winners—From 25c to \$25.00

Board Takes In \$129.50
Average Payout 78.00
Average Profit \$ 45.44 plus 10% tax

PRICE \$4.60

GLOBE PRINTING CO. 1023 Race St. Philadelphia, Pa.
SEND FOR LATEST CIRCULAR

USED RECONDITIONED MACHINES—PACKED AND SHIPPED LIKE NEW

CLASSICS \$19.50	REEL SPOTS 7.50	5c JENNINGS BIN. 7.50
BONUS 9.00	BURKLEY HORSES 7.50	25c MILLS BIN. JP. 7.50
JUMBO 7.50	P. PACKS 6.50	EAGLE 32.50
SKY HIGH 7.50	P. PACKS, new style 7.50	WURLITZER 616s. 159.50
BALLY DERBY 12.50	PENNY SMOKES 0.50	24 Genuine OHAS.
TRAFFICS 6.00	HERCULES DRIP 0.50	McGARTHY DOLLS 8.00
RAILROAD 12.50	SOLES, 66 style 0.50	Each
GOTTLEB 22.50	MILLS MOD. SCALE 32.50	
SLUGGER 22.50	1c WATLING TWIN 14.50	
	5c WATLING TWIN 11.00	

TERMS: THIRD CASH WITH ORDER — BALANCE C. O. D.
IF YOU DON'T FIND IT LISTED — WRITE OR WIRE
CAPE FEAR AMUSEMENT COMPANY
"South's Fastest Growing Coin Machine House" FAYETTEVILLE, NORTH CAROLINA

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

MACHINE CLOSEOUTS

HOME STRETCH \$13.50

- BOBS 28.00
- VOGUE (Flow Game) 27.00
- CHICAGO EXPRESS (Flr. Game) . . . 23.00
- BATTER UP 13.50
- LONG BEACH 18.50

Watch for Weekly Bargains.
1/3 Deposit with Order.
References: A. P. Sears Co., Detroit; Good Co., Chicago.
ROBINSON SALES CO.
2905 Grand River, DETROIT, MICH.

**You Must Be Satisfied
Guaranteed Bargains**

62 Grippers, 3-way, used only **\$9.95**
2 weeks

ONE BALLS

- Carom \$18.50
- Preview 18.50
- Classics 22.50
- Turf Champ 26.50
- Golden Wheel 26.50
- Racing Form 29.50
- Foto Finish 29.50
- Sportsman De Luxe... 39.50
- Breakneck 39.50
- Arlington 39.50
- Clocker 49.50

SLOTS

- Blue Front D. J. 5c. \$42.50
- Blue Front D. J. 10c. 44.50
- Blue Front D. J. 25c. 47.50
- Blue Front D. J. 50c. 49.50
- Paces Comet 10c, 25c, Ser. over 320,000. 34.50
- Chiefs, 5c, 10c, 25c. 39.50
- Columbia 34.50
- Reliance, 5c, 25c. 22.50
- Mill Dice Game, 25c. 97.50

MISCELLANEOUS

- PACES RACES (20 to 1) \$119.50
- PACES RACES (30 to 1) 129.50
- Serials over 3700
- Stewart-McGuire
- 7-Col. Cig. Machines 59.50
- 17 A.B.T. Targets... 19.75
- PHONOGRAPHS—Every Make over 500 in stock.
- Write for Prices.
- Bowling Games 9, 12, 14 Ft.

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CHICAGO

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

**Evans Novelty Has
New Board Items**

CHICAGO, April 23.—One of the major problems of the salesboard world has always been finding items of sufficient appeal and flash to attract the public, according to officials of the Evans Novelty Co. "One of the big reasons for our success," they stated, "is that we have always made it a point to have on hand merchandise of the type that clicks with salesboard fans. Our policy has always been one of keeping in close touch with the operator and providing him with what he wants."

"This policy of ours," they continued, "have given us the reputation of a firm which helps salesboard ops make more money. Of course, we are proud of this name of ours and as a result are making a constant search of the merchandise markets of the country for items that have the necessary qualities for a salesboard winner."

"We have made up many and many a board in our time," they concluded, "but since we started to feature the unusual-size special boards our business has leaped forward. These boards are beautiful eye catchers, all dressed up in five colors. They have the flash and come-on quality that arouses the urge to play and brings in the nickels."

**Banner Proud of
Experienced Men**

PHILADELPHIA, April 23.—After 21 years in this business I. H. (Izz) Rothstein, president of the Banner Specialty Co., believes that the coin machine business is one that requires unusually well-experienced men to render operators the services they require. "For this reason," he declares, "I'm proud of the men who represent our firm."

"Lewis H. London, our field representative, is known to hundreds of ops throughout the territory we cover. His reputation as a man who really knows all the ins and outs of this business has gained him the respect of coinmen everywhere. In Pittsburgh our branch office is under the management of Harry Rosenthal, whose years of experience stand him in good stead in properly guiding ops in the purchase and operation of their machines. Our Newark branch is under the guidance of Jack Kay, who is considered one of the best informed men on machines in the organization."

