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MAY 14, 1938

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The World's Foremost Amusement Weekly



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The World's Foremost Amusement Weekly

May 14,
1938

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"RAG OPRIES" IN REVIVAL

St. Louis Benefit Show Raises \$12,000 for Showmen's League Old Home Fund; 1,000 Present

ST. LOUIS, May 7.—The heart of the outdoor showman emphatically spoke at the first benefit show sponsored by the Showmen's League of America for its "Showmen's Home" fund. The event was a very auspicious one and will live long in the memory of those who attended. Over 1,000 show people gathered at 1 a. m. today on the Beckmann & Gerety midway here under the large tent housing the musical comedy show. The throng was so large that the sidewalls of the tent had to be raised on both sides to accommodate the many showfolks and their friends.

Prominent showmen came from far and near to be on hand for this first benefit show of year. The International Association of Showmen, St. Louis, co-operated with the Showmen's League of America, Chicago, in putting the event over in such a successful manner. Before final was written on the show at 4 a. m. \$11,199 had been raised from those present, and with the ticket sale, which will in all probability exceed 2,000 tickets, the full amount realized at the benefit show will exceed \$12,000—truly an auspicious start for the new Showmen's Home fund of the Showmen's League.

Chairman Beckmann Lauded

Promptly at 1 a. m. Walter Hale, publicity director of Beckmann & Gerety Shows, stepped on the stage and introduced Sonny Bernet, of the Globe Poster Corp., of Chicago, as the emcee of the evening. Robertson Bros.' Orchestra, of Hennies Bros.' Shows, furnished the music for entertainment and about 25 acts gathered from the various shows playing in this vicinity entertained the large assembly. Tom W. Allen, repre-

sented the International Association of Showmen and chairman of the committee handling the benefit show, made a short talk, welcoming the many visiting showmen. He was followed by J. C. McCaffery, president, and Frank P. Duffield, vice-president of the Showmen's League, both of whom made splendid talks. Duffield lauded the grand old man of the carnival world, Fred Beckmann, in his talk. Beckmann is president of the board of trustees of the (See ST. LOUIS BENEFIT on page 72)

Greater Pittsburgh Gets Its Share of Circuses

PITTSBURGH, May 7.—Despite business slump circus fans are getting their fill around here. Last week Barnett Bros.' Circus played a one-day stand at suburban Swissvale and two days later at neighboring North Braddock. Hagenbeck-Wallace began a three-day stand here today and will be followed June 6 and 7 by Ringling-Barnum.

Touring "Arty" Concerts Have Big Year, But Expect Better

NEW YORK, May 7.—The road is becoming an increasingly lucrative field for dancers and musicians associating themselves with "arty" concert programs. It is estimated, from contracts and commitments already in evidence, that next season will be the largest that such touring companies have had since 1916. At least 28 different groups will be storm-

Tent Shows Stage Comeback After Several Slack Years

17,280,000 Americans paid \$8,650,000 for under-canvas entertainment in 1937—spent another \$1,729,000 for butchers' wares—industry gives jobs to 3,200

By WILLIAM J. SACHS

CINCINNATI, May 7.—Tent-show managers, that hardy band of showmen whose canvas theaters carry the drama and vaudeville to America's hinterlands, have in most instances begun their 1938 canvas caravanning, with the rest slated to spring the barrier before the month of May has petered out. Enjoying its best years in the pre-depression, pre-talkie era from 1918 to 1925, the tent-show industry dipped to an all-time low following the general crash of 1929, with the field displaying little action in the ensuing five years. It was with the advent of the talkies and depression that many famous tent-show names, such as John Winninger, Paul English, Col. W. I. Swain and Chase-Lister among others, dropped permanently from the picture.

The year 1935 saw a faint revival for the industry, altho the ravages of the depression were still keenly felt by most of the tent showmen who bucked the road that season. The following year showed up better, with a number of the older tent shows, which a few years before had pulled their stakes, venturing a return to the field. The 1937 season (See RAG OPRIES on page 30)

No Opposition Slate in Equity

First time since factional fight broke—Bonnell and Lorenz wage lone contest

NEW YORK, May 7.—Having exceeded the deadline for filing an opposition ticket, the Actors' Equity elections will go unopposed May 27 for the first time since factional warfare was started several years ago. The election will not be entirely without opposition, however, as Samuel Bonnell, of FTP, was placed in nomination for council against the regular candidate two weeks ago.

Spring cleaning of Federal Theater Project members was begun last week when 600 members were pruned from the Equity rolls for non-payment of dues. (See NO OPPOSITION on page 9)

Contracts in N. Y. Fun Zone Being Let; Parachute Is No. 1

World's Fair officials reveal that majority of agreements for amusement projects are nearly ready for final approval—huge rides and villages are planned

NEW YORK, May 7.—That the amusement area of the 1939 New York World's Fair is rapidly taking form became apparent this week when fair officials revealed that a majority of contracts for amusement projects are in final stages of approval and subsequent signing. First official announcement of a signed contract came today when it was stated that the International Parachuting Co., of this city, has agreed to erect and operate a 250-foot parachute-drop ride similar to those used in Europe of late and more recently in Chicago's Riverview Park. New York structure is expected to be considerably larger and more thrilling than anything heretofore attempted.

Altho it has been generally assumed that several contracts for small concessions have been signed for some time, there has been no announcement to that effect. Fair management disclosed that contracts for 40 concessions, including rides, villages and shows, are virtually ready for signatures and that construction in the 280-acre amusement area is expected to get under way next month. Next week a model of the zone will be made public, including diminutive reproductions of various contemplated attractions.

In most instances concessions are still in process of negotiation, following (See CONTRACTS IN N. Y. on page 73)

Drive To Panic Film Stars Into Salary Cuts Out in Open

HOLLYWOOD, May 7.—What appears to be a campaign to panic contract film players, especially the big names, reached the front pages this week when Harry Brandt, president of the Independent Theater Owners' Association of New York, publicly denounced the star system and called certain stars "box-office poison."

Making swell front-page copy, the news immediately blanketed the country, and agents of Greta Garbo, Joan Crawford, Katharine Hepburn, Mae West,

ing the highways with one or more attractions next season from October to April to scoop up the grosses which are said to run to the \$100,000 class. (Monte Carlo Ballet Company boasts that it pulled \$1,000,000 for the season which just closed).

It is indicated that much of the reason for the success of the traveling concerts has been good business management which has practically eliminated box-office gross uncertainties—the system of advance subscription or guaranteed patronage from ladies' aid societies and chambers of commerce in the towns visited.

Bookings outside New York and Chicago are made only upon advance request and a guaranteed price from the cities and towns themselves. On occasion, companies will take on a spot engagement within the vicinity of their itinerary if they have an open date. But even these are assured percentages. Concert attractions never play a place cold.

For the performer to earn a decent return he has to be a name attraction. Topnotchers, rarities, obtain a minimum guarantee from their booking impresario. Foreign personalities won't budge without such a contract. The (See TOURING "ARTY" on page 9)

Kay Francis, Marlene Dietrich and Edward Arnold tried to explain away the sensational attack by the indie exhibitor leader. A few hours after the trade paper ad appeared Miss Hepburn and RKO reached an agreement to end her contract, and the Myron Selznick Agency is now dickering for a new connection for her. Contract had six months to go.

Miss Hepburn defended her pictures as making plenty of dough, while in (See DRIVE TO PANIC on page 9)

In This Issue

| | Pages |
|---------------------------|------------|
| Air Briefs | 10 |
| As I See It | 15 |
| Broadway Beat, The | 5 |
| Carnivals | 47-60 |
| Chicago Chat | 15 |
| Circus and Corral | 34-40 |
| Classified Advertisements | 62-65 |
| Coin Machines | 78-100 |
| Endurance Shows | 27 |
| Fairs-Expositions | 42-43 |
| Final Curtain | 31 |
| Forum | 30 |
| General News | 3-5 and 25 |
| General Outdoor | 72-77 |
| Hartmann's Broadcast | 72 |
| Legitimate | 16-17 |
| Letter List | 28-29 |
| Magic | 27 |
| Minstrelsy | 27 |
| Motion Pictures | 15 |
| Music | 11-14 |
| Night Clubs-Vaudeville | 18-23 |
| Notes From the Crossroads | 73 |
| Orchestra Notes | 12 |
| Out in the Open | 74 |
| Parks-Pools | 44-46 |
| Pipes | 70-71 |
| Possibilities | 4 |
| Radio | 6-10 |
| Repertoire-Tent Shows | 26 |
| Rinks-Skaters | 41 |

ROUTES: Orchestras, page 14. Acts, Units and Attractions, 32-33. Dramatic and Musical, 33. Repertoire, 76. Carnival, 76. Circus and Wild West, 76. Miscellaneous, 33.

| | |
|-----------------------|-------|
| Show Family Album | 63 |
| Sponsored Events | 61 |
| Thru Sugar's Domino | 25 |
| Vaudeville-Burlesque | 24 |
| Wholesale Merchandise | 66-71 |

"Victoria" at Top of Pitt's Record Season

PITTSBURGH, May 7.—Biggest sellers for the most successful Nixon season in history *Victoria Regina* and *The Women*, Manager Harry Brown informed today after checking his cash reports for the 30-week season ended tonight with *Three Waltzes*.

Lowest grossers were *Once Is Enough* and *Father Malachy's Miracle*, pressed by *Madame Bovary*, whose American Theater Society subscriptions failed to lift it to a healthy week. None of the 22 stage shows were flops, however.

Three plays, *Brother Rat*, *You Can't Take It With You* and *Tobacco Road*, played two different engagements during the season. Also on the schedule were two road-show pictures, *The Life of Emile Zola*, for three weeks, and *In Old Chicago*, for two.

Optimistic for next season, Brown has five shows booked in already, will go to New York soon to pencil in as many more as possible thru his Erlanger home office. Three of the five already set will be sold as ATS shows, *Of Mice and Men*, Lunt and Fontanne in *Amphytrion 38*, with a possibility of their dividing the week with *The Sea Gull*, and the Mercury Theater's *Five Kings*.

Nixon will be lighted for three weeks starting May 16, due to influx of dance kermesses following three days of Duquesne University's first musical revue, *Topper and Tails*, written by Milton Hammond.

Encouragement for lovers of classics was reception of historical shows. After lukewarm openings, *Richard II*, *Julius Caesar*, *Antony and Cleopatra* and *Yr. Obedient Husband* built into good business for last three days of week. *Victoria Regina* was a sellout weeks before opening.

More noticeable than ever before were cast appearances of current or past movie players. In some cases movie reps of players buoyed up b. o. when critics faintly damned first-night performance, notably *Madame Bovary*, *Once Is Enough* and *Yr. Obedient Husband*.

American Theater Society-Theater Guild combination bookings this year sold 4,537 subscriptions, about 1,000 more than last year. Total revenue was near \$30,000. Guild series were first sold here in 1929, joined with ATS in 1932.

Subscription sextet this season in-

(See "VICTORIA" AT on page 9)

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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 FILMS

TITO AND HIS SWINGTET—former cutter-upper with the fiddle-busting Britton Band, who has turned his accordion-pushing to more serious offerings. Swingtet offers novel tonal colorations of swing and classical numbers, with instrumentation of three accordions, string bass and guitar. No limitations to their music-making, their stylized arranging approximating every conceivable orchestral effect. Lads are youthful and Latin in appearance. Look like a good bet, particularly in view of film popularity of Raymond Scott's quintet.

DOROTHY LITTLEJOHN—child legit actress who appeared recently in the ill-fated *Escape This Night* at

the 44th Street Theater, New York. A pretty and appealing youngster, she played a frightened blind child with such sincerity, emotional range, understanding and effect that she walked off with acting honors in a large and experienced cast, altho only having a bit. Could be developed into a first-line film bet.

For RADIO

JULIA GERETY—big brunet singer caught recently at Butler's Tap Room, New York night spot. Delivers ballads and rhythm songs with clear diction and in forceful style. Easy-flowing voice plus a keen sense of rhythm combine to make her warbling a real pleasure. Ought to go well on the air.

Managers Gun for Specs Via AEA Pact; Bar Problem Up

NEW YORK, May 7.—A code of fair practices in the sale and disposition of theater tickets, to be used as the basis for an agreement with Actors' Equity for concessions in next season's working agreement, has been drawn by the Board of Governors of the League of New York Theaters and submitted to its members, who will act on it this week.

At the same time Equity council will discuss the program, but is awaiting official notification from the League that its members are in accord with the pact. The code somewhat parallels the old NRA code, but has definite provisions for policing the disposition of tickets.

The present pact, if entered into with Equity, will virtually be the death knell

for ticket speculators, as it will not permit the block selling of tickets to specs and brokers. Provisions have been made for a maximum service charge of 75 cents for tickets purchased thru agencies, and the League hopes to enlist the support of agencies in effecting this. Accepting gratuities from brokers is also prohibited in the pact.

Equity will be empowered to yank the casts of any show whose producer is found guilty of violating the terms of the agreement. But before Equity accepts the agreement in toto it wants to be reasonably sure that a majority of the managers are in favor of the idea. This, officials claim, will aid in stabilizing conditions in the theater and put an end to speculation, which has been a sore spot in the industry, aided and abetted by the producers themselves.

The Board of Governors of the League, also taking up the question of installing liquor bars in theater lobbies, appointed a committee consisting of William A. Brady, Milton Weinberger and James F. Reilly, executive secretary, to confer with the State Liquor Authority with the hope of changing existing regulations.

There is a concerted feeling among the producers that they be accorded the privilege of dispensing drinks in the lobby. No definite action on this problem can be taken until the Legislature convenes in fall, but the newly appointed committee is reported to be exploring the possibilities of making certain changes in the liquor laws.

S. F. Tryout Set

SAN FRANCISCO, May 7.—Another world premiere will play Geary Theater here when Gilbert and Ames open *Thanks for My Wife* May 23. Allan Dinehart will star, with cast including Mary Russell, Regis Toomy, Mozell Britton, James Spottswood, Tom Chatterton, Frank Jacquet, Grany Yerden, Madera Keene and Lorry McGregor. Comedy, written by Joseph Carole, is along the lines of *You Can't Take It With You*. Show will not play Los Angeles, moving to Chicago and then New York after local run.

Engagement of Helen Hayes in *Victoria Regina* at the Curran has been extended from two to three weeks, opening May 16 and closing June 4.

"Arms" for Detroit FTP

DETROIT, May 7.—Detroit Federal Theater presented George Bernard Shaw's *Arms and the Man* at the Jewish Community Center Thursday evening, April 28. The performance was under the direction of Verne Haldene. Cast included Alma Brook, Ray Rawlings, Ruth Whitworth and Edward Masson.

Boston Bookers Of Small Spots Sign AFA Pact

BOSTON, May 7.—Four bookers of Class C spots who practically control the New England "borscht circuit" have been signed by Thomas D. Senna Jr., local rep of the American Federation of Actors, to a minimum wage scale and closed shop agreement which is expected to revolutionize local chaotic conditions. Four whose signatures made history are Ben Ford, Lou Golden, Lou Leonard and Billy Waldron. Sitting in on the confab were Lou Walters, prexy of the Massachusetts Association of Entertainment Bookers, and Mrs. Buddy Shepard, secretary. Agreement deals with smaller clubs, cabarets and beer gardens in New England. Several hundred spots come under this category.

The contract does not become an actuality until the bookers submit a list of their bookings for classification into A, B or C spots.

Asked about those clubs not under the jurisdiction of these four bookers, Senna said "club owners with interest will realize that it will be better for establishments to employ bona fide performers. Contracts issued are pay or play."

The tie-up provides for no doubling; private auditions (but in front of an audience the audition is deemed one day's engagement and subject to pay).

Minimum for vaudeville and presentations \$7.50 per day per person net, and, on a weekly basis, \$40 net per person. For Grade A local cabaret, public restaurant or music hall, \$7.50 per day net per person. For Grade B local cabaret, public restaurant or music hall, \$5 net per day per person; and weekly, \$25 per person, less 10 per cent. Grade C, beer gardens, (See BOSTON BOOKERS on page 10)

Bennett Directs Conn. WPA

HARTFORD, May 7.—Richard Bennett is acting as guest director of Connecticut WPA for its production of *Anna Christie* at the Avery Memorial Auditorium May 24 to 28. Rehearsals are in progress, with Bennett putting relief actors thru the paces in a play that O'Neill is said to have written with Bennett in mind.

Detroit WPA Investigation

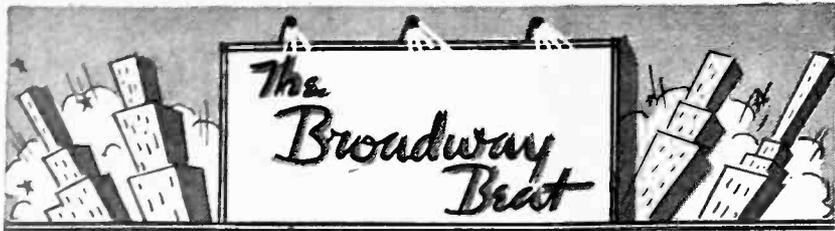
DETROIT, May 7.—John E. Matthews, an actor, May 3 filed a petition requesting that an investigation be made by the Common Council regarding what he designated as politics in the Detroit Federal Theater. Petition states it has become "a base of political operation where New Deal and extreme-left totalitarians have struggled for the supremacy of their respective political programs."

REGGIE CHILDS

(This Week's Cover Subject)

REGGIE CHILDS, oft referred to as "The Smiling Maestro," who opens with his orchestra May 14 at Playland, Rye, N. Y., has had a colorful and varied career. He studied music in London, his native city, when a youngster, later going to the Paris Conservatory of Music. In this same city he was boy soloist in the choir of the American Cathedral. He was 18 when he came to the States, by way of Canada, going into vaude in an act featuring his "sweet" violin. No sooner, after crossing the country, did he reach New York than he embarked for Europe as first violinist and assistant conductor of one of Paul Whiteman's units. Upon his return to New York he served as conductor and concert master for a number of Broadway legit hits.

Ruby Keeler was the featured dancer at the late Texas Guinan's El Fay Club when Childs played there with his orchestra. After a stay at the noted Fifth Avenue Club he staked his claim as a true radio veteran, playing for WJZ when that station had its first studios on lower Broadway, New York. Since then he has played for many sponsors, including Cream of Wheat, Fox Furs and Tastycafe. When Guy Lombardo left the Roosevelt, New York, Childs followed him at that spot for two seasons and then returned to vaudeville for RKO and Loew. After booking at the Essex House, New York, Childs went on tour, featuring his "sweet" violin and "sweet" swing. Last New Year's Eve he played the Sugar Bowl Dance, New Orleans.



By GEORGE SPELVIN

A BOW to Jack Chapman for his Monday (2) column, one of the sweetest satires on the rest of the columning boys yet to appear. . . . Lads along the Broadway beach are in flitters at Ken, which peddled a "true confession" bylined by what was supposed to be a bona fide lady of the evening in the last issue; those in the know claim it was written by a newspaperman who knows whereof he speaks and who thought up the name "Pearl Thompson" by linking two famous literary femmes—Dorothy Thompson and Pearl Buck. . . . Amazing Criticism Department: Dan Walker, praising the Mercury production of "Heartbreak House," said, "Tho you may not know what old man Shaw was driving at half the time (I didn't) you'll perceive that he is one of the greatest craftsmen who ever lived." . . . Mr. Spelvin would like to know how anyone can be a craftsman—much less a great craftsman—if even his most enthusiastic parishioners can't tell what he's driving at. . . . A director the other day was describing a show he once staged for the Shuberts, a harassed light in his eyes; "They left me alone," he said, "strictly alone; I had a free hand; but on opening night I saw that nonetheless it had turned out to be a typical Shubert show." . . . Remote control? . . . There's an outfit making recordings for Decca that is known as Whoopee John Wilfahrt and his Concertina Orchestra. . . . You'd better write your own comments for that one.

Arthur Krock, who won one of the Pulitzer prizes for reporting, was asked to go to Columbia University Monday for the celebration; but he'd already arranged to take his wife to see "One Third of a Nation." So he took her to the show and rushed over during intermission to the Hotel Edison Green Room, that spot having the nearest available broadcasting outfit. Listeners to that momentous broadcast may be interested to know that it took place in the Green Room's men's room.

THE ALBUM: The mezzanine bar at the Casa Manana is a bad spot for husbands and wives going out together; Billy Rose has dropped the sun-tan idea and installed a lie detector, with H. Fein, the inventor, demonstrating to customers free of charge. One of Mr. Spelvin's spies exposed himself to it and was asked if advertising influenced *The Billboard's* editorial policy. The answer was no—and the detector didn't bulge, s'help us. But it wiggled frantically when he answered "no" to a query as to whether he piped up news yarns when he was short on real news. One of the Casa's cigaret girls also exposed herself, and was thereafter sorry. For it waggled when she denied that she had a yen for anyone in the Casa menage—and it almost broke down when she frantically denied that she'd played around with whoever it was. Then a few press agents came in and the machine began to smoke.

Sunday (1) Merle Oberon landed about the most terrific publicity break any actress can get—the colored front pages of both *The Mirror* and *The News*. . . . Bill Shilling recently received a letter from a Chinese act offering 100 U's instead of cash for his commission, explaining that the act had been paid off in 100 U's during its vaude tour. . . . The Criterion Theater sticks its head out again with the showing of a vigorous anti-war propaganda film, "Fight for Peace." . . . Lillian Rolland, graphologist at Jack Stutz's Game Cock, has interpreted signatures on more than 500 contracts because people want to know what kind of guys they're doing business with. . . . Last week the press department of the Hotel New Yorker mistakenly mailed a release to the radio editor at our Cincinnati office; diligently, the Cincy staff returned the envelope to the radio ed in New York—but the payoff was that the envelope contained only a blank release form.

Madeleine Carroll, who was voted by Columbia College seniors "the most desirable person with whom to be stranded on a desert island," created a grand impression among the press lads who covered her arrival in New York. The college wags had voted as the most cogent reason for their suppressed desire her ability to speak French—and Miss Carroll seemed a bit confused. "I think they're dodging the real issue," she said. And when the press lads asked her her own choice for a desert island companion, she—after a warning and a hem and a haw—ventured, "An obstetrician." She sounds like a grand guy. Mr. Spelvin enthusiastically throws his vote in with that of the Columbia seniors.

TO KEEP THE RECORDS STRAIGHT: Ed Sullivan recently boosted romance by pairing Frieda Inescourt and Ben Ray Redman—who've been man and wife these many years. . . . *The Herald-Tribune*, over a picture of Lunt and Fontanne bound for Europe, said, "Stage stars off on vacation." There was nothing in the story to justify it—so Mr. Spelvin would like to know how *The Herald-Tribune* head-writer got what must be inside info that the Lunts would cancel the stage chores scheduled for them in London. . . . *The Telegraph* recently ran a yarn on the acquisition by Andrew McCance of a copy of Poe's first published book. It was headed, "Buys seventh copy of Poe novel" and after some introductory stuff it said, "Written in Boston in 1827, the book was suppressed and only a few copies were circulated." Later, it discussed the note in the Baltimore edition and the "mystery" of the "banning" of the volume in Boston. The book was not written in Boston in 1827; it was published there. It was not suppressed in the sense of "banned"—the young printer who published it had no facilities for distributing it and it died on his shelves. The Baltimore issue was not a second edition; it had additional material and a new title. And the book most most certainly not a novel; it was *Tamerlane and other poems*. After that don't say Mr. Spelvin isn't a member of the literati.

Among many Broadway performers at the last night of the circus at the Garden, probably the most enthusiastic was Imogene Coca; the grand little comedienne pounded like mad for everybody and seemed to be having a whale of a time. . . . Sid Heller, p. a., has planted a series of five articles on summer resorts in *The World-Telly* and one in *The Post*. . . . Pat Henning tells of the long layoff who finally bought a pair of shoes; so the shop manager went down to the basement, dusted off his testimonial picture and replaced it in the window. . . . Since the Howdy Club horror the Village is keeping under wraps; the ultra-bohème boltes have shuttered, and gendarmes have ordered the manly attired gals and girlishly attired lads to wear unexceptional clothes or else. . . . The story of Maurice Costello suing his daughter, Dolores, for support got a three-column front-page spread in *The World-Telly* the same night that *The Sun* carried it in a two-inch squib tucked away amid advertising linage. . . . Evidently the WPA will be with us for a while; it was included in the World's Fair preview parade of *The World of Tomorrow*. . . . Piscatorial-gustatory note: the column's tropical fish reporter has turned to a more companionable baby turtle, and informs that you can now buy vitaminized turtle food.

May Day Scene: three disgruntled Young Communists in front of the shop of a little spaghetti-olive oil grocery, with one gal growling, "He's a reactionary; he wouldn't buy *The New Masses!* And inside the store, one of the clerks shaking his head and giving out with wisdom: "We'd better look out. In Europe they have riots and civil war and a terrible mess. We have the same thing over here—only we're not so noisy yet."

List of Cowbarns Grows as 21 New Ones Announce Plans

NEW YORK, May 7.—Ignoring Broadway's lingering grasp on the legit season, optimistic hayseeders are renting out their milksheds at a fast clip to accommodate the increasing number of summer stock companies looking for shelter. Twenty-one new groups have been added to the roster during the past six weeks to turn the New England real estate doldrums into an actor-infested bonanza.

To meet the expected competition several of the companies are going in for names, which insure good publicity and intake. Robert F. Cutler's County Theater, Suffern, N. Y., skims the supply with Helen Hayes' two-week engagement as Portia in *The Merchant of Venice*, scheduled to open August 29. Production is to be the County Theater's finale. Sally Rand is expected to prove her draw at the Westchester Playhouse, Mount Kisco, N. Y., the week of August 15 and at the Westport Country Playhouse, Westport, Conn., the following week. Mary Brian will start the ball rolling for the Players Theater, Inc., Clinton, Conn., June 27.

Three of the latest batch of summer

stockers are using *Yes, My Darling Daughter* as the opener. First will be the Guy Palmerton Players in the Lake Whalom Theater, Fitchburg, Mass., June 20. A week later the Ogunquit (Me.) Playhouse and the Mahopac Theater, Lake Mahopac, N. Y., will ditto. *Daughter* is also on tentative plans of Deer Lake Theater near Reading, Pa. Both the Fitchburgers and the Tamarack Playhouse sponsors, Lake Pleasant, N. Y., are making publicity point of "an all-Equity company." Lake Pleasant premiere will be July 15.

The new Washington Irving Theater, Ossining, N. Y., joins the shirt-and-short productions with the boast that its property will consist of an auditorium and accommodations for a permanent company of 10, the staff and an apprentice group of six. More ostentatious are the proposals of Joseph D. Scholtz, mayor of Louisville, for an open-air amphitheater erected in Iroquois Park by funds from the Works Progress Administration to seat 3,500. The Louisville Park Theatrical Association has been drawn up to (See LIST OF COWBARNS on page 10)

They All Have Hobbies---and Do the Press Agents Love It!

NEW YORK, May 7.—Hobbies, the press agents' delight, are due for an airing soon. This time the champion is the Hobby Guild, which will start with an exploitation of hobbies of show people thru merchandising tie-ups, because of the public's familiarity with their names. From the array already assembled for this sure-fire publicity comes the simple conclusion that it's a rare performer indeed whose hobby is a private matter or whose hobby is apart from his professional calling. Spiels handed out by the press agents to unsuspecting children would picture the performers and musicians as busy bees off stage.

In all probability, tho, the most unique hobby publicized is only a sign that someone's publicity agent had an ingenious inspiration. For what it's worth, then, is the report that St. Claire, of the dance team of Yvonne and St. Claire, specializes in preparation of flies for fishing bait, while Francis Aranyi, Hungarian fiddler, collects old catguts from famous violinists and winds them into a ball which is supposed to have reached 18 inches in diameter, and includes the A, E, D and G strings used by Heifitz, Zimbalist, Elman and Kreisler.

An alert publicity man would arrange a deal between Joe Penner, ace duck salesman, and Tommy Dorsey, bigwig of a New Jersey duck farm, and have Arnold Johnson supply the bah-bahs for insomnia victims at a dime a dozen from his sheep farm near Middletown, Conn.

And why not an elimination contest (a duel would do) between Wini Shaw and Lawrence Melchior, Met baritone? Both are crack shots with the pistol. Melchior is such a devotee of ballistics that he erected a target in his apartment at the Hotel Ansonio during the winter and is said to have just missed a passer-by. Fan magazines might look into his other fancies—for cooking oxtail soups and brewing Danish liquors.

King of Swing Goodman patronizes the classics in the company of a string quartet. He has already made high-brow recordings for Victor. It's in the wind that he'll be guest soloist with the New York Philharmonic Orchestra next season.

Making masks helps Perzade and Jetan, dance team, while away moments between shows. Paul Duke, magician, remembers his previous servitude as a jeweler by adding pieces from all the world.

Most common of professional hobbies are the collecting of photographs and

an interest in art objects. Among the victims of the first group are Harry Hirschfield, who insists upon their being autographed and related to his own experiences; Arthur Murray, who favors shots of dance rhythms, and Kate Smith, who supplements her pictures with photographic equipment ranging from the

(See THEY ALL HAVE on page 10)

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| <p>STOCK TICKETS</p> <p>ONE ROLL . . . \$ 5.00</p> <p>FIVE ROLLS . . . 2.00</p> <p>TEN ROLLS . . . 3.50</p> <p>FIFTY ROLLS . . . 15.00</p> <p>100 ROLLS . . . 29.00</p> <p>ROLLS 2,000 EACH.</p> <p>Double Coupons, Double Price.</p> <p>No C. O. D. Orders Size: Single Tick., 1x2".</p> | <p>Overheard in a Menagerie: "I can bite you," said the flea to the elephant. Said the elephant to the flea: "Not so I can notice it."</p> <p style="font-size: 0.8em;">WE WOULD LIKE TO MAKE</p> <h2 style="margin: 0;">YOUR TICKETS</h2> <p style="margin: 0;">FOR YOU</p> <p style="margin: 0;">THE TOLEDO TICKET CO., Toledo, O.</p> | <p>SPECIAL PRINTED</p> <p>Roll or Machine.</p> <p>10,000 . . . \$ 6.95</p> <p>30,000 . . . 9.85</p> <p>50,000 . . . 12.75</p> <p>100,000 . . . 20.00</p> <p>1,000,000 . . . 150.50</p> <p>Double Coupons, Double Price.</p> |
|--|--|--|

Cincinnati Radio Program Study

THIRD PORTION OF SURVEY GIVES FIGURES AND PERCENTAGES ON PREFERRED PROGRAMS . . . SYMPHONY ORCHESTRA PROGRAMS LEAD IN PERCENTAGE PREFERENCE . . . DIFFERENCE BETWEEN FAVORITE AND PREFERRED PROGRAMS . . . MA PERKINS, MARY MARLIN, MARY SOTHERN STRONG IN SCRIPT GROUP . . . TYRONE POWER BLAH

By JERRY FRANKEN

THERE are a number of factors entering into a discussion of program preferences. Obviously, the greatest indication of a program's popularity is its hold on the listening audience. This, in turn, is reflected by the popularity accorded each program in the various surveys. As the third portion of The Billboard program survey in the Cincinnati market, conducted by the Market Research Corp. of America, figures on program preferences in relation to their popularity as shown by the recall method are presented.