"With this type of personnel," he concluded, "we believe that we have the kind of representatives upon whom ops can rely and from whom they can get the right information every time."

**Want To Take a Spin
Up or Down the Ohio?**

CINCINNATI, April 23.—Harry Coban, head of the Ohio Specialty Co., this city, has just taken delivery on a new model 26-foot Chris-Craft de Luxe cruiser.

In addition to a completely equipped kitchen the cruiser has sleeping quarters for four, and the spacious deck will accommodate 20 people comfortably.

Harry promises his friends a delightful water trip if they will come to Cincinnati—or he might be induced to pick you up at your own favorite port.

FIRST AND GREATEST RACING CONSOLE



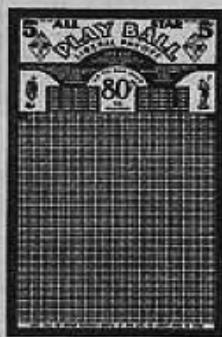
OTHER EVANS' HITS! GALLOPING DOMINOS ROULETTE JR. SKILLO (Write for Details)

IMITATED BUT NEVER EQUALLED

BANG TAILS

Such class, performance and earning power have never been built into any other game! Evans' NEW 7-Coin Head absolutely gyp-proof—last 3 coins visible; silent mechanism; perfect performance and other patented features make it the standout racing game for 1938. At your jobber, or write, wire or phone HAYMARKET 7630.

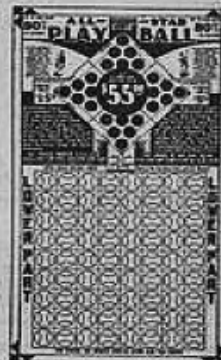
H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



**"Sock it out of
the Park!"
"All-Star"**

The newest sensation in Barrel Board Deals! Made in either 2280-holes or 1520-holes size. Shows \$40.81 profit on 5c board; \$69.18 on 10c. Base hits touch proper bases. Made in thick and thin. Sold to operators only. Write for details.

SUPERIOR PRODUCTS, INC.
Dept. X,
14 N. Peoria St., Chicago, Ill.



ARCADE AND PIN GAMES

NEW AND USED MACHINES AT LOWEST PRICES!

PIN GAME CLOSEOUT

- Auto Derby \$11.00
- Boo Moo .. 9.00
- Dax 17.00
- Games Foot-Ball ... 17.80
- Paces Races ... \$30.00
- New Rocket \$32.50
- Power Play 22.50
- Stoner .. 15.00
- Sluggo ... 30.00
- Paces Races ... \$30.00

We are Exclusive Eastern Representatives for all Eastern Supply Co. ARCADE MACHINES AND SUPPLIES. We also carry a Complete Line of all ARCADE MACHINES of Leading Manufacturers.

WRITE FOR FREE ARCADE MACHINE AND SUPPLY PRICE LIST "Arcade Headquarters Since 1912"

MIKE MUNVES CORP., 145 PARK ROW, NEW YORK
EXPORT AND OUT-OF-TOWN 555 WEST 157th ST, NEW YORK

- BASEBALLS.** World Series, All-American
- RIFLES**—All Types
- PICTURE MACHINES** Microscope Drop and Moving Picture
- ATHLETIC MACHINES** Punching Bag, Litter, Strikers, Etc.
- FORTUNE TELLERS** Grandmother, Deridito, Egyptian Series, Palm Reader, Card Vendor
- SKEE-BALL ALLEYS** Wurlitzer \$36.00
- Game Bank
- Roll 45.00
- All Makes on Hand.



RAY C. HALMBAUGH (left), chief engineer, and Carl E. Johnson, plant manager of the Rudolph Wurlitzer Co., in one of their daily conferences on matters relating to Wurlitzer phonos.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

- Bally Mfg. Co.
- H. C. Evans & Co.
- Groetchen Mfg. Co.
- D. Gottlieb Co.
- A. B. T. Co.
- Daval Mfg. Co.
- Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.



Worth **TWICE** our Low Price!
WESTERN'S
BASEBALL

**THE LOWEST PRICED CONSOLE-TYPE
BASEBALL GAME EVER OFFERED!**

**AN ACTUAL BASEBALL GAME!
FULL OF PUNCH AND ACTION!
PLAYER PLAYS TILL 3 MEN ARE OUT!
100% LEGAL EVERYWHERE!**

**NOW READY FOR
IMMEDIATE
DELIVERY!**

**WRITE!
WIRE!
PHONE!**



Jimmy Johnson
WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVENUE CHICAGO, ILLINOIS

**FLASHY NEW MERCHANDISE DEAL
OFFERS BIG OPPORTUNITY for PROFITS**

OPERATORS—Here is the answer to your problems. It's "The Horn of Plenty," a big, flashy display, 22" high, 14" wide, 7 1/2" deep, containing 50 pulls. Last one gets extra package free. No closed territory with this profit-maker because every one is a winner. Surprises, surprises, laughs galore. A sensational seller in Parks, Taverns, Smoke Shops, Clubs, Resorts, etc. This biggest value and fastest turning Deal (weight 8 lbs.) takes \$8.00! sells to dealers for \$4.40! calls you only \$2.35. Don't ask for circulars. Just shoot us a trial order on our recommendation. **\$27.50**

ORDER No. 813—Ten Deals for.....
25% Deposit — Balance C. O. D.
Manufactured by

JOSEPH HAGN CO. 223 W. MADISON ST., CHICAGO, ILL.



THIS WEEK'S CLOSEOUTS

EVERY PIECE GUARANTEED PERFECT CONDITION AND READY TO SET IN OPERATION, OFFERED AT HERETOFORE UNHEARD-OF LOW PRICES—FIRST COME, FIRST SERVED. PHONE, WIRE OR WRITE FOR PRICES TODAY!!

- | | | |
|--------------------------|----------------------|--------------------------------------|
| FAIRGROUNDS | GOLDEN WHEELS | PACES RACES, Checks and Cash. |
| FLEETWOODS | RACING FORMS | |
| BALLY ENTRYS | STABLES | BALLY RAY'S TRACKS |
| ARLINGTONS | CLOCKERS | SKILL FIELDS |
| DE LUXE SPORTSMAN | RACING CLUB | FLASHERS |
- 75 ASSORTED ONE-BALLS—90 AMUSEMENT GAMES.

THE VENDING MACHINE CO., 205-18 FRANKLIN ST., FAYETTEVILLE, N. C.

BARGAINS IN GOOD EQUIPMENT

- | | |
|---|----------|
| 8—MILLS MELON BELLS, 5c Play — 1 BALLY ZEPHYR..... | Write |
| 2—WATLING DIAMOND BELLS, one 5c, one 25c — 1 10c PAGE KITTY BELL..... | Write |
| 1—ORILE CONSOLE, New, Never Unrated, one 5c, two 25c..... | \$100.00 |
| 2—ORILE CONSOLE, one 5c, one 25c. Used six weeks, like new..... | 60.00 |
| 1—ORILE PLAYBOYS & GALLE COMMANDERS, new, never ungraded..... | 40.00 |
| 10—ORILE PLAYBOYS, 5, 10 and 25c Play (No Lemon). Used three weeks..... | 47.50 |
| 40—ORILE COMMANDERS, All Colors, Any Coin. Used 60 days, extra clean..... | 45.00 |
| 30—PAGE CORNETS, Blue Fronts, Any Coin, Used 6 months, extra good..... | 30.00 |
| 2—COLUMBIANS, Used short time. Interchangeable 1c, 5c, 10c or 25c..... | 27.50 |
| 1—MILLS CHERRY BELL, 5c, serial, \$50.00 — 1 MILLS BF 25c, Serial 330483..... | 27.50 |
| 1—MILLS ROMAN HEAD, 25c, extra clean, \$25.00 — 1 SUPERIOR RACE HORSES..... | 20.00 |
| 1—REEL SPOT, \$10.00, — 1 WATLING 10c TREASURY, nearly new..... | 25.00 |
| 12—COLUMBIANS, Used short time. Interchangeable 1c, 5c, 10c or 25c..... | 150.00 |
| 3—RAYS TRACKS, Late '37 Models, extra clean. Serials 3700 and up..... | 90.00 |
| 7—GALLOPING DOMINOS, 5c, 5 with Cup Type Payoff Drawer, extra clean..... | 85.00 |
| 1—EVANSROLLETTE JR., 5c, Cup Type Payoff Drawer, used two weeks..... | 35.00 |
| 50—WILLS 1c PIN TARGETS, Payoffs checked in cash drawer..... | 4.00 |
| 25—DOUBLE SLOT CABINETS (Chicago Model), \$20.00 — 10 SINGLE CABINETS..... | 12.00 |
| 1—PAMOO DELUXE BELLS, (Flora Sample, original crate..... | 45.00 |
- You may have any machine shipped subject to your inspection.
One-third deposit required with all orders.

WALKER SALES COMPANY 1723 Franklin Ave. WACO, TEXAS

Detroit

DETROIT, April 23—R. H. McDonald, operator of the Sandy Mac Golf Club, is replacing all machines at the Club House with the new Bang-a-Deer, which is rapidly gaining in popularity at the club. The game, manufactured by Tru-Shot Corporation here, is proving especially interesting for golfers both as a prelude while waiting to tee off and as an incentive to reach the 19th hole.

Russell Trick, who has been an operator of number machines in this territory for some time, has discontinued the line and with George A. Hoffman as partner has entered the music machine field, with headquarters at 3513 Woodward avenue. They recently added 12 new machines to their route.