There is a considerable difference between the terms "favorite programs" and "preferred programs." It is generally accepted that a radio listener can have one favorite program, which is the basis used in various popularity polls. The preferred program, however, especially as gathered in these surveys, is entirely different. Investigators making this survey, after asking listeners which programs they listened to during the day or evening surveyed, ask an additional question, "Which one of these programs do you prefer?" It must be noted that in contradistinction to inquiry relating to favorite programs, the preferred program question relates to one day or one night. On the other hand, the question covering favorite programs refers to all the programs heard on the air.

Symphonies

One of the more striking facts to be noted from study of the preference figures herewith presented in table form is that symphony orchestras or classical music programs show a uniformly high preference percentage. Thus, the Ford Sunday Symphony has a preference factor of 71 per cent. The NBC Symphony has a percentage of 66.2-3 per cent; the CBS New York Philharmonic broadcasts recorded a preference percentage of 82 per cent. While the actual number of listeners mentioning these programs is smaller than many other leading programs, this adherence to form in the percentage breakdown is indicative of a high degree of selective listening.

Daytime Shows

In general, study of the preference percentages shows, other than the case of the symphonies, no especial adherence to form. This is especially true of the nighttime programs. Daytime programs, however, seem to show some stability, from the standpoint that most of the more popular programs show good preference percentages. Thus, WKRC's "Dawn Patrol," the most mentioned hour program in The Billboard Cincinnati survey, has a good preference mark, 55 per cent. However, it is lower than the Philharmonic, on the same station, with its 82 per cent, and also lower than the RCA "Magic Key" with its 72 per cent. "Dawn Patrol" is a local program. The NBC "Breakfast Club" has a high percentage of preference, 66 per cent.

The "Voice of Experience" (M. Sayle Taylor) led as the most mentioned 15-minute daytime program, and its preference figure of 45 per cent is

close to the top, only "Ma Perkins," "Mary Marlin" and "Mary Sothern" topping this figure in the script shows. Peter Grant's news programs on WLW indicate the public's preference for news programs, with a 61 per cent re-

turn. A contrast to the serial figures is proved by the "Gospel Singer." This program, the second most popular program, following "Voice of Experience," has only a 27 per cent preference rating.

Table of Preferences EVENING PROGRAMS HOUR PROGRAMS

| PROGRAM | Mentions | Preferences | Perct. of Preference |
|-------------------------------|----------|-------------|----------------------|
| Chase & Sanborn (WLW) | 105 | 36 | 34 |
| Hollywood Hotel (WKRC) | 55 | 24 | 44 |
| Bing Crosby (WLW) | 54 | 13 | 24 |
| Hit Parade (WKRC) | 54 | 26 | 48 |
| Fred Allen (WLW) | 41 | 21 | 51 |
| Rudy Vallee (WLW) | 38 | 9 | 23 |
| Alka-Seltzer Barn Dance (WLW) | 37 | 14 | 38 |
| Ford Symphony (WKRC) | 35 | 25 | 71 |
| Major Bowes (WKRC) | 34 | 12 | 35 |
| Lux Radio Theater (WKRC) | 26 | 8 | 31 |
| Kate Smith (WKRC) | 23 | 11 | 47 |
| NBC Symphony (WSAI) | 15 | 10 | 66.2/3 |

HALF-HOUR PROGRAMS (Once Weekly)

| | | | |
|---------------------------|----|----|----|
| Jack Benny (WLW) | 94 | 33 | 35 |
| Phil Baker (WKRC) | 50 | | |
| First Nighter (WLW) | 43 | 14 | 32 |
| Professor Quiz (WKRC) | 39 | 16 | 41 |
| Al Jolson (WKRC) | 36 | 10 | 27 |
| Burns and Allen (WLW) | 32 | 12 | 34 |
| Al Pearce (WKRC) | 31 | 12 | 38 |
| Hollywood Playhouse (WLW) | 31 | 3 | 09 |
| Ripley (WLW) | 26 | 8 | 30 |
| One Man's Family (WLW) | 25 | 15 | 60 |
| Edward G. Robinson (WKRC) | 23 | 5 | 21 |
| Eddie Cantor (WKRC) | 21 | 12 | 57 |
| Fibber McGee (WLW) | 21 | 10 | 47 |
| Joe Penner (WKRC) | 20 | 2 | 10 |
| Voice of Firestone (WLW) | 20 | 5 | 25 |
| Death Valley Days (WLW) | 16 | 5 | 31 |
| Gang Busters (WKRC) | 16 | 7 | 43 |

FIFTEEN-MINUTE PROGRAM (Once Weekly)

| | | | |
|------------------------|----|---|----|
| Dorothy Thompson (WLW) | 14 | 4 | 28 |
|------------------------|----|---|----|

FIFTEEN-MINUTE PROGRAMS (Five Times Weekly)

| | | | |
|---------------------|----|----|----|
| Lowell Thomas (WLW) | 87 | 25 | 28 |
| Amos 'n' Andy (WLW) | 68 | 7 | 10 |

DAYTIME PROGRAMS

TWO-HOUR PROGRAM

| | | | |
|---|----|----|----|
| Philharmonic Society of New York (WKRC) | 17 | 14 | 82 |
|---|----|----|----|

HOUR PROGRAMS

| | | | |
|------------------------|----|----|----|
| Dawn Patrol (WKRC) | 27 | 15 | 55 |
| Magic Key of RCA (WLW) | 22 | 16 | 72 |

HALF-HOUR PROGRAMS

| | | | |
|----------------------|----|----|----|
| Lone Ranger (WCKY) | 23 | 13 | 56 |
| Breakfast Club (WLW) | 21 | 14 | 66 |
| Woman's Hour (WKRC) | 20 | 6 | 30 |

FIFTEEN-MINUTE PROGRAMS (Five Times Weekly)

| | | | |
|-----------------------------|----|----|----|
| Voice of Experience (WLW) | 53 | 24 | 45 |
| Gospel Singer (WLW) | 47 | 13 | 27 |
| Pepper Young's Family (WLW) | 40 | 16 | 40 |
| Mad Hatterfields (WLW) | 29 | 7 | 24 |
| Ma Perkins (WLW) | 25 | 15 | 60 |
| Story of Mary Marlin (WLW) | 24 | 12 | 50 |
| Goldbergs (WLW) | 23 | 11 | 45 |
| Life of Mary Sothern (WLW) | 21 | 11 | 52 |
| Betty and Bob (WLW) | 14 | 6 | 42 |
| Peter Grant News (WLW) | 13 | 8 | 61 |

FIFTEEN-MINUTE PROGRAM (Three Times Weekly)

| | | | |
|--------------------------|---|---|----|
| Man on the Street (WCPO) | 5 | 2 | 40 |
|--------------------------|---|---|----|

Nighttime Programs

With the exception of the two symphony programs broadcast during the evening, all but one other nighttime show hover around the same mark. The one program referred to is the veteran "One Man's Family," which recorded a preference figure of 60 per cent. It is interesting to note that both Jack Benny and the Chase & Sanborn shows, Sunday evening affairs, are within one percentage point of one another, Benny's 35 per cent chalking against Chase & Sanborn's 34 per cent.

Thursday evening leaders offer another interesting set-up. From the standpoint of the number of listeners mentioning the shows heard, Bing Crosby, Rudy Vallee and Kate Smith finished in that order. Yet Miss Smith's program has a 47 per cent mark in percentage against 24 per cent for Crosby and 23 per cent for Vallee.

The half-hour evening shows, as well as the hour shows noted, are also mainly in the same brackets. One bad exception is the Hollywood Playhouse (Tyrone Power), down to 9 per cent. Phil Baker was not credited with any preference mentions whatsoever. Jack Benny, Al Pearce, Burns and Allen, Ripley and "First Nighter" range from 38 per cent to 27 per cent.

Lowell Thomas, strong on mentions, and "Amos 'n' Andy," also strong in this category, were both weak on preferences. Thomas scored 28 per cent and "Amos 'n' Andy" 10.

WAO Still on Air Despite AFL Strike

CHATTANOOGA, Tenn., May 7. — A strike against WAPC has been called by the Electrical Workers' Union, Local 662, according to A. T. Johnson, business representative of the American Federation of Labor affiliate.

Strike was called when Raymond Patterson, general manager of the station, declined to negotiate a closed-shop agreement with the union and failed to meet with union representatives on several occasions. A picket was placed before the WAO transmitter, and the station was an hour late in going on the air last Saturday morning. Two of the three electrical engineers of the broadcasting station are on strike, it was stated. Union official said the men had been working between 65 and 70 hours a week on a seven-day schedule.

On April 4 settlement was announced of a previous difficulty with WAO that ended with the reinstatement of two employees, who, the union claimed, had been dismissed immediately after they joined the International Brotherhood of Electrical Workers. At that time it was said assurances were given that "within a short time further negotiations undoubtedly will result in a complete understanding between the union and the management."

House Defeats Bill To Stop Mass.' Bangtail Broadcasts

BOSTON, May 7.—John Shepard III Yankee-Colonial interests won the first race Tuesday (3) when the House of Representatives nixed the bill which sought to thumbs down radio broadcasts of bangtail and mutual race results in Massachusetts.

Bill was up for a hearing before the Legal Affairs Committee last week in March. Representative Milano fathered the petition, stating that the dissemination of racing news "constituted a serious menace to public safety and was giving the bookies a legal source of information with which to cater to the public."

At the time, Milano said, race news (he was striking at WAAB's *Racing Matinee*) outbid world event news three to one, and at \$15 per word. He described the canned music that separated the turf blurbs as a "monotonous recital."

THE FOUR INK SPOTS, NBC quartet, recently at Levaggi's, Boston, resume NBC broadcasts today (7) on the WJZ Blue.

NBC Says "No, No!" To "Private Sec"

NEW YORK, May 7.—Week-End of a *Private Secretary*, song written by Johnny Mercer and recently published, has been given the cold shoulder by NBC. Song was due to be played on a beer broadcast last week, but after the sponsor had been satisfied on certain changes in the lyrics the network stepped in and said nix. CBS is allowing the tune to be broadcast.

NBC feels the song is risqué and inferential. Lyrics tell the tale of a stenog on a cruise to Havana and as they stand now infer friendship with a Cuban boy friend. Wind up by sadly telling of a return to punching the clock, living in Brooklyn and drinking bromos. Lyrics as they stand are revised, and it's claimed they were much more inferential as originally written. Tune was penned last year by Mercer at the same time as his *Bob White* but was held off on publication until *Bob White* had flown out of the best sellers.

Beer sponsor insisted on a change in a line referring to the gal's drinking bacardis. It had to be beer, said the beer sponsor.

Don Lee's Tele If FCC Okehs

HOLLYWOOD, May 9.—For the first time on the Coast television goes big time with the Don Lee radio chain set for regular live show broadcasts. All that is holding up production is approval of Federal Communications Commission. According to Harry Lubcke, director of television for the network, the "go ahead" signal is expected early this week. Application to the commission has also been made to increase power of the television outlet from 50 to 1,000 watts power.

For the past several years Don Lee chain has been broadcasting television, but programs consisted of newsreels and short subjects. With several new patents granted him Lubcke can use his equipment on the street or in studios.

About 100 television sets are in use in this district, Lubcke stated.

Name Change Opposed By John Alden's Kin

BOSTON, May 7.—Speak for thyself, John Alden, and John Alden's descendant, in the person of Harry Lincoln Clark, did speak in Suffolk Probate Court Thursday (5) in opposition to Samuel I. Goldberg being allowed to legally assume the name of Samuel Buddy Clark.

Goldberg, 25-year-old radio baritone, merely wanted the name for professional reasons. Since his WNAC days he had been known on the radio as Buddy Clark. Legal skirmish was fought on the offensive by Clark, 43-year-old war veteran and park department construction engineer, who traces his ancestry on the distaff side of John and Priscilla. Accompanied by four of his eight offspring, he showed the court an ancestral blueprint to prove his contention. Following the court's findings, Clark (of the distaff side) appealed to the Supreme Court.

Twice in the proceedings that brought weight occurred when a little old lady came forward to say her name was Minnie Clark, a teacher and author. She said that Goldberg was a "wonderful name," and that it was foolish to change it. She said Clark was a common name. Judge Dillon then granted the petition.

The contesting Clark cross-examined the new Clark who admitted he was wed under the Goldberg moniker. He then charged the singer wanted to "legalize an alias." He also noted that a Goldberg family was a radio success and there was no reason why he could not be a success, too, as a singer, also as Goldberg.

No brief was declared between the two parties. Both shook hands before the court convened.

Clark is a grandson of Joshua Clark, who wed Susanna Smith, great-great-granddaughter of Priscilla Alden. He traces his own ancestry to Thomas Clark, first mate on the Mayflower, who aided in landing the Pilgrims and then returned to settle in Plymouth in 1623.

WFIL's Remorse

PHILADELPHIA, May 7.—WFIL is running a contest among its listeners for a game to end games. A prize of \$25 will be given to the listener who will figure out a game to stop the wave of "Quizzes," spelling bees, "whaddya knows," etc., that are flooding the airways.

The reason? The station feels responsible for this trend because of the song-guessing game started three years ago on the *Melody Man* program.

Start Peace Move With Coast Dailies

HOLLYWOOD, May 9.—First local attempt to settle the feud between downtown dailies and radio stations was made this week when Southern California broadcasters and advertising agencies met at a dinner in the Music Room of the Biltmore Hotel. Meeting was handled by Leo Tyson, head of Southern California Broadcasters' Association and general manager of KMPC.

Frank M. McKellar, president of the Los Angeles Ad Club, said the movement would be supported by his organization to the limit.

With dailies still holding the radio page down to program logs, hope was held out that some agreement can soon be worked out.

Doc Morton Registers A Vote for Hollywood

PITTSBURGH, May 7.—Hollywood will remain the originating center of big web programs, Manager A. H. (Doc) Morton, of NBC-owned and operated stations, predicted this week at a luncheon meeting of the KDKA staff in the Duquesne Club, where he had come on a good-will trip. Morton also complimented Station Manager Al Nelson in making "KDKA the first station in our group in business, enterprise and showmanship. It's showing the way to stations from Coast to Coast in producing programs of network caliber." KDKA is currently feeding 18 programs weekly to NBC-Blue.

Contending that "business is coming out of the current psychosis of fear," the NBC general manager concluded, from his cross-country tour, that "I find healthful signs of a strong comeback here, and we expect two good quarters of business."

P. & G. Want More

NEW YORK, May 7.—Procter & Gamble switch of Gospel Singer and *Vic and Sade* from NBC to CBS, and *Kitty Keene* and perhaps *The O'Neills* from CBS to NBC, is interpreted as a move to muscle in on new audiences for the shows. Pointed out that listeners from the shows' old outlets may tune in to the new nets, which in turn will create audiences of their own.

Socony's Band Yen

NEW YORK, May 7.—Reported Socony, gas and oil company, is on the hunt for a radio program. It's a band they want. Agency on the account is J. Sterling Getchell.