Latest reports from the music machine field voice a decided improvement in business conditions during the past week. Among those who have noted a decided pick-up in that time is William Reame, who reports he's doing a big business with his machines.

The Metropolitan Music Co. has expanded its activities by going into the cigaret vending machine field. Company is headed by Arnold R. Miller and Gustav Greening. Company has also taken new headquarters on the northwest side of the city at 6454 Epworth boulevard.

Irwin Balbridge is planning to open a new arcade at Park Island Amusement Park at Lake Orion, Mich., this summer. He most probably will open with the park season around Decoration Day. Park Island was practically closed last summer. Formerly it was one of the five major parks of the city and may stage a comeback as a major amusement spot this season under new management.

Robert Jones is dissolving his company known as the United Novelty Co. and is transferring the business to his own name. The firm was founded about

Bargains in Reconditioned Games

- | | |
|----------------------|---|
| NOVELTY GAMES | Fair Grounds (A-1) — \$80.50 |
| Blackbet — \$ 2.00 | Breakneck (Cash) — 25.00 |
| Onboard — 12.00 | Breakneck (Ticket) — 40.00 |
| Chicago Dots | Turf Champ (Ticket) — 20.00 |
| 15.00 | |
| Long Beach — 20.00 | QUARTER GAMES (All Gam Venders) |
| Slipper — 10.00 | Horus — \$ 4.00 |
| Sloppy — 13.00 | Alvin — 5.00 |
| Dux — 25.00 | Puritan — 5.00 |
| Keen Keen — 13.00 | Pilgrim — 5.00 |
| Mercury — 10.00 | Race — 4.50 |
| Stoner's Races | Penny Pack — 7.00 |
| 27.00 | Steel Seat — 10.00 |
| Alway — 40.00 | Curtis-Smoke |
| Carnival — 20.00 | (Divider) 8.00 |
| Race Bowl — 25.00 | |
| Touch Down — 28.00 | MISCELLANEOUS |
| AUTOMATIC | Play Ball (A-1) — \$60.00 |
| Foto Finish 32.50 | Rotary Merchandise (With Escalator Like New) — 65.00 |
| | Wurlitzer P 412 (A-1) — 99.00 |
| | Mills Dancemaster (Good Paint, A-1) — 30.00 |
| | 100 Magic Salesman, 1c Peanut Venders, each 8.50 |
| | Closing Out \$800.00 Worth of Rotary Merchandise at Half Price. |

WILL BUY ESCALATOR TYPE ROTARIES, TRACK TIMES, BREAK-NECKS, FAIR GROUND, A. D. Y. TARGET SKILLS, AIRWAYS AND BALLY BOOTERS. FURNISH SERIAL NUMBERS, PRICE AND CONDITION.

1/3 Down (No personal checks).
ARROW NOVELTY CO.
2552 SIDNEY ST., ST. LOUIS, MO.

20 years ago when Jones was in Scranton, Pa., and was later moved here. Jones reports he has disposed of his amusement games and is concentrating solely in the music machine field.

John M. Johns was a visitor in Detroit this week. He's the former manager of the Detroit office of Mills Automatic Merchandising Corp. and is now connected with the New York office of the firm.

The Safeway Vending Machine Co. distributor for the Safeway venders manufactured in Cleveland, has been dissolved, according to Harry P. Hornstein, representative. Hornstein states that new firm is soon to be formed for the purpose of operating machines only.

Rock-Ola Reports 3-Up Going Strong

CHICAGO, April 29.—Well-known operators are including Rock-Ola's fast one-shot payout game, 3-Up, on their routes, according to N. L. Nelson, manager of the games division at Rock-Ola. He reports an unusual influx of orders for this magic profits game, for within the three and a half months of its life it has built up an enviable reputation as a money maker.

"Because this game was created to appeal to players and make big money for operators, many weeks of testing and proving the game were spent before Rock-Ola introduced it to the trade," reports H. L. Heunsgard, of Rock-Ola's engineering department and creator of the game. "It's a one-ball single-coin play payout table with a variety of suspenseful action made possible by its springs, live bumpers, flash-up back-board and the exciting chance of being a winner."

Jack Nelson, vice-president and general sales manager, reports, "It's great for repeat play. It's as exciting as a Fourth of July fireworks display and when the steel ball is in play there's an element of skill which invites another nickel play and another. Operators like 3-Up because when the patrons become accustomed to the bell-fruits symbols on the back panel they can change to a horse-race symbol back-panel christened 'Across the Board' and have a brand-new game; award panels on playing field being quickly exchanged as well. There is rarely any service necessary on this game," he concluded, "and there are four adjustments to control the payout feature so that neither too little nor too much need be paid out from profits."

Burgeson Appoints A New Assistant

MINNEAPOLIS, April 23.—Operators in Northern Wisconsin, Minnesota and North Dakota will be well served this summer and in the future if efforts being made by P. L. Burgeson are any indication.