Pearce Gives Notice to Ford; Expect Lucky Deal Will Be Set

NEW YORK, May 7.—Al Pearce served notice—yesterday, according to report—on N. W. Ayer ad agency and Ford Motor Co. that he will not renew his contract when the present 13-week period expires. On that basis Pearce's last show for Ford will be June 28. Negotiations between Pearce and American Tobacco Co. are continuing and will probably be settled. Pearce will draw \$6,500 weekly for himself if the Lucky Strike deal is consummated. Understood both Ford and Ayer are burning.

Pearce started for Ford in February, 1937, and since then has built his Tuesday stanza to one of the leading spots on the air. With one or two exceptions, including the MGM *Good News* deal with General Foods, Pearce's show with Luckies, if and when set, will be one of the most expensive programs on the air.

Radio Actors' Union Will Get Closed Shop From Both Chains

CHICAGO, May 7.—Confab this week between network execs and national execs of American Federation of Radio Artists relative to establishment of a scale and working conditions for announcers, actors and singers on sustaining shows ended in a deadlock Friday. AFRA now figures the contract will be set by the middle of May. Expected to be in line for drastic revision of existing scales and conditions are Los Angeles, Chicago and San Francisco.

Establishment of AFRA shop, similar to performer union shops obtained by other branches of the Four A's, AFL affiliate, is now a practical certainty.

Previous to the Friday deadlock, single knotty problem holding up the works was establishment of wage scales and conditions for singers, both sides having agreed on announcers and actors. As an indication of what may be in store for the nets, AFRA was reported fighting for \$65 per man scale for singing quartets. This amounts to almost a two-thirds increase over prevailing wages. Net outlay may also be tremendously boosted by AFRA's aim to cut

vocalists' shows to six a week instead of 12 and more, as some are doing now.

In New York, revision of conditions will probably not be so noticeable as in other radio centers. Considered likely, in fact, that scales in some instances will be lower than that existing. Previous to Friday stymie, scale for sustainers was known to be upped between 14 and 100 per cent in different radio centers, but these percentages may be in the ash can now.

Negotiations on commercials are marking time until network proposition is cleared up.

Levy Is Butt of SESAC Complaint

NEW YORK, May 7.—Society of European Stage Authors and Composers is preparing a bill of complaint against Ike Levy, WCAU (Philadelphia) mogul who, according to the Performing Rights Society, has been using SESAC music without paying for it. Paul Heinecke, SESAC chief, confirmed the report that attorneys were drawing up the suit.

For a long time, SESAC claims it tried to settle with Levy amicably via a Philadelphia law firm. One of the points holding up the settlement was whether Levy would take out a license and pay from scratch, or whether the SESAC claim would be retroactive.

Case is particularly interesting in that Levy has always been heavily in favor of the American Society of Composers, Authors and Publishers, and even went as far as to get out of the NAB when the NAB became hot under the collar about ASCAP fees. By hitting at Levy, SESAC thereby hits at ASCAP's greatest friend in radio.

Slander Bill Ok'd in Mass.

BOSTON, May 7.—Bill to regulate radio broadcasting, by holding station owners as well as political orators liable for slander, was approved by the House of Representatives Thursday (5) by an 88 to 31 vote. This will end the incessant slough of abuse by radio in political bandying and campaigning.

House adopted an amendment offered by Representative Charles J. Innes, of the Back Bay, to exempt from the penalties ship-to-shore radio telephone systems and like allies which do not engage in public broadcasting for hire.

As a result, political abuse of radio will clean up the Massachusetts airways.

Lady Esther Rumor

NEW YORK, May 7.—Report, denied by Lord & Thomas, has the Lady Esther account scrambling off radio. Wayne King Orchestra has been playing for the cosmetics firm for years. New York L. & T. office says it's heard nothing along those lines. Same goes for Music Corp. of America, King's managers.

Reason offered for the supposed departure is sales trouble.

WFIL Dedication

PHILADELPHIA, May 7.—WFIL will dedicate its new \$225,000 studio in the Widener Building at impressive ceremonies June 23 and 24. Participating will be stations on NBC, Mutual and Quaker networks with which WFIL is affiliated.

Whiteman Show Renewed

NEW YORK, May 7.—Paul Whiteman's Friday night show for Chesterfield has been renewed. Newell-Emmett is the agency. Show goes into the Hammerstein Theater Friday owing to larger audiences.

New Detroit Waxery

DETROIT, May 7.—General Broadcasting System, Inc., has been formed to make electrical transcriptions for the radio. Company is capitalized for \$50,000 and is headed by Donald C. Jones, president; Raymond C. Leonard, vice-president, and Richard Borden.

Stack-Goble Names Kemp as Radio Head

NEW YORK, May 7.—Hal Kemp has been placed in charge of the Stack-Goble advertising agency radio department. Kemp returned to New York recently from the Coast. Wallace Buterworth, of the same department, remains with the agency primarily on production work as heretofore. Dick Porter, agency vice-president, had been handling radio.

Kemp resigned from the NBC Artists' Bureau some time ago to go with Fanchon & Marco on the Coast. Shifted then to Rockwell-O'Keefe.

WHA1, New Mass. Station, Added to Yankee, MBS

BOSTON, May 9.—WHA1, new 100-watt station (1210 kc.) at Greenfield, Mass., owned and operated by Joan W. Haisis, began service yesterday as the 18th Yankee Colonial station. Daytime link will also carry Mutual stuff thru Colonial.

Basic one-hour evening rate for Yankee goes from \$2,220 to \$2,280; for Colonial, from \$1,660 to \$1,720.

Lee S. Greenwood is commercial manager of WHA1. James L. Spates is chief engineer and Norman E. Whittaker advertising manager. Warren M. Greenwood, son of the commercial manager, is program director.

NBC's New Frisco-ers

SAN FRANCISCO, May 7.—NBC's sales quarters here have added Chet Blomness and L. Ray Rhodes to the staff. Blomness was assigned to network and Rhodes to local sales. Blomness at one time was sales manager of KGW, NBC affiliate in Portland, Ore. Rhodes was formerly business manager of *The Daily Californian*, official organ of the University of California.

Pearce's \$6,500 will be augmented not only by the other acts, Arlene Harris and Bill Compton, but by a 50-piece orchestra and 50-voice chorus. Orchestra will run close to \$5,000 weekly alone, including leader.

Ford program was jointly paid for by the dealers and the manufacturer. There was a plan in the works to have each dealer pay an additional half a dollar per car. Decision, it is reported, had not been made on this when Pearce decided to end his series.

Lord & Thomas are handling the Lucky Strike negotiations. Inside info has it that Pearce and George Washington Hill have gotten together—one of the few times Hill has been in contact with performers on his shows—and settled the major parts of the contract.

"Let Them Be Heard"

Reviewed Tuesday, 8-8:30 p.m. Style—Auditions. Sustaining on WNEW (New York).

Under the guidance of Paul Brenner, this program is not, as Brenner hastens to point out early in his announcement, an amateur hour, but an opportunity for would-be radio stars to display their wares exactly as they would at a regular studio audition. It is left to the listeners, however, to decide who is worthy of success, their choice for the week to be recorded on a postcard and sent in to the station. Winner then is featured as a "guest artist" on the following week's show.

Idea is hardly new, and nothing is said about giving each week's winner a really helping hand in radio, other than the subsequent "guest" appearance, which means nothing. The half dozen or so aspirants have their fling for several minutes in front of the microphone and then are left to retire to the obscurity whence they came, which, however, judging from the quality of talent heard, is just as it should be. Brenner attempts to raise the dignity of his show above that of a mere amateur hour by claiming that his people really deserve a break, but outside of giving them their brief moment he apparently leaves their future to someone else.

Hopefuls range from newcomers to experienced performers, from dramatic actors to opera singers, and from fairly good to downright bad. Best bet on the program heard was Madelon Thorpe, lyric soprano with experience in radio, concert and church work. She delivered an operatic aria to good effect, displaying a trained voice of definite tonal quality. Coles Fleming acted in a prison sketch of his own authorship which was much better in the writing than in his reading of it. Of the others, it's kinder to say nothing.

Brenner does his own announcing in a capable way. Only accompaniment for the singers is a piano, which isn't too helpful. D. R.

"Star Dust"

Reviewed Friday, 6:15-6:30 p.m. Style—Interviews and variety. Sustaining over WCAE (Pittsburgh).

This weekly combination of Stanley backstage interviews and entertainment by stars currently at the theater could be a condensed localized Vallee-type variety show. Instead, it's a Class B question-and-answer bore excusable because of the specialties sandwiched between interviewer Bob McKee's queries that seem to come as the feigning enthusiasm. Program doubles as a publicity getter for the vaudevillians whose first show of a week's engagement opens only four hours before they go on the air.

Stint caught included Allan Jones, who told about his start in the flickers and then sang one tune; mimic Sheila Barrett, who presented two of her inimitable skits, and Dave Schooler, who pounded some Chopin. The high caliber of the showfolk who usually headline Stanley bills and absence of commercials make listening to *Star Dust* much fun.

Demerits are most of McKee's leading questions that minimize the effectiveness of his clear-cut delivery and the chicken-pecks of applause sounded off by two or three onlookers near the mike.

Should be good bet for sponsor content to plug product only at beginning and end of show. M. F.

"Your Family and Mine"

Reviewed Tuesday, 5:30-5:45 p.m. DST. Style—Dramatic. Sponsor—Sealtest, Inc. Agency—McKee-Albright, Inc. Station—WEAF (NBC network).

This purports to be a dramatic serial of the everyday adventures in the life of the average small-town American family. The household consists of Mr. and Mrs. Matthew Wilbur, a daughter and a son. Second installment offered evidence of being nothing more than a feminine tear-jerker piloted by the stereotyped "true life drama" characters who lack warmth, depth of personality and genuineness of being.

Seven of the 15 minutes allotted the program daily, five times a week, are devoted to Sealtest blurbs and recipes. Mary Lawrence, hostess in charge, is of the gushing barker species, with verbose copy and an unconvincing tone. In the eight minutes remaining for the drama the children are starred in run-of-the-mill melodramatic situations of remorse. Boy smashes his pretty bank to obtain funds for medical aid prescribed for his father

Program Reviews

EDST Unless Otherwise Indicated

who had been seriously injured in an auto accident en route to apply for a job. Girl prays to God to keep her father because she had selfish moments. Too touching. S. W.

"The American Dinner Hour"

Reviewed Tuesday, 8-8:30 p.m. DST. Style—Forum. Sponsor—The American Union for Democracy. Station—WQXR (New York).

Stripped of such embellishments as afforded by airing from and associating the program with the historic Hotel Brevoort, the first *American Dinner Hour* in a series of five Tuesday night broadcasts turned out to be a self-conscious, stilted forum steeped in ideology of religious freedom as it affects Americans and the Bill of Rights.

All five speakers, host Newbold Morris, president of the New York city council; Dorothy Dunbar Bromley, feature writer; the Rev. William Ward Ayer, and the motion picture star, Fredric March, and his wife, Florence Eldridge, collaborated on the copy instead of hiring professional script writer. Even so, they seemed to find it necessary to veer from the printed text occasionally. When they

did, the results were more interesting, more coherent and less vague.

Program's fundamental plan is attractive and loaded with possibilities for a dynamic series of well-rounded discussions which would shed some light, historically and interpretatively, on such issues as freedom of religion, speech and assemblage. Inserting a play into the text should be a cunning dramatic device to cover a lot of chronology in short order. But the presentation by the Marches was infantile, ridiculously naive and flat, and certainly incongruous compared to the adult appeal of the remainder of the dialog.

If in the future the discussions come down to earth to offer a bit of practical opinion, the Union would gain more customers willing to pay the annual dues which support the organization. S. W.

March of Games

Reviewed Wednesday, 5:30-5:45 p.m. Style—Question and memory program for kids. Sustaining over WABC-CBS network from New York.

New program, given twice weekly on Mondays and Wednesdays, is a composite of the best features of such IQ periods as *True and False*, *Kay Kyser's College of*

Current Program Comment

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

In view of fact that rival WCAE (Pittsburgh) is trying to peddle a localized news drama show and WJAS is considering similar program tried out month ago as *Pittsburgh Parades*, a sustainer, KDKA's *Cover Story of the Week*, sponsored each Wednesday by *The Bulletin-Index*, is significant as guidepost for place of Pittsburgh news re-enacted for Pittsburghers. But that's where its significance ends. Cut to quarter hour from half hour originally broadcast at start of series three weeks ago, with a smaller cast and with organ music substituted for orchestra backgrounds, *Cover Story* now hits closer to mark, but it's still short of being as good a show of its type as can be developed.

In first airing program treated happenings either too dull for mass audience or too nebulous to be understood. Now show has veered almost completely to interesting trifles and nearly neglected events significant to listeners. Period is essentially patterned after *MBS Headlines*, with a few briefly dramatized episodes attempting *March of Time* standards. Better production, shorter and more items and fewer long stretches of music have improved appeal. Now it could use an editor who can delve into basic news of local interest instead of being content to skim the surface.

Personnel of *The Revelers* may have changed these 17 years, but the attractive quality of the male quartet is undiminished. Their 10-minute interlude on NBC-WJZ under the Richardson & Robbins banner is just the sedative that workaday folks need after a day's grind. It's neither high-falutin' choral nor obvious harmony, but music the man on the street likes because he likes it and which the academicians will respect and admire. Voices have a mellow friendly quality which the mechanics of radio can't stymie. Sponsor, however, squeezes in an awful lot of commercial for so short a program.

If it isn't slightly out of place, comment should be made on Arthur Godfrey's program for Barbasol. Reason it may be out of place is that the program is now off the air, temporarily, not to return until the fall. As a matter of fact, the program heard was the last Friday night affair for the genial singer from Washington, whence the program is piped to CBS thru WJSV. Godfrey sings and talks his way thru a casual but thoroughly pleasant and congenial quarter hour. Informality is a quality countless radio programs try to achieve and few do, so more's the credit to chicken-raiser Godfrey. The phrase

"Coming into your living room" is no banality on this program which should sell Barbasol. The phony bluff heartiness of the other Barbasol standby, Singin' Sam (Harry Frankel), is happily missing.

Sidewalk Snoopers, after 1,100 broadcasts on WGST, Atlanta, is still lots of fun. John Fulton and Frank Gaither, the vox poppers, ask riddles and questions, the broadcast coming from the front of Loew's Grand Theater. Traffic noises add to the show's atmosphere and excitement. Program emanated from another spot only once—when President Roosevelt spoke in Gainesville and Fulton and Gaither covered the event as news. People asked questions receive souvenirs.

Travel programs fall, seldom with exception, into two classes. They are either outstanding bores or extremely interesting. The interesting ones have been few and far between. Item: Found, a really good travel program. It's on WNEW, New York, written by Larry Nixon and conducted by John Jaeger, station announcer. Nixon is a travel expert, in addition to being the station press agent. *Vagabond Voyager*, a travel book by Nixon, will be published in July.

Program resorts to an amazingly simple but effective trick. Instead of saying, "In such and such a place you will see such and such a thing," the script takes listeners down to such and such a place and says, "Look over there, where the natives are pearl fishing or where a sailboat is being loaded for a trip across the river." The difference is enormous in the two styles. One is a dream to be fulfilled; the other visualizes the dream already fulfilled. Entertainment is largely escapist and this is where the WNEW travel program succeeds. Jaeger, incidentally, does an elegant job of taking listeners to the far corners.

East and Dumke, known also as Sisters of the Skillet and Eddie and Ralph, seem to roll on fairly steadily, nabbing a series here and there and guest shots in between. Latest guesting was done for Rudy Vallee. It was not particularly funny stuff. Pair have a bolsterous delivery, both rushing headlong on with their gab, hardly a pause for a breather. This time they burlesqued the *Interesting Neighbors* or *Let's Visit* type of show, visiting a dumb guy who had won \$150,000 on a sweepstake because he had figured wrong but it came out right. Wind-up of the dumb guy taking the mike as a souvenir fell pretty flat.

Musical Knowledge and Prof. Quiz, but intended for and participated in by youngsters whose ages do not go above 14. Program was conceived and written by Natalie Purvin Prager and produced by Nila Mack. Appeal, however, will not be limited to children, for many of the questions are stumpers and therefore interest-getters for the adults. It will also prove to be a fascination as regards to their own offspring's intelligence and general knowledge.

Entire proceedings are masterfully conducted by 14-year-old Arthur Ross, possessing remarkable ease and poise in his role as youthful Professor Quiz. Several divisions of the period are prefaced by 10-year-old Sybil Trent, known on the program as "drum major," with introductions in rhyme. Four contestants appear at each series and judges award prizes to all, in sums of \$5, \$3 and two of \$1. Opening series caught was divided into three parts—topsy-turvy teasers in unscrambling of familiar sayings and proverbs; musical-memory tests, wherein the contestant guesses the name of a piece played on a piano, and the rapid repetition of alliterative tongue-twisters.

Youngsters appearing at this period were exceptionally interesting, unabashed subjects, much more so than the majority of grownups in similar adult programs. If appeal of subjects and of subject matter continues anywhere near the caliber of the premier program, its catching on is assured.

Te-up is made with the World's Fair here in 1939 by giving away of pictures of the different buildings to be featured at the fair in exchange for material sent in and used on the air. G. C.

"The Pajama Club"

Reviewed Saturday, 1:30-2 p.m. Style—Musical. Sustaining on WNBC, New Britain, Conn.

Creating an atmosphere of peace and contentment with all participants supposed to be attired in varicolored pajamas, this half-hour session of melody and song rates a fair production value. Jack Lacey, supposed to be the Maharajah of Pajama, chief of the Pajama club, emceeds the period and tries his darndest to mold the loosely knit production. Jeannette Laurice Plante, as official hostess, has a personable contralto voice, and Warren Ellsworth, a tenor, helped to round out the program. Al Thomas' Orchestra, a small combination in subdued swing style, best bet of all. S. A. L.

Phil Arnold

Reviewed Wednesday, 1:15-1:30 p.m. Style—Songs. Sustaining on WMCA (Intercity network).

Arnold, announced as the "singing jitterbug," did four or five tunes. Voice is just fair, with the jitterbug angle evidently referring to Arnold's use of nonsense lyrics in some of the choruses. Syllabic hocus-pocus might just as well have been omitted. Songs were both swingy and sentimental, giving Arnold a chance to display some versatility, even tho his delivery is limited. Hits his notes true, tho, and keeps to the melody. Fern Scull, organist, accompanied and did a medley of tango tunes with skill. P. A.

Richard Brooks

Reviewed Thursday, 5:15-5:30 p.m. Style—Talk. Sustaining on WNEW (New York).

Manhattan Trivia falls more than a trifle short in presenting the little thought of particles in New York life that have been overlooked in the hysteria of getting nowhere fast. Brooks spends the entire quarter hour bemoaning his unhappiness for the New York that used to be, with a dramatic intonation in his voice that almost hits the sobbing stage.

If he took the oyster out of his throat perhaps some improvement would ensue. For the most part, the material doesn't seem to be the best available, either. The idea is a good one, but the program is boring. S. Z.

Peg La Centra and The Serenaders

Reviewed Tuesday, 6:35-6:45 p.m. Style—Songs. Sponsor—Gulden's. Agency—Charles W. Hoyt. Station—WJZ (New York).

Only one thing wrong with this show—La Centra and the Serenaders are on the air for too short a time. Program

...right tickled the eardrums, but LaCentra, unfortunately, sang only... Has a contralto voice of unusual quality and refinement in sharp contrast to vocalists of the blatant...
 Presenters — Dwight Latham, Guy Har and Wamp Carlson (formerly Jeers) sang with La Centra and a... of their own with novelty...
 Trio are good performers, and the... with La Centra could easily...
 ...a longer commercial.
 ...three plugs, one midway and...
 ...at the finish, come thru clearly.
 P. A.

"N. Mergenthwirker's Lobbies"

Reviewed Thursday 10-10:30 p.m. Dramatic. Sustaining on WOR (MBS network).
 ...division of the Federal Theater... apparently has a good thing in...
 ...Mergenthwirker, a shy man who has in...
 ...informants to tip him off on...
 ...vents, such as murders, robber...
 ...etc. Adapted from Nelson S. Bond's...
 ...story in *scribner's* last year. If succeed...
 ...presentations are as good as the...
 ...mine, program is likely to find a...
 ...od audience.

...the series Thursday had Mer...
 ...Mergenthwirker walking into a newspaper...
 ...to tell the assistant editor that a...
 ...order could be committed. It is. The...
 ...ormats are Lobbies, invisible beings,
 ...and so the editor is hearing them...
 ...self.
 ...Cast delivers excellently, with the...
 ...ds aided by Hiram Hoover, Carl J...
 ...Rukoff, Jack Raymond and Abraham...
 ...Others are Charles Leeper, Carl...
 ...Rukoff, in...
 ...dition to playing Mergenthwirker, han...
 ...s the narration.
 ...Ashley Buck directs, with Jane Kim...
 ...sist on production. Supervision by...
 ...an Roberts.
 P. A.

"International Liars' Fraternity"

Reviewed Tuesday, 11:45-12 p.m. Musical and comedy. Sustaining on WOR (MBS network).
 ...on its first airing impressed...
 ...a thorough musical show despite...
 ...specially forced comedy angle. Back...
 ...one of the proceedings is William...
 ...Musical Prevariactors, a band...
 ...a lively style. Sandwiched amid...
 ...of orchestra and two vocalis...
 ...B. Green, dubbed president of...
 ...the "Liars' Fraternity, tells a series of...
 ...Green manner of emceeing is in keep...
 ...ing with the idea of a Liars' Fraternity...
 ...ut to make a go of this sort of thing...
 ...e will have to work up some really...
 ...ood... Otherwise program will have...
 ...e results it did the first night, merely...
 ...n its merit as a musical. Jeanette...
 ...who sing a torcher, and Lynn Cole...
 ...omat warbler, tied in nicely with the...
 ...rk's got work.
 ...Novel sound effects, another gimmick...
 ...to take the program out of the routine...
 ...music class, are near zero in enter...
 ...ance.
 ...Audience play is a request to send...
 ...phony notes to Green and thereby be...
 ...ome members of the fraternity.
 P. A.

Benett and Wolverton

Reviewed Tuesday, 4-4:15 p.m. CDST. Style—Musical. Sustaining on WENR (Chicago) (NBC network).
 ...Shot offers a quarter hour of sweet...
 ...melody by Betty Bennett, singing and...
 ...pounding the ivories, and Joe Wolverton...
 ...on the guitar. Numbers are novel and...
 ...worked a with clever continuity by the...
 ...duo. It is patterned on the old boy...
 ...and-girl formula, with the songs brought...
 ...in to the story. Okeh entertainment...
 ...providing relief from scripters.
 H. H.

Opera "Martha"

Reviewed Monday, 9:30-10:15 p.m. CDST. Style—Opera. Sustaining on WGN (Chicago) (MBS network).
 ...Utilizing its regular *Pageant of Melody*...
 ...sustaining period, this station has em...
 ...barked on an experimental series of con...
 ...densed operas, this the...
 ...first. It looks good and, altho it is...
 ...above the tastes of the mass listening...
 ...audience, there should be enough to...
 ...make the winner.
 ...Must and singing, of course, the...
 ...mainstay in the show. Dialog for the...
 ...story thread is handled by stand-ins for

the singers, and even tho done well enough some effect is lost by not being able to see the action, since there is no particular dramatic punch in the situations.
 Opera's score was warbled by Kathryn Witwer, Attilio Bagglore, Mark Love and Elizabeth Brown. Henry Weber did a good job as musical director, and Lou Jacobson is to be complimented for a good piece of directing.
 H. H.

AFRA Signs WRJN; Staff Gets Raises

CHICAGO, May 7.—Final negotiations between the American Federation of Radio Artists and WRJN, Racine, Wis., were consummated last Friday and a contract signed Tuesday effecting a \$3,000 total per annum increase for eight staff employees, besides a blanket agreement for free-lance talent used. Increases for staff members ranged from \$5 to \$15 per week.
 Station is owned by *The Racine Journal Times*. AFRA's negotiations were held with F. R. Starbuck, station prez. Steve Thomas, secretary of the Racine Trades Council and State secretary of the Motion Picture Operators' Union, and Raymond Jones, AFRA's Chi local secretary, represented labor's side.

Providence Evening Bulletin Gets First Air Column

PROVIDENCE, May 7.—With folding of tabloid *Tribune* last week, Ben Kaplan, radio columnist of that sheet, goes over to *The Evening Bulletin*. First radio column ever carried by the *Journal*-owned evening publication.

NO OPPOSITION
 (Continued from page 3)

An ultimatum was issued by council that those WPA members who do not pay arrears by May 1 would be dropped. Only 250 responded to the "bargain" of being placed in good standing for \$9. Equity officials stated that some of those dropped were as far as eight years behind in dues.
 Should any of those dropped apply for readmission, they must take out a new membership or seek special concessions from council.
 Louis Hallett, deputy of FTP's *Prologue to Glory*, who was brought up on charges of neglect of duty and "making unfounded statements," resigned his deputyship last week when he was reprimanded by council for conduct "unbecoming an Equity member." Stating, "I can't serve two masters," Hallett said that he planned to appeal the reprimand to the general membership when they convene May 27.
 Equity officials believe that Hallett was "ill advised" when he made the statement that the council was "communist dominated" and that he might forget the entire matter and strive for harmony in the association if he weren't "cursed with a publicity complex."
 Council also recommended that Lionel Barrymore, who has been on the sus-

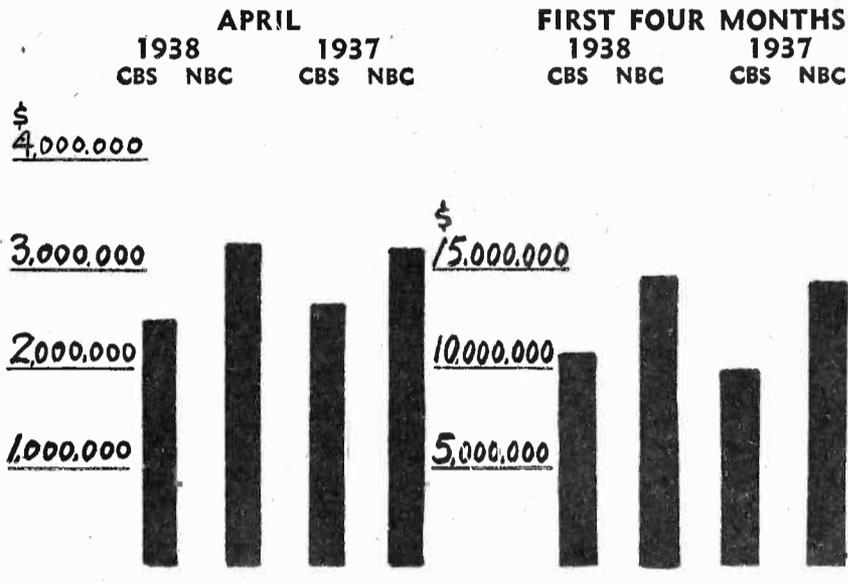
CBS, MBS Down on April Gross; NBC Gains 1% Over 1937 Take

NEW YORK, May 7.—Columbia Broadcasting System says that if you look at the April, 1938, gross income figures for CBS and NBC, CBS is really doing better than NBC, even tho the NBC grosses show a gain and CBS a loss. CBS gathered \$2,424,180 for April, 1938, down 5.4 per cent against the 1937 gross of \$2,563,478. NBC, with an April, 1938, score of \$3,310,505 for both Red and Blue chains, went up 1 per cent over April, 1937, and \$3,277,837.

However, says CBS, figure it this way. In April, 1937, the NBC Red snared \$2,304,035. The 1938 gain for NBC over this figure is \$32,668 for both NBC chains. If this \$32,668 is added to the April, 1937, NBC Red gross it still leaves NBC some \$88,000 behind the April, 1938, CBS billing. There will be a brief pause for aspirin.

CBS also points that its cumulative total for four months of 1938, \$11,018,777 is 12.8 per cent over its 1937 cumulative of \$9,766,131. However, NBC's 1938 cumulative is only—the only belongs to CBS—4.9 per cent over 1937. For 1938 NBC has \$14,408,905 against \$13,729,901.

Mutual Broadcasting has only this to say. April, 1938, took in \$189,545, a drop of 5.3 per cent against 1937 and \$200,134. Cumulative MBS totals are for 1938, \$945,566 against \$8,934,599. This is a cumulative gain of 5.8 per cent.



...pended list, be reinstated in good standing upon payment of a \$250 fine. Barrymore, who has been aloof toward the Screen Actors' Guild ever since its inception, applied for membership last week. He is the third movie headliner to apply for readmission to Equity in the past two months.
 Alice Brady and Wallace Beery were reinstated on payment of \$1,000 and \$500 respectively. Expiration of contracts this year is aid to have something to do with the influx of suspended members to good standing.

DRIVE TO PANIC
 (Continued from page 3)

Boston Mae West pointed out that her last vaude week brought almost a \$40,000 gross and broke the house record of the Boston Theater this week. "Box-office business in the entire industry has dropped off 30 per cent the last four months," she said. "The only picture making real money was *Snow White*

and that would have made twice as much money if they'd had me play *Snow White*."

Brandt countered with a threat to reveal more names of stars who are "poison" to exhibitors. The producers, meanwhile, are keeping quiet, as they will gain from any loss of confidence of film stars. For a long time the producers have been crying against increased labor costs and their inability to keep star salaries down. The Brandt blast, of course, plays right into their hands.

The Artists Managers' Guild, composed of 10 per centers, had an emergency meeting but is seeking legal counsel before taking any steps against Brandt. The Screen Actors' Guild will be strengthened, it is believed, by this rumpus, as it is expected that film players will be forced to rely on the Guild for protection in case the film industry makes any attempt to break contracts en masse or to order salary cuts as the circuit vaudeville interests did in New York four years ago. At that time the vaude interests promised to restore the cuts when conditions got better; but, of course, the cuts still stand.

TOURING "ARTY"
 (Continued from page 3)

majority, however, take a small guarantee and a split on the intake when the manager assumes responsibilities for fixed charges. The lesser known have to be satisfied with varying percentages.

Another advantage the concert groups have is the interest in concert attractions being promoted among colleges. Promoters are ingratiating themselves with faculty and students, subtly bargaining in on their curricula, and building up a future audience to insure paying customers for a few more years to come.

"VICTORIA" AT
 (Continued from page 4)

cluded *Bovary*, *Tovarich*, *Wine of Choice*, *Shadow and Substance*, *Julius Caesar*, and *Yes, My Darling Daughter*.

Other shows were *Star Wagon* (premiered here), *Antony and Cleopatra*, *Stage Door*, *You Can't Take It With You*, *Richard II*, *Leaning on Letty*, *Brother Rat*, *Victoria Regina*, *Room Service*, *Father Malachy's Miracle*, *The Women*, *Tobacco Road*, *Yr. Obedient Husband*, *Once Is Enough*, *You Never Know* and *The Three Waltzes*.