He is the Northern factory distributor of O. D. Jennings & Co. To give his operator friends more service he has just announced the appointment of L. W. Werth as his office manager in Minneapolis, with headquarters in the Security Warehouse, 334 North First street.

"This move makes it possible for operators to secure delivery at any time, as well as get information on servicing of their machines while I am on the road," Burgeson stated. "I feel that with the support of Werth in the display room and office at all times my operator friends will find Jennings' service to be completely rounded out in detail and am sure that his knowledge of Jennings' equipment will come in handy."

"Werth is no stranger to many of the operators, as for the last five years he has been associated with O. D. Jennings & Co., of Chicago, in several capacities and has a thorough knowledge of conditions in the territory as well as factory training for the repair of equipment," he concluded.

GAY TIME!

BUILDING GREATER PLAY — GREATER PROFITS ON LOCATIONS EVERYWHERE!

High score novelty game with a progressive score system. Balls drop into holes in "advance line" and are moved into higher scoring positions by contact on rollover switches! Extra scoring on bumper springs! lively ball and light-up action provides super appeal!

GENCO, Inc.

2621 N. Ashland Ave.
CHICAGO, ILL.

IMMEDIATE DELIVERIES



\$74.50

500 BRAND NEW 3-WAY DE LUXE GRIP TESTERS FOR IMMEDIATE DELIVERY JOBBER AND OPERATORS WIRE YOUR ORDERS



USED PIN GAMES

- | | |
|-------------------------------------|--------------|
| 1 Pacific Phantom, S. U., like new. | Each \$17.50 |
| 1 Patoka Br., S. U., perfect. | 20.00 |
| 1 Turf Champs, S. U. | 25.00 |
| 1 Peckness, cash pay | 27.50 |
| 1 Stoner's Vagay, F. S. | 27.50 |
| 1 Western Dewey, S. U., like new. | 30.00 |
| 1 Bally Zephyrus, S. U. | 37.50 |
| 2 Stone's Road, S. U. | 75.00 |
| 1 Stoner's Air Races | 20.00 |
| 1 Foco Finish, like new | 30.00 |
| 1 Blue Bird, ticket order | 28.00 |
| 1 Trip Packs, like new | 8.50 |
| 1 Arlington | 40.00 |
| 4 Mills Flasher | 60.00 |
| 3 Bally Derby | 17.50 |
| 1 Heliance Dice game, 5c play | 20.00 |
| 1 Bally Glasse | 17.50 |
| 1 Muro (5 ball novelty) | 32.50 |
| 3 Bally Baby's Eyes | 40.00 |
| 3 Caroms, cash pay | 18.00 |

PHONOGRAPHS

- | | |
|---|--------------|
| 1 Wurlitzer, 10 rec. set. | Each \$38.50 |
| 1 Security Gramophona | 60.00 |
| 3 Rock-Ola 12 rec. multi-factor perfect | 60.00 |

RAY'S TRACKS

- | | |
|---|------------|
| 5 Ray's Track, check set, 50 plays serial, 4380, 4601, 4410, 3547, 4571 | Each 75.00 |
| Ray's Tracks, brand new | |
| 5c ch. mod. | \$107.50 |
| 5c ch. mod. | 175.00 |
| 5c ticket mod. | 175.00 |

We have available for immediate delivery Bally's Millwheel, Exhibits Turf Time, Baby Reserve and Paul Bennett's Deuces Wild. Send us your order for 100 Grip Testers and you will thank us for calling you to do so. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or wire transfer. Money orders and check orders are offered subject to prior sale. Write and ask us to put you on our mailing list. Above prices effective April 30.

MOSELEY VEND. MACH. EX. Inc.
20 Broad St., Richmond, Va.
Day Phone 3-4511 Night Phone 5-5328

RECONDITIONED—GUARANTEED

- | | |
|--|---|
| Korney Skill
Type, 1937
Model \$160.00 | Int'l Master, Brand
New Hockey
Game \$50.00 |
| Bally Skill
Field 130.50 | 14 Exhibit Rotary
Merchandise,
Late Mod, Open
Escalator, Ea. 69.50 |
| Billy Big Race
Floor Sample 95.00 | Racing Forms 25.00 |
| Bally Fleetwood 89.00 | West. Preview 15.00 |
| Bally Fairground
187 Pak. 89. | Ki-De-No 7.50 |
| Oct. Multi-Play 79.50 | Mills Double
Headers 7.50 |
| West. Paddles 75.00 | |

Wire Deposit—Balance O. O. D. All
Prices F. O. B. BALTIMORE.

SAVOY VENDING CO.
406-S W. FRANKLIN ST.
BALTIMORE, MD.