Nixon pay roll averages 80 persons weekly.

NAB Names Newspaperman Labor Contact; Ed Kirby, Press Agent

WASHINGTON, May 7.—National Association of Broadcasters' executives jubilantly told members this week the organization was going toward increased membership and a program to meet with the FCC to discuss industry regulation. A telegram was sent the FCC for a date on which to confer, but prior engagements and full calendars precluded anytime during the current week and prospects for some day next week were given some encouragement, but nothing definite has been promised. President Mark Ethridge has been named to head the conference committee, composed of John Elmer, Baltimore; Edward A. Allen, Lynchburg; John Shepard III, Boston; John Kennedy, Clarksburg, and H. C. Wilder, Syracuse.

Committee's program calls for talking over the flood of temporary licenses, possibilities for longer license periods, handling of station complaints, commission questionnaires and aspects of hearings on rules and regulations. Attitude seems to be of stiffening resistance against any further growth of FCC policing.

At conclusion of NAB directors' meeting the headquarters staff was ordered to

prepare material for the coming Congressional hearings on the proposed government short-wave station. NAB will claim the government station will be a diplomatic blunder for this country because statements over the federal short-waver will be official and foreign criticisms will not be answered to any reasonable satisfaction. State Department now has comfortable out when offended nations yell about press reports or radio speeches, because foreign diplomats are told this is a "free speech" country.

NAB membership is now 434, of which 340 are paid up under the higher dues schedule. With an assured bank roll, the board appointed Edward M. Kirby, WSM; Paul F. Peter, from the joint committee on radio research, and Joe Miller, from the Washington bureau of the Association Press, to the office staff of the association.

Altho no titles or specific tasks have been assigned the new men, Washington speculation has Kirby on press relations, Peter for research projects and Miller (who has long covered the labor department for AP) to be NAB director of labor relations.

Search for paid president continues.

"Let Them Be Heard"

Reviewed Tuesday, 8-8:30 p.m. Style—Auditions. Sustaining on WNEW (New York).

Under the guidance of Paul Brenner, this program is not, as Brenner hastens to point out early in his announcement, an amateur hour, but an opportunity for would-be radio stars to display their wares exactly as they would at a regular studio audition. It is left to the listeners, however, to decide who is worthy of success, their choice for the week to be recorded on a postcard and sent in to the station. Winner then is featured as a "guest artist" on the following week's show.

Idea is hardly new, and nothing is said about giving each week's winner a really helping hand in radio, other than the subsequent "guest" appearance, which means nothing. The half dozen or so aspirants have their fling for several minutes in front of the microphone and then are left to retire to the obscurity whence they came, which, however, judging from the quality of talent heard, is just as it should be. Brenner attempts to raise the dignity of his show above that of a mere amateur hour by claiming that his people really deserve a break, but outside of giving them their brief moment he apparently leaves their future to someone else.

Hopefuls range from newcomers to experienced performers, from dramatic actors to opera singers, and from fairly good to downright bad. Best bet on the program heard was Madelon Thorpe, lyric soprano with experience in radio, concert and church work. She delivered an operatic aria to good effect, displaying a trained voice of definite tonal quality. Coles Fleming acted in a prison sketch of his own authorship which was much better in the writing than in his reading of it. Of the others, it's kinder to say nothing.

Brenner does his own announcing in a capable way. Only accompaniment for the singers is a piano, which isn't too helpful. D. R.

"Star Dust"

Reviewed Friday, 6:15-6:30 p.m. Style—Interviews and variety. Sustaining over WCAE (Pittsburgh).

This weekly combination of Stanley backstage interviews and entertainment by stars currently at the theater could be a condensed localized Vallee-type variety show. Instead, it's a Class B question-and-answer bore excusable because of the specialties sandwiched between interviewer Bob McKee's queries that seem to come as the feigning enthusiasm. Program doubles as a publicity getter for the vaudevillians whose first show of a week's engagement opens only four hours before they go on the air.

Stint caught included Allan Jones, who told about his start in the flickers and then sang one tune; mimic Sheila Barrett, who presented two of her inimitable skits, and Dave Schooler, who pounded some Chopin. The high caliber of the showfolk who usually headline Stanley bills and absence of commercials make listening to *Star Dust* much fun.

Demerits are most of McKee's leading questions that minimize the effectiveness of his clear-cut delivery and the chicken-pecks of applause sounded off by two or three onlookers near the mike.

Should be good bet for sponsor content to plug product only at beginning and end of show. M. F.

"Your Family and Mine"

Reviewed Tuesday, 5:30-5:45 p.m. DST. Style—Dramatic. Sponsor—Sealtest, Inc. Agency—McKee-Albright, Inc. Station—WEAF (NBC network).

This purports to be a dramatic serial of the everyday adventures in the life of the average small-town American family. The household consists of Mr. and Mrs. Matthew Wilbur, a daughter and a son. Second installment offered evidence of being nothing more than a feminine tear-jerker piloted by the stereotyped "true life drama" characters who lack warmth, depth of personality and genuineness of being.

Seven of the 15 minutes allotted the program daily, five times a week, are devoted to Sealtest blurbs and recipes. Mary Lawrence, hostess in charge, is of the gushing barker species, with verbose copy and an unconvincing tone. In the eight minutes remaining for the drama the children are starred in run-of-the-mill melodramatic situations of remorse. Boy smashes his pretty bank to obtain funds for medical aid prescribed for his father

Program Reviews

EDST Unless Otherwise Indicated

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Current Program Comment

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In view of fact that rival WCAE (Pittsburgh) is trying to peddle a localized news drama show and WJAS is considering similar program tried out month ago as *Pittsburgh Parades*, a sustainer, KDKA's *Cover Story of the Week*, sponsored each Wednesday by *The Bulletin-Index*, is significant as guidepost for place of Pittsburgh news re-enacted for Pittsburghers. But that's where its significance ends. Cut to quarter hour from half hour originally broadcast at start of series three weeks ago, with a smaller cast and with organ music substituted for orchestra backgrounds, *Cover Story* now hits closer to mark, but it's still short of being as good a show of its type as can be developed.

In first airing program treated happenings either too dull for mass audience or too nebulous to be understood. Now show has veered almost completely to interesting trifles and nearly neglected events significant to listeners. Period is essentially patterned after MBS *Headlines*, with a few briefly dramatized episodes attempting *March of Time* standards. Better production, shorter and more items and fewer long stretches of music have improved appeal. Now it could use an editor who can delve into basic news of local interest instead of being content to skim the surface.

Personnel of *The Revelers* may have changed these 17 years, but the attractive quality of the male quartet is undiminished. Their 10-minute interlude on NBC-WJZ under the Richardson & Robbins banner is just the sedative that workaday folks need after a day's grind. It's neither high-falutin' choral nor obvious harmony, but music the man on the street likes because he likes it and which the academicians will respect and admire. Voices have a mellow friendly quality which the mechanics of radio can't stymie. Sponsor, however, squeezes in an awful lot of commercial for so short a program.

If it isn't slightly out of place, comment should be made on Arthur Godfrey's program for Barbasol. Reason it may be out of place is that the program is now off the air, temporarily, not to return until the fall. As a matter of fact, the program heard was the last Friday night affair for the genial singer from Washington, whence the program is piped to CBS thru WJSV. Godfrey sings and talks his way thru a casual but thoroughly pleasant and congenial quarter hour. Informality is a quality countless radio programs try to achieve and few do, so more's the credit to chicken-raiser Godfrey. The phrase

"Coming into your living room" is no banality on this program which should sell Barbasol. The phony bluff heartiness of the other Barbasol standby, Singin' Sam (Harry Frankel), is happily missing.

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Program resorts to an amazingly simple but effective trick. Instead of saying, "In such and such a place you will see such and such a thing," the script takes listeners down to such and such a place and says, "Look over there, where the natives are pearl fishing or where a sailboat is being loaded for a trip across the river." The difference is enormous in the two styles. One is a dream to be fulfilled; the other visualizes the dream already fulfilled. Entertainment is largely escapist and this is where the WNEW travel program succeeds. Jaeger, incidentally, does an elegant job of taking listeners to the far corners.

East and Dumke, known also as Sisters of the Skillet and Eddie and Ralph, seem to roll on fairly steadily, nabbing a series here and there and guest shots in between. Latest guesting was done for Rudy Vallee. It was not particularly funny stuff. Pair have a boisterous delivery, both rushing headlong on with their gab, hardly a pause for a breather. This time they burlesqued the *Interesting Neighbors* or *Let's Visit* type of show, visiting a dumb guy who had won \$150,000 on a sweepstake because he had figured wrong but it came out right. Wind-up of the dumb guy taking the mike as a souvenir fell pretty flat.

Musical Knowledge and *Prof. Quiz*, but intended for and participated in by youngsters whose ages do not go above 14. Program was conceived and written by Natalie Purvin Prager and produced by Nila Mack. Appeal, however, will not be limited to children, for many of the questions are stumpers and therefore interest-getters for the adults. It will also prove to be a fascination as regards to their own offsprings' intelligence and general knowledge.

Entire proceedings are masterfully conducted by 14-year-old Arthur Ross, possessing remarkable ease and poise in his role as youthful Professor Quiz. Several divisions of the period are prefaced by 10-year-old Sybil Trent, known on the program as "drum major," with introductions in rhyme. Four contestants appear at each series and judges award prizes to all, in sums of \$5, \$3 and two of \$1. Opening series caught was divided into three parts—topsy-turvy teasers in unscrambling of familiar sayings and proverbs; musical-memory tests, wherein the contestant guesses the name of a piece played on a piano, and the rapid repetition of alliterative tongue-twisters.

Youngsters appearing at this period were exceptionally interesting, unabashed subjects, much more so than the majority of grownups in similar adult programs. If appeal of subjects and of subject matter continues anywhere near the caliber of the premier program, its catching on is assured.

Tie-up is made with the World's Fair here in 1939 by giving away of pictures of the different buildings to be featured at the fair in exchange for material sent in and used on the air. G. C.

"The Pajama Club"

Reviewed Saturday, 1:30-2 p.m. Style—Musical. Sustaining on WNBC, New Britain, Conn.

Creating an atmosphere of peace and contentment with all participants supposed to be attired in varicolored pajamas, this half-hour session of melody and song rates a fair production value. Jack Lacey, supposed to be the Maharajah of Pajama, chief of the Pajama club, emceeds the period and tries his darndest to mold the loosely knit production. Jeannette Laurice Plante, as official hostess, has a personable contralto voice, and Warren Ellsworth, a tenor, helped to round out the program. Al Thomas' Orchestra, a small combination in subdued swing style, best bet of all. S. A. L.

Phil Arnold

Reviewed Wednesday, 1:15-1:30 p.m. Style—Songs. Sustaining on WMCA (Intercity network).

Arnold, announced as the "singing jitterbug," did four or five tunes. Voice is just fair, with the jitterbug angle evidently referring to Arnold's use of nonsense lyrics in some of the choruses. Syllabic hocus-pocus might just as well have been omitted. Songs were both swingy and sentimental, giving Arnold a chance to display some versatility, even tho his delivery is limited. Hits his notes true, tho, and keeps to the melody. Fern Scull, organist, accompanied and did a medley of tango tunes with skill. P. A.

Richard Brooks

Reviewed Thursday, 5:15-5:30 p.m. Style—Talk. Sustaining on WNEW (New York).

Manhattan Trivia falls more than a trifle short in presenting the little thought of particles in New York life that have been overlooked in the hysteria of getting nowhere fast. Brooks spends the entire quarter hour bemoaning his unhappiness for the New York that used to be, with a dramatic intonation in his voice that almost hits the sobbing stage.

If he took the oyster out of his throat perhaps some improvement would ensue. For the most part, the material doesn't seem to be the best available, either. The idea is a good one, but the program is boring. S. Z.

Peg La Centra and The Serenaders

Reviewed Tuesday, 6:35-6:45 p.m. Style—Songs. Sponsor—Gulden's. Agency—Charles W. Hoyt. Station—WJZ (New York).

Only one thing wrong with this show—La Centra and the Serenaders are on the air for too short a time. Program

when caught tickled the eardrums, but Miss La Centra, unfortunately, sang only one tune. Has a contralto voice of unusual quality and refinement in sharp contrast to vocalists of the blatant school.

Serenaders — Dwight Latham, Guy Bonham and Wamp Carlson (formerly the Jesters) sang with La Centra and did a tune of their own with novelty lyrics. Trio are good performers, and together with La Centra could easily hold down a longer commercial.

Two or three plugs, one midway and one at the finish, come thru clearly.

P. A.

"Mr. Mergenthwirker's Lobbies"

Reviewed Thursday 10-10:30 p.m. Style—Dramatic. Sustaining on WOR (MBS network).

Radio division of the Federal Theater Project apparently has a good thing in Mergenthwirker, a shy man who has invisible informants to tip him off on coming events, such as murders, robberies, etc. Adapted from Nelson S. Bond's story in Scribner's last year. If succeeding presentations are as good as the opening one, program is likely to find a good audience.

First of the series Thursday had Mergenthwirker walking into a newspaper office to tell the assistant editor that a murder would be committed. It is. The informants are Lobbies, invisible beings, and soon the editor is hearing them himself.

Cast delivers excellently, with the leads handled by Hiram Hoover, Carl J. Rukoff, Jack Raymond and Abraham Marks. Others are Charles Leeper, Carl Emory and Robert Lawrence. Rukoff, in addition to playing Mergenthwirker, handles the narration.

Ashley Buck directs, with Jane Kim assisting on production. Supervision by Evan Roberts.

P. A.

"International Liars' Fraternity"

Reviewed Tuesday, 11:45-12 p.m. Style—Musical and comedy. Sustaining on WOR (MBS network).

Program on its first airing impressed as a fair-enough musical show despite a seemingly forced comedy angle. Backbone of the proceedings is William Stoessel's Musical Prevariactors, a band with a lively style. Sandwiched amid the efforts of orchestra and two vocalists, Bill Green, dubbed president of the Liars' Fraternity, tells a series of tall tales.

Green's manner of emceeing is in keeping with the idea of a Liars' Fraternity, but to make a go of this sort of thing he will have to work up some really good gags. Otherwise program will have to rest, as it did the first night, merely on its merit as a musical. Jeanette, who sang a torcher, and Lynn Cole, romantic warbler, tied in nicely with the ork's good work.

Novelty sound effects, another gimmick to take the program out of the routine musical class, are near zero in entertainment.

Audience play is a request to send phony stories to Green and thereby become members of the fraternity.

P. A.

Bennett and Wolverton

Reviewed Tuesday, 4-4:15 p.m. CDST. Style—Musical. Sustaining on WENR (Chicago) (NBC network).

Shot offers a quarter hour of sweet melody by Betty Bennett, singing and pounding the ivories, and Joe Wolverton on the guitar. Numbers are novel and worked in with clever continuity by the duo. Idea is patterned on the old boy-and-girl formula, with the songs brought in to tell the story. Okeh entertainment providing relief from scripters.

H. H.

Opera "Martha"

Reviewed Monday, 9:30-10:15 p.m. CDST. Style—Opera. Sustaining on WGN (Chicago) (MBS network).

Utilizing its regular Pageant of Melody sustaining period, this station has embarked on an experimental series of condensations of popular operas, this the first. Idea looks good and, altho it is above the tastes of the mass listening audience, there should be enough to make it a winner.