RECONDITIONED—GUARANTEED

- 5-1 CONDITION PAY TABLES—Bally
Entry, \$108.00; Turf Champs, \$27.50;
In loc of Inv. \$24.00; Derby Day, \$37.50;
Lafayette, \$32.50; Broadway Angels, \$22.50;
Hi Card, \$27.50; Round Up, \$12.00;
Prestador, \$9.50.
- AMUSEMENT GAMES—Crucibles, Day-
time, \$15.00; Bally Basket, \$60.00;
Bally Soccer, \$5.50; Chico Derby, \$15.00;
COUNTER GAME—Real Spots, \$10.00;
Hi Stakes, Real Dice, \$6.50; Real Races,
\$5.00; Punchette, Army & Navy, Real 21,
\$5.50; Nigrita, \$7.50; Double Deck,
\$8.75; Grand Stand, new, \$40.00; Pack-a-
Cup, \$5.50; Grotcher Gigger, \$15.75;
Duel Derby, \$15.00; Heliance 20c,
\$22.50; Heliance 5c, \$23.00; Columbia
Star, \$17.50. One turntable free with each
counter game. 1/3 deposit, balance O.O.D.

THE MARKEPP COMPANY
1412 Central Parkway, Cincinnati, O.



FRED PRAY, Rock-Ola district manager in the New York metropolitan area, with headquarters in the General Motors Building, New York.



ZEPHYR \$18.75 TAX PAID
Two Machines in One—Cigarette Vender or Ball Fruit Vender, Visible Ball Guss Vender, Cigarette or Fruit Symbols, 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.



BALL GUM
15c a Box (100 Pieces)
Cash Left (100 Boxes)
\$12.00

MINTS
100 Rolls, 75c. Case (1000 Rolls)
\$6.50

GINGER TOKEN PAYOUT \$27.50 TAX PAID

Lowest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator inserts tokens in payout tube, thus controlling payout percentage accurately to fit all retail prices of Cigarettes.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

Joe Louis Meets Max Schmeling in June

PUNCH - PUNCH - PUNCH

Round for Round—Thrill for Thrill, all unfolded in this exciting Board. It'll be a single seat in itself, so get yours now and enjoy the fight!


FORM 3810-C—400 Rolls.	
Takes In	\$30.00
Pays Out	10.50
Price	1.10
Plus 10% Federal Tax.	

Write for our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

CHAS. A. BREWER & SONS
6220-32 Harvard Ave. - Chicago, U. S. A.
Largest Board and Card House in the World.

THE BIG FIGHT

10 ROUNDS \$10.00 GUARANTEED TO THE WINNER



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



REGISTER

5-BALL NOVELTY
**RECESSION
REMEDY**

The only Penny Novelty Game on the market—and going to town, because players would rather spend 5 pennies than one nickel! Big as a payout! Has refinements found in high-priced games! New Airplane Dial Recorder, Spiral Bumpers, pure gum live rubber Buffers, ABT Slot, Chrome Fittings, etc.

Operate this penny-harvester and forget the recession!
Available in 5c or 1c Slot

22" x 14"
AC CURRENT

\$39.50

**ABSOLUTELY
LEGAL!**



GLOBE TROTTER

5-BALL NOVELTY THRILLER
A LOW-PRICED SENSATION!

Get this money-making express and clean up! Has everything you'd ask for in a high-priced game, yet sells at a record-breaking low price! New Odometer Mileage Totalizer; new-type Bumper Springs; New Simplified Mechanism; Mystery Slot revolves Twin Spinner Discs. Top disc shows miles player must travel to win. Lower disc shows destination, which represents odds. Award cards furnished.

22" x 14"
CABINET
BACKBOARD
22" SQUARE

\$69.50



DELUXE GRIP SCALE

3-WAY STRENGTH-TESTER

100% LEGAL

**THE ONLY TESTER
WITH THESE QUALITY
FEATURES!**

New **BUTTON INDICATOR CONTROL** for competitive play! Indicator remains at highest number until player presses button! • **CHROME TRIM, CHROME HANDLES THROUGH!** • The only machine with **ANTI-TILT** to prevent cheating. • **SEPARATE CASH BOX!** • **TENSION ADJUSTMENT** to suit location! • **BELL ADJUSTMENT** to ring at any number! • **NON-CLOG SLOT**, button in rear instantly clears obstruction! • **RUBBER SUCTION CUPS** hold machine securely to counter! Top quality in every detail, built by a manufacturer who knows how! Metal Stand, \$2.50 Extra.



\$19.50

With operators who know their **GRIP MACHINES** it's **GOTTLIEB'S 50 TO 1**

WRITE FOR CIRCULARS AND QUANTITY PRICES

IMMEDIATE DELIVERY

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO

**STILL IN PRODUCTION!
GIANT GRIP SCALE, \$17.50**

NATIONAL'S BARGAIN COLUMN

FOREIGN BUYERS
Receive Prompt and Efficient Attention
Through Our Export Department.
Cable Address: **NATCOINCO.**

FACTORY RECONDITIONED PAYOUTS.

- | | | | | |
|----------------|--------|--------------|-----------------|-------|
| Fleetwood | 307.00 | Derby Day | No Clock | 25.00 |
| Multiple Races | 04.00 | Hit Parade | Golden Wheel | 25.00 |
| Palaceground | 80.00 | Grand Prize | Laterna, Ticket | 26.00 |
| Singles | 25.00 | Classic | Bleebled | 22.50 |
| Arlington | 40.00 | Flurry, Late | Model | 18.00 |
| Clocker | 44.00 | Roses | Peepless | 10.00 |
| Prizeless | 43.00 | Queen Mary | Multi-Play | 9.00 |
| Photo Finish | 39.00 | Prospector | Jump | 7.00 |
| Prizeless | 39.00 | Jump | Jump | 7.00 |
| Miss America | 35.00 | | | |
| Speed King | 25.00 | | | |
| Turf Champ | 34.00 | | | |
| Miss America | 23.00 | | | |
| | 20.00 | | | |

NOVELTY

- | | | | | |
|----------------|----------|---------------|-------|-------|
| Wurlitzer P 12 | \$105.00 | Chicago Derby | 6 | 18.00 |
| Konkey Bowtie | 14 | Power Play | 18.00 | 18.00 |
| 14 ft. | 48.00 | Keno Stretch | 17.00 | 17.00 |
| Stoner Race | 24.00 | Carnival | 17.00 | 17.00 |
| Long Beach | 23.00 | Wooded | 17.00 | 17.00 |
| Forward March | 21.00 | Bumper | 0.00 | 0.00 |

CONSOLES

- | | |
|-------------------------|---------|
| EVANS BAND TAILS | \$95.00 |
| PACES RACES, check 80-1 | 49.00 |
| cab., 20-1 cab. | |

SLOTS

- | | | |
|------------------------------------|-----------|---------|
| Mills Blue Front, single Jack, 6c. | 100 | \$45.00 |
| Mills Blue Front, double Jack, 6c. | 100 | 40.00 |
| Swinging Chief, 6c. 10c. 20c. | | 37.00 |
| Paces Comes, 6c. 10c. | | 34.50 |
| War Eagle | | 29.00 |
| Waiting, Red & Top. | 10c. 20c. | 25.00 |
| F. O. K. Escalator | | 20.00 |

COUNTER GAMES

- | | | |
|-----------------|---------------|------|
| A. B. T. | Parlan Vendor | 4.00 |
| Tarot | Tri-Tot-Too | 4.00 |
| Ginger | Tri-Tot-Too | 4.00 |
| Real Spcl. | Tri-Tot-Too | 4.00 |
| Tri-Pak | Punchette | 4.00 |
| Penny Pak, Ltd. | Deal 'Em | 4.00 |
| Wood | Deal 'Em | 4.00 |
| Real Races | Deal 'Em | 4.00 |

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

First With the Latest New Games, Get Your Name On Our Mailing List.

National Coin Machine Exchange
1607 DIVERSEY BLVD., CHICAGO.

New England

BOSTON, April 23.—Thomas A. Best, Wurlitzer service man of North Tonnawanda, replaces Henry (Hank) Broecker at Ben Palastrant's Supreme Amusement Co. of New England, Inc. Best will stay on until William Fritz comes from Chicago to take over the job. Broecker has returned to the factory; and in the meantime Best is being helped by Ben Glaramita, Palastrant's boy Friday.

Coin machine row was glad to see Al Dolins, of Hyannis, Mass., and his wife and daughter last week. Mrs. Dolins has just recovered from a serious illness. Al's face is not as tired as it used to be.

Wedding bells will soon chime for Ida Shapiro, secretary at Supreme Amusement Co.'s office, Ethel Rosenthal, manager of the Hub Automatic Sales Co., has scheduled a shower in Ida's honor for April 26 at her home in Lynn, Mass. Only gals are invited.



PAUL BURGESSON, Minneapolis distributor for O. D. Jennings & Co., poses with Jennings Triplets Chief.



MODEL 716

PHONOGRAPH OPS

Cover your beach and other summer locations with high-class equipment at the smallest investment and thus realize the largest profit ever for the coming season. A few of Vemco's guaranteed special offerings in phonographs are listed below:

WURLITZERS, MODELS 716, 616, 416, 316 AND 412.

MILLS STUDIOS, DO-RE-MI'S, DELUXE AND REGULAR DANCE MASTERS. SEEBURG ROYALES, REX AND MODEL K.

*Why wait until the last moment?
Phone, wire or write for prices at once.*

THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE N.C.



*With the thermometer going up,
sales come down*

Boost your batting average with the brand new Waldemar Knife and Chain Deal. Compound under each Knife and Chain ranging from \$1.00 to \$5.00. There are two \$5.00's on board.

BRAND NEW AND RED HOT — GET IT NOW!

2000 punches with one-third of the punches free. Takes in \$66.50 and pays out \$26.80, leaving \$40.00 profit. Operators' price \$7.50 for sample, \$7.00 in lots of 10 or more. The best money-maker of the year! Order now.