Music and singing, of course, the mainstays in the show. Dialog for the story thread is handled by stand-ins for

the singers, and even tho done well enough some effect is lost by not being able to see the action, since there is no particular dramatic punch in the situations.

Opera's score was warbled by Kathryn Witwer, Attilio Baggio, Mark Love and Elizabeth Brown. Henry Weber did a good job as musical director, and Lou Jacobson is to be complimented for a good piece of directing.

H. H.

AFRA Signs WRJN; Staff Gets Raises

CHICAGO, May 7.—Final negotiations between the American Federation of Radio Artists and WRJN, Racine, Wis., were consummated last Friday and a contract signed Tuesday effecting a \$3,000 total per annum increase for eight staff employees, besides a blanket agreement for free-lance talent used. Increases for staff members ranged from \$5 to \$15 per week.

Station is owned by The Racine Journal Times. AFRA's negotiations were held with F. R. Starbuck, station prez. Steve Thomas, secretary of the Racine Trades Council and State secretary of the Motion Picture Operators' Union, and Raymond Jones, AFRA's Chi local secretary, represented labor's side.

Providence Evening Bulletin Gets First Air Column

PROVIDENCE, May 7.—With folding of tabloid Tribune last week, Ben Kaplan, radio columnist of that sheet, goes over to The Evening Bulletin. First radio column ever carried by the Journal-owned evening publication.

NO OPPOSITION

(Continued from page 3)

An ultimatum was issued by council that those WPA members who do not pay arrears by May 1 would be dropped. Only 250 responded to the "bargain" of being placed in good standing for \$9. Equity officials stated that some of those dropped were as far as eight years behind in dues.

Should any of those dropped apply for readmission, they must take out a new membership or seek special concessions from council.

Louis Hallett, deputy of FTP's Prologue to Glory, who was brought up on charges of neglect of duty and "making unfounded statements," resigned his deputyship last week when he was reprimanded by council for conduct "unbecoming an Equity member." Stating, "I can't serve two masters," Hallett said that he planned to appeal the reprimand to the general membership when they convene May 27.

Equity officials believe that Hallett was "ill advised" when he made the statement that the council was "communist dominated" and that he might forget the entire matter and strive for harmony in the association if he weren't "cursed with a publicity complex."

Council also recommended that Lionel Barrymore, who has been on the sus-

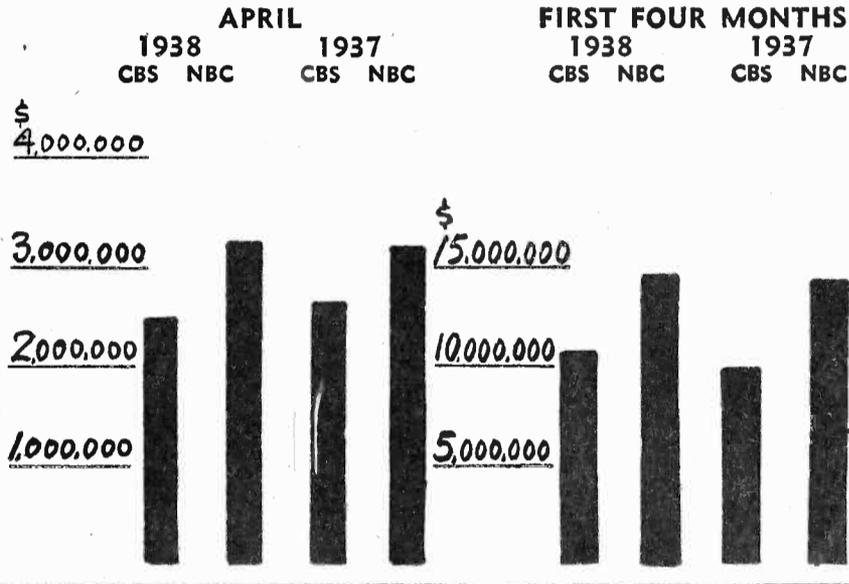
CBS, MBS Down on April Gross; NBC Gains 1% Over 1937 Take

NEW YORK, May 7.—Columbia Broadcasting System says that if you look at the April, 1938, gross income figures for CBS and NBC, CBS is really doing better than NBC, even tho the NBC grosses show a gain and CBS a loss. CBS gathered \$2,424,180 for April, 1938, down 5.4 per cent against the 1937 gross of \$2,563,478. NBC, with an April, 1938, score of \$3,310,505 for both Red and Blue chains, went up 1 per cent over April, 1937, and \$3,277,837.

However, says CBS, figure it this way. In April, 1937, the NBC Red snared \$2,304,035. The 1938 gain for NBC over this figure is \$32,668 for both NBC chains. If this \$32,668 is added to the April, 1937, NBC Red gross it still leaves NBC some \$88,000 behind the April, 1938, CBS billing. There will be a brief pause for aspirin.

CBS also points that its cumulative total for four months of 1938, \$11,018,777 is 12.8 per cent over its 1937 cumulative of \$9,766,131. However, NBC's 1938 cumulative is only—the only belongs to CBS—4.9 per cent over 1937. For 1938 NBC has \$14,408,905 against \$13,729,901.

Mutual Broadcasting has only this to say. April, 1938, took in \$189,545, a drop of 5.3 per cent against 1937 and \$200,134. Cumulative MBS totals are for 1938, \$945,566 against \$8,934,599. This is a cumulative gain of 5.8 per cent.



pending list, be reinstated in good standing upon payment of a \$250 fine. Barrymore, who has been aloof toward the Screen Actors' Guild ever since its inception, applied for membership last week. He is the third movie headliner to apply for readmission to Equity in the past two months.

Alice Brady and Wallace Beery were reinstated on payment of \$1,000 and \$500 respectively. Expiration of contracts this year is said to have something to do with the influx of suspended members to good standing.

DRIVE TO PANIC

(Continued from page 3)

Boston Mae West pointed out that her last vaude week brought almost a \$40,000 gross and broke the house record of the Boston Theater this week. "Box-office business in the entire industry has dropped off 30 per cent the last four months," she said. "The only picture making real money was Snow White

and that would have made twice as much money if they'd had me play Snow White."

Brandt countered with a threat to reveal more names of stars who are "poison" to exhibitors. The producers, meanwhile, are keeping quiet, as they will gain from any loss of confidence of film stars. For a long time the producers have been crying against increased labor costs and their inability to keep star salaries down. The Brandt blast, of course, plays right into their hands.

The Artists Managers' Guild, composed of 10 per centers, had an emergency meeting but is seeking legal counsel before taking any steps against Brandt. The Screen Actors' Guild will be strengthened, it is believed, by this rumpus, as it is expected that film players will be forced to rely on the Guild for protection in case the film industry makes any attempt to break contracts en masse or to order salary cuts as the circuit vaudeville interests did in New York four years ago. At that time the vaude interests promised to restore the cuts when conditions got better; but, of course, the cuts still stand.

TOURING "ARTY"

(Continued from page 3)

majority, however, take a small guarantee and a split on the intake when the manager assumes responsibilities for fixed charges. The lesser known have to be satisfied with varying percentages.

Another advantage the concert groups have is the interest in concert attractions being promoted among colleges. Promoters are ingratiating themselves with faculty and students, subtly bargaining in on their curricula, and building up a future audience to insure paying customers for a few more years to come.

"VICTORIA" AT

(Continued from page 4)

cluded *Bovary*, *Tovarich*, *Wine of Choice*, *Shadow and Substance*, *Julius Caesar*, and *Yes, My Darling Daughter*.

Other shows were *Star Wagon* (premiered here), *Antony and Cleopatra*, *Stage Door*, *You Can't Take It With You*, *Richard II*, *Leaning on Letty*, *Brother Rat*, *Victoria Regina*, *Room Service*, *Father Malachy's Miracle*, *The Women*, *Tobacco Road*, *Yr. Obedient Husband*, *Once Is Enough*, *You Never Know* and *The Three Waltzes*.

Nixon pay roll averages 80 persons weekly.

NAB Names Newspaperman Labor Contact; Ed Kirby, Press Agent

WASHINGTON, May 7.—National Association of Broadcasters' executives jubilantly told members this week the organization was going toward increased membership and a program to meet with the FCC to discuss industry regulation. A telegram was sent the FCC for a date on which to confer, but prior engagements and full calendars precluded anytime during the current week and prospects for some day next week were given some encouragement, but nothing definite has been promised. President Mark Ethridge has been named to head the conference committee, composed of John Elmer, Baltimore; Edward A. Allen, Lynchburg; John Shepard III, Boston; John Kennedy, Clarksburg, and H. C. Wilder, Syracuse.

Committee's program calls for talking over the flood of temporary licenses, possibilities for longer license periods, handling of station complaints, commission questionnaires and aspects of hearings on rules and regulations. Attitude seems to be of stiffening resistance against any further growth of FCC policing.

At conclusion of NAB directors' meeting the headquarters staff was ordered to

prepare material for the coming Congressional hearings on the proposed government short-wave station. NAB will claim the government station will be a diplomatic blunder for this country because statements over the federal short-waver will be official and foreign criticisms will not be answered to any reasonable satisfaction. State Department now has comfortable out when offended nations yell about press reports or radio speeches, because foreign diplomats are told this is a "free speech" country.

NAB membership is now 434, of which 340 are paid up under the higher dues schedule. With an assured bank roll, the board appointed Edward M. Kirby, WSM; Paul F. Peter, from the joint committee on radio research, and Joe Miller, from the Washington bureau of the Association Press, to the office staff of the association.

Altho no titles or specific tasks have been assigned the new men, Washington speculation has Kirby on press relations, Peter for research projects and Miller (who has long covered the labor department for AP) to be NAB director of labor relations.

Search for paid president continues.

"Let Them Be Heard"

Reviewed Tuesday, 8-8:30 p.m. Style—Auditions. Sustaining on WNEW (New York).

Under the guidance of Paul Brenner, this program is not, as Brenner hastens to point out early in his announcement, an amateur hour, but an opportunity for would-be radio stars to display their wares exactly as they would at a regular studio audition. It is left to the listeners, however, to decide who is worthy of success, their choice for the week to be recorded on a postcard and sent in to the station. Winner then is featured as a "guest artist" on the following week's show.

Idea is hardly new, and nothing is said about giving each week's winner a really helping hand in radio, other than the subsequent "guest" appearance, which means nothing. The half dozen or so aspirants have their fling for several minutes in front of the microphone and then are left to retire to the obscurity whence they came, which, however, judging from the quality of talent heard, is just as it should be. Brenner attempts to raise the dignity of his show above that of a mere amateur hour by claiming that his people really deserve a break, but outside of giving them their brief moment he apparently leaves their future to someone else.

Hopefuls range from newcomers to experienced performers, from dramatic actors to opera singers, and from fairly good to downright bad. Best bet on the program heard was Madelon Thorpe, lyric soprano with experience in radio, concert and church work. She delivered an operatic aria to good effect, displaying a trained voice of definite tonal quality. Coles Fleming acted in a prison sketch of his own authorship which was much better in the writing than in his reading of it. Of the others, it's kinder to say nothing.

Brenner does his own announcing in a capable way. Only accompaniment for the singers is a piano, which isn't too helpful. D. R.

"Star Dust"

Reviewed Friday, 6:15-6:30 p.m. Style—Interviews and variety. Sustaining over WCAE (Pittsburgh).

This weekly combination of Stanley backstage interviews and entertainment by stars currently at the theater could be a condensed localized Vallee-type variety show. Instead, it's a Class B question-and-answer bore excusable because of the specialties sandwiched between interviewer Bob McKee's queries that seem to come as the feigning enthusiasm. Program doubles as a publicity getter for the vaudevillians whose first show of a week's engagement opens only four hours before they go on the air.

Stint caught included Allan Jones, who told about his start in the flickers and then sang one tune; mimic Sheila Barrett, who presented two of her inimitable skits, and Dave Schooler, who pounded some Chopin. The high caliber of the showfolk who usually headline Stanley bills and absence of commercials make listening to *Star Dust* much fun.

Demerits are most of McKee's leading questions that minimize the effectiveness of his clear-cut delivery and the chicken-pecks of applause sounded off by two or three onlookers near the mike.

Should be good bet for sponsor content to plug product only at beginning and end of show. M. F.

"Your Family and Mine"

Reviewed Tuesday, 5:30-5:45 p.m. DST. Style—Dramatic. Sponsor—Sealtest, Inc. Agency—McKee-Albright, Inc. Station—WEAF (NBC network).

This purports to be a dramatic serial of the everyday adventures in the life of the average small-town American family. The household consists of Mr. and Mrs. Matthew Wilbur, a daughter and a son. Second installment offered evidence of being nothing more than a feminine tear-jerker piloted by the stereotyped "true life drama" characters who lack warmth, depth of personality and genuineness of being.

Seven of the 15 minutes allotted the program daily, five times a week, are devoted to Sealtest blurbs and recipes. Mary Lawrence, hostess in charge, is of the gushing barker species, with verbose copy and an unconvincing tone. In the eight minutes remaining for the drama the children are starred in run-of-the-mill melodramatic situations of remorse. Boy smashes his pretty bank to obtain funds for medical aid prescribed for his father

Program Reviews

EDST Unless Otherwise Indicated

who had been seriously injured in an auto accident en route to apply for a job. Girl prays to God to keep her father because she had selfish moments. Too touching. S. W.

"The American Dinner Hour"

Reviewed Tuesday, 8-8:30 p.m. DST. Style—Forum. Sponsor—The American Union for Democracy. Station—WQXR (New York).

Stripped of such embellishments as afforded by airing from and associating the program with the historic Hotel Brevoort, the first *American Dinner Hour* in a series of five Tuesday night broadcasts turned out to be a self-conscious, stilted forum steeped in ideology of religious freedom as it affects Americans and the Bill of Rights.

All five speakers, host Newbold Morris, president of the New York city council; Dorothy Dunbar Bromley, feature writer; the Rev. William Ward Ayer, and the motion picture star, Fredric March, and his wife, Florence Eldridge, collaborated on the copy instead of hiring professional script writer. Even so, they seemed to find it necessary to veer from the printed text occasionally. When they

did, the results were more interesting, more coherent and less vague.

Program's fundamental plan is attractive and loaded with possibilities for a dynamic series of well-rounded discussions which would shed some light, historically and interpretatively, on such issues as freedom of religion, speech and assemblage. Inserting a play into the text should be a cunning dramatic device to cover a lot of chronology in short order. But the presentation by the Marches was infantile, ridiculously naive and flat, and certainly incongruous compared to the adult appeal of the remainder of the dialog.

If in the future the discussions come down to earth to offer a bit of practical opinion, the Union would gain more customers willing to pay the annual dues which support the organization. S. W.

March of Games

Reviewed Wednesday, 5:30-5:45 p.m. Style—Question and memory program for kids. Sustaining over WABC-CBS network from New York.

New program, given twice weekly on Mondays and Wednesdays, is a composite of the best features of such IQ periods as *True and False*, *Kay Kyser's College of*

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Entire proceedings are masterfully conducted by 14-year-old Arthur Ross, possessing remarkable ease and poise in his role as youthful Professor Quiz. Several divisions of the period are prefaced by 10-year-old Sybil Trent, known on the program as "drum major," with introductions in rhyme. Four contestants appear at each series and judges award prizes to all, in sums of \$5, \$3 and two of \$1. Opening series caught was divided into three parts—topsy-turvy teasers in unscrambling of familiar sayings and proverbs; musical-memory tests, wherein the contestant guesses the name of a piece played on a piano, and the rapid repetition of alliterative tongue-twisters.