H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.

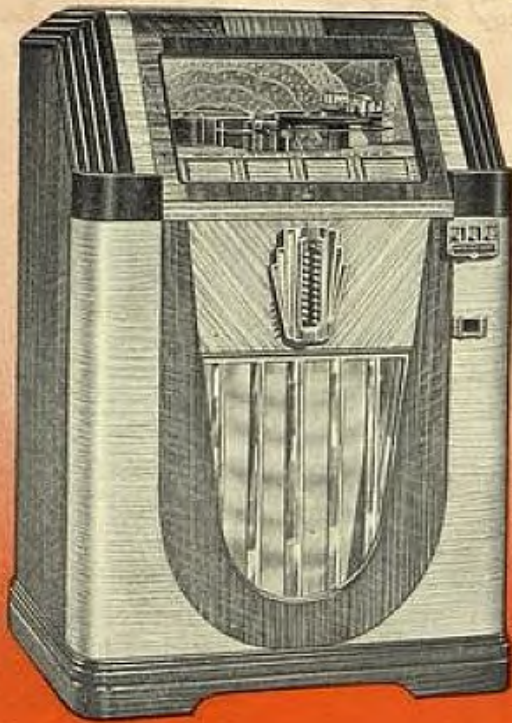
ESTABLISHED ROUTE FOR SALE

11 Music Machines, 12 Consoles, 40 Automatic Pay Pinball and Slot Machines; all on good established locations in the best territory of Minnesota. Price \$5,750.00 cash. If you haven't the cash, save your postage and my time. Write BOX D-128, care The Billboard, Cincinnati, O.

ROCK-OLA'S

"Monarch"

OF THE MUSIC WORLD



Think how much you get in Rock-Ola phonographs for what you pay—the most popular, long-time money-makers in automatic music machines. You also receive the continued interest and co-operation of a vast organization noted for its superlative phonograph building and you get profit-producing features no other machine has, such as: beautiful streamline cabinet; slant-top visibility of record-changing mechanism; 20 records—the right number; 99% slug-proof coin-chute at no extra cost; eye-captivating "Borealis" light-up grille; flawless tone that has no equal; simplicity of mechanism which means trouble-free operation. Swing to Rock-Ola and gather in the high profits.

ROCK-OLA MANUFACTURING CORP.

800 North Kedzie Ave., Chicago, Ill.

G R E A T E S T O F A L L P H O N O G R A P H S

In **ST. PAUL**

It's **LA BEAU**
NOVELTY SALES COMPANY
1946-48 UNIVERSITY AVE.

Build up to high earnings with La Beau's profit-producing equipment. As Rock-Ola distributors, our company, La Beau Novelty Sales, in St. Paul covers Minnesota, North and South Dakota. See our extensive display of all types of modern coin-operated machines—every one a proved money-maker. Make your headquarters our luxurious display rooms on your next visit to St. Paul. Take advantage of the many personal services we extend to our operators in helping their business to success.



M O S T P R O G R E S S I V E D I S T R I B U T O R S I N
MINNESOTA, NORTH & SOUTH DAKOTA

Benny Goodman's

*terrific clarinet take-offs are a nation-wide sensation . . .
one reason why thousands of*

WURLITZER

locations are crowded

every night!

Swing-minded America constantly clamors for more of Benny Goodman's solid rhythm. Fortunate are the hundreds who hear him nightly in Manhattan's Hotel Pennsylvania. Equally fortunate are the millions who crowd America's cafes and taverns to hear the music of swing stars and sweet, brought to colorful life as only the Wurlitzer Automatic Phonograph can reproduce it.

In thousands of these locations from coast to coast whose limitations dictate the use of automatic music, Wurlitzer Phonographs provide sparkling entertainment with a sensational, double-barreled appeal—the capacity of the Model 24 to play all the favorites of all the patrons—and the power-packed attraction of Wurlitzer's brilliant color and light. No other instrument equals it in entertainment value. No other instrument even approaches it in popularity.

Wurlitzer music is voted "tops" by patrons and tavern owners everywhere, and fast-thinking operators have lost no time converting this popularity into substantial, permanent profits.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Que., Can.
W24-44

Sold only to Operators
24 RECORDS
MODEL
24-24-A



BENNY GOODMAN
justly deserves the title
"King of Swing" as these latest
VICTOR RECORDS prove

- 25822—"Dizzy Spell"
"Sweet Lorraine"
- 25814—"Ti-Pi-Tin"
"Please Be Kind"
- 25808—"oooOO-Oh Boom!"
"Always and Always"
- 25796—"Sing, Sing, Sing"
Parts 1 and 2
- 25792—"Don't Be That Way"
"One O'clock Jump"

Operators: Keep pace with the parade of hits. Change records frequently for maximum play appeal.

WURLITZER

AUTOMATIC PHONOGRAPHS

REG. U. S. PAT. OFF.

Bring the Music of Modern Masters to Millions