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Tie-up is made with the World's Fair here in 1939 by giving away of pictures of the different buildings to be featured at the fair in exchange for material sent in and used on the air. G. C.

"The Pajama Club"

Reviewed Saturday, 1:30-2 p.m. Style—Musical. Sustaining on WNBC, New Britain, Conn.

Creating an atmosphere of peace and contentment with all participants supposed to be attired in varicolored pajamas, this half-hour session of melody and song rates a fair production value. Jack Lacey, supposed to be the Maharajah of Pajama, chief of the Pajama club, emceeds the period and tries his darndest to mold the loosely knit production. Jeannette Laurice Plante, as official hostess, has a personable contralto voice, and Warren Ellsworth, a tenor, helped to round out the program. Al Thomas' Orchestra, a small combination in subdued swing style, best bet of all. S. A. L.

Phil Arnold

Reviewed Wednesday, 1:15-1:30 p.m. Style—Songs. Sustaining on WMCA (Intercity network).

Arnold, announced as the "singing jitterbug," did four or five tunes. Voice is just fair, with the jitterbug angle evidently referring to Arnold's use of nonsense lyrics in some of the choruses. Syllabic hocus-pocus might just as well have been omitted. Songs were both swingy and sentimental, giving Arnold a chance to display some versatility, even tho his delivery is limited. Hits his notes true, tho, and keeps to the melody. Fern Scull, organist, accompanied and did a medley of tango tunes with skill. P. A.

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Manhattan Trivia falls more than a trifle short in presenting the little thought of particles in New York life that have been overlooked in the hysteria of getting nowhere fast. Brooks spends the entire quarter hour bemoaning his unhappiness for the New York that used to be, with a dramatic intonation in his voice that almost hits the sobbing stage.

If he took the oyster out of his throat perhaps some improvement would ensue. For the most part, the material doesn't seem to be the best available, either. The idea is a good one, but the program is boring. S. Z.

Peg La Centra and The Serenaders

Reviewed Tuesday, 6:35-6:45 p.m. Style—Songs. Sponsor—Gulden's. Agency—Charles W. Hoyt. Station—WJZ (New York).

Only one thing wrong with this show—La Centra and the Serenaders are on the air for too short a time. Program

win caught tickled the eardrums, but Ms La Centra, unfortunately, sang only on tune. Has a contralto voice of unusual quality and refinement in sharp contrast to vocalists of the blatant school.

Renaders — Dwight Latham, Guy Beham and Wamp Carlson (formerly th Jesters) sang with La Centra and did a tune of their own with novelty lyrics. Trio are good performers, and together with La Centra could easily hold down a longer commercial.

Two or three plugs, one midway and one at the finish, come thru clearly.

P. A.

"Mr. Mergenthwirker's Lobbies"

Reviewed Thursday 10-10:30 p.m. Style—Dramatic. Sustaining on WOR (CBS network).

Radio division of the Federal Theater Project apparently has a good thing in Mergenthwirker, a shy man who has invisible informants to tip him off on going events, such as murders, robberies etc. Adapted from Nelson S. Bond's story in Scribner's last year. If successful presentations are as good as the opening one, program is likely to find a good audience.

First of the series Thursday had Mergenthwirker walking into a newspaper office to tell the assistant editor that a murder would be committed. It is. The informants are Lobbies, invisible beings, and soon the editor is hearing them himself.

Host delivers excellently, with the roles handled by Hiram Hoover, Carl J. Ruff, Jack Raymond and Abraham Marks. Others are Charles Leeper, Carl Barry and Robert Lawrence. Rukoff, in addition to playing Mergenthwirker, handles the narration.

Whaley Buck directs, with Jane Kim assisting on production. Supervision by Ed Roberts.

P. A.

International Liars' Fraternity"

Reviewed Tuesday, 11:45-12 p.m. Style—Musical and comedy. Sustaining on WOR (MBS network).

Program on its first airing impressed as fair-enough musical show despite seemingly forced comedy angle. Backbone of the proceedings is William Kissel's Musical Prevariators, a band with a lively style. Sandwiched amid the efforts of orchestra and two vocalists. Bill Green, dubbed president of the Liars' Fraternity, tells a series of tales.

Green's manner of emceeing is in keeping with the idea of a Liars' Fraternity, but to make a go of this sort of thing he will have to work up some really gaggs. Otherwise program will have to rest, as it did the first night, merely on its merit as a musical. Jeanette, who sang a torcher, and Lynn Cole, a romantic warbler, tied in nicely with the other good work.

Novelty sound effects, another gimmick to make the program out of the routine musical class, are near zero in entertainment.

Audience play is a request to send play stories to Green and thereby become members of the fraternity.

P. A.

Bennett and Wolverton

Reviewed Tuesday, 4-4:15 p.m. C.T. Style—Musical. Sustaining on WNR (Chicago) (NBC network).

Not offers a quarter hour of sweet melody by Betty Bennett, singing and playing the ivories, and Joe Wolverton on the guitar. Numbers are novel and worked in with clever continuity by the duo. Idea is patterned on the old boy-and-girl formula, with the songs brought in to tell the story. Okeh entertainment providing relief from scripters.

H. H.

Opera "Martha"

Reviewed Monday, 9:30-10:15 p.m. C.T. Style—Opera. Sustaining on WJN (Chicago) (MBS network).

Utilizing its regular Pageant of Melody sustaining period, this station has embarked on an experimental series of condensations of popular operas, this the first. Idea looks good and, altho it is above the tastes of the mass listening audience, there should be enough to make it a winner.

Musical and singing, of course, the mainstays in the show. Dialog for the story thread is handled by stand-ins for

the singers, and even tho done well enough some effect is lost by not being able to see the action, since there is no particular dramatic punch in the situations.

Opera's score was warbled by Kathryn Witwer, Attilio Baggio, Mark Love and Elizabeth Brown. Henry Weber did a good job as musical director, and Lou Jacobson is to be complimented for a good piece of directing.

H. H.

AFRA Signs WRJN; Staff Gets Raises

CHICAGO, May 7.—Final negotiations between the American Federation of Radio Artists and WRJN, Racine, Wis., were consummated last Friday and a contract signed Tuesday effecting a \$3,000 total per annum increase for eight staff employees, besides a blanket agreement for free-lance talent used. Increases for staff members ranged from \$5 to \$15 per week.

Station is owned by The Racine Journal Times. AFRA's negotiations were held with F. R. Starbuck, station prez. Steve Thomas, secretary of the Racine Trades Council and State secretary of the Motion Picture Operators' Union, and Raymond Jones, AFRA's Chi local secretary, represented labor's side.

Providence Evening Bulletin Gets First Air Column

PROVIDENCE, May 7.—With folding of tabloid Tribune last week, Ben Kaplan, radio columnist of that sheet, goes over to The Evening Bulletin. First radio column ever carried by the Journal-owned evening publication.

NO OPPOSITION

(Continued from page 3)

An ultimatum was issued by council that those WPA members who do not pay arrears by May 1 would be dropped. Only 250 responded to the "bargain" of being placed in good standing for \$9. Equity officials stated that some of those dropped were as far as eight years behind in dues.

Should any of those dropped apply for readmission, they must take out a new membership or seek special concessions from council.

Louis Hallett, deputy of FTP's *Prologue to Glory*, who was brought up on charges of neglect of duty and "making unfounded statements," resigned his deputyship last week when he was reprimanded by council for conduct "unbecoming an Equity member." Stating, "I can't serve two masters," Hallett said that he planned to appeal the reprimand to the general membership when they convene May 27.

Equity officials believe that Hallett was "ill advised" when he made the statement that the council was "communist dominated" and that he might forget the entire matter and strive for harmony in the association if he weren't "cursed with a publicity complex."

Council also recommended that Lionel Barrymore, who has been on the sus-

NAB Names Newspaperman Labor Contact; Ed Kirby, Press Agent

WASHINGTON, May 7.—National Association of Broadcasters' executives jubilantly told members this week the organization was going toward increased membership and a program to meet with the FCC to discuss industry regulation. A telegram was sent the FCC for a date on which to confer, but prior engagements and full calendars precluded anytime during the current week and prospects for some day next week were given some encouragement, but nothing definite has been promised. President Mark Ethridge has been named to head the conference committee, composed of John Elmer, Baltimore; Edward A. Allen, Lynchburg; John Shepard III, Boston; John Kennedy, Clarksburg, and H. C. Wilder, Syracuse.

Committee's program calls for talking over the flood of temporary licenses, possibilities for longer license periods, handling of station complaints, commission questionnaires and aspects of hearings on rules and regulations. Attitude seems to be of stiffening resistance against any further growth of FCC policing.

At conclusion of NAB directors' meeting the headquarters staff was ordered to

CBS, MBS Down on April Gross; NBC Gains 1% Over 1937 Take

NEW YORK, May 7.—Columbia Broadcasting System says that if you look at the April, 1938, gross income figures for CBS and NBC, CBS is really doing better than NBC, even tho the NBC grosses show a gain and CBS a loss. CBS gathered \$2,424,180 for April, 1938, down 5.4 per cent against the 1937 gross of \$2,563,478. NBC, with an April, 1938, score of \$3,310,505 for both Red and Blue chains, went up 1 per cent over April, 1937, and \$3,277,837.

However, says CBS, figure it this way. In April, 1937, the NBC Red snared \$2,304,035. The 1938 gain for NBC over this figure is \$32,668 for both NBC chains. If this \$32,668 is added to the April, 1937, NBC Red gross it still leaves NBC some \$88,000 behind the April, 1938, CBS billing. There will be a brief pause for aspirin.

CBS also points that its cumulative total for four months of 1938, \$11,018,777 is 12.8 per cent over its 1937 cumulative of \$9,766,131. However, NBC's 1938 cumulative is only—the only belongs to CBS—4.9 per cent over 1937. For 1938 NBC has \$14,408,905 against \$13,729,901.

Mutual Broadcasting has only this to say. April, 1938, took in \$189,545, a drop of 5.3 per cent against 1937 and \$200,134. Cumulative MBS totals are for 1938, \$945,566 against \$8,934,599. This is a cumulative gain of 5.8 per cent.

| APRIL | | 1937 | | FIRST FOUR MONTHS | |
|-------------|-------------|-------------|-------------|-------------------|-------------|
| 1938 | 1937 | 1938 | 1937 | 1938 | 1937 |
| CBS | NBC | CBS | NBC | CBS | NBC |
| \$2,424,180 | \$2,563,478 | \$2,304,035 | \$2,304,035 | \$11,018,777 | \$9,766,131 |

pending list, be reinstated in good standing upon payment of a \$250 fine. Barrymore, who has been aloof toward the Screen Actors' Guild ever since its inception, applied for membership last week. He is the third movie headliner to apply for readmission to Equity in the past two months.

Alice Brady and Wallace Beery were reinstated on payment of \$1,000 and \$500 respectively. Expiration of contracts this year is said to have something to do with the influx of suspended members to good standing.

DRIVE TO PANIC

(Continued from page 3)

Boston Mae West pointed out that her last vaude week brought almost a \$40,000 gross and broke the house record of the Boston Theater this week. "Box-office business in the entire industry has dropped off 30 per cent the last four months," she said. "The only picture making real money was *Snow White*

and that would have made twice as much money if they'd had me play *Snow White*."

Brandt countered with a threat to reveal more names of stars who are "poison" to exhibitors. The producers, meanwhile, are keeping quiet, as they will gain from any loss of confidence of film stars. For a long time the producers have been crying against increased labor costs and their inability to keep star salaries down. The Brandt blast, of course, plays right into their hands.

The Artists Managers' Guild, composed of 10 per centers, had an emergency meeting but is seeking legal counsel before taking any steps against Brandt. The Screen Actors' Guild will be strengthened, it is believed, by this rumpus, as it is expected that film players will be forced to rely on the Guild for protection in case the film industry makes any attempt to break contracts en masse or to order salary cuts as the circuit vaudeville interests did in New York four years ago. At that time the vaude interests promised to restore the cuts when conditions got better; but, of course, the cuts still stand.

TOURING "ARTY"

(Continued from page 3)

majority, however, take a small guarantee and a split on the intake when the manager assumes responsibilities for fixed charges. The lesser known have to be satisfied with varying percentages.

Another advantage the concert groups have is the interest in concert attractions being promoted among colleges. Promoters are ingratiating themselves with faculty and students, subtly bargaining in on their curricula, and building up a future audience to insure paying customers for a few more years to come.

"VICTORIA" AT

(Continued from page 4)

cluded *Bovary*, *Tovarich*, *Wine of Choice*, *Shadow and Substance*, *Julius Caesar*, and *Yes, My Darling Daughter*.

Other shows were *Star Wagon* (premiered here), *Antony and Cleopatra*, *Stage Door*, *You Can't Take It With You*, *Richard II*, *Leaning on Letty*, *Brother Rat*, *Victoria Regina*, *Room Service*, *Father Malachy's Miracle*, *The Women*, *Tobacco Road*, *Yr. Obedient Husband*, *Once Is Enough*, *You Never Know* and *The Three Waltzes*.

Nixon pay roll averages 80 persons weekly.

Search for paid president continues.

"Let Them Be Heard"

Reviewed Tuesday, 8-8:30 p.m. Style—Auditions. Sustaining on WNEW (New York).

Under the guidance of Paul Brenner, this program is not, as Brenner hastens to point out early in his announcement, an amateur hour, but an opportunity for would-be radio stars to display their wares exactly as they would at a regular studio audition. It is left to the listeners, however, to decide who is worthy of success, their choice for the week to be recorded on a postcard and sent in to the station. Winner then is featured as a "guest artist" on the following week's show.

Idea is hardly new, and nothing is said about giving each week's winner a really helping hand in radio, other than the subsequent "guest" appearance, which means nothing. The half dozen or so aspirants have their fling for several minutes in front of the microphone and then are left to retire to the obscurity whence they came, which, however, judging from the quality of talent heard, is just as it should be. Brenner attempts to raise the dignity of his show above that of a mere amateur hour by claiming that his people really deserve a break, but outside of giving them their brief moment he apparently leaves their future to someone else.

Hopefuls range from newcomers to experienced performers, from dramatic actors to opera singers, and from fairly good to downright bad. Best bet on the program heard was Madelon Thorpe, lyric soprano with experience in radio, concert and church work. She delivered an operatic aria to good effect, displaying a trained voice of definite tonal quality. Coles Fleming acted in a prison sketch of his own authorship which was much better in the writing than in his reading of it. Of the others, it's kinder to say nothing.

Brenner does his own announcing in a capable way. Only accompaniment for the singers is a piano, which isn't too helpful. D. R.

"Star Dust"

Reviewed Friday, 6:15-6:30 p.m. Style—Interviews and variety. Sustaining over WCAE (Pittsburgh).

This weekly combination of Stanley backstage interviews and entertainment by stars currently at the theater could be a condensed localized Vallee-type variety show. Instead, it's a Class B question-and-answer bore excusable because of the specialties sandwiched between interviewer Bob McKee's queries that seem to come as the feigning enthusiasm. Program doubles as a publicity getter for the vaudevillians whose first show of a week's engagement opens only four hours before they go on the air.

Stint caught included Allan Jones, who told about his start in the flickers and then sang one tune; mimic Sheila Barrett, who presented two of her inimitable skits, and Dave Schooler, who pounded some Chopin. The high caliber of the showfolk who usually headline Stanley bills and absence of commercials make listening to *Star Dust* much fun.

Demerits are most of McKee's leading questions that minimize the effectiveness of his clear-cut delivery and the chicken-pecks of applause sounded off by two or three onlookers near the mike.

Should be good bet for sponsor content to plug product only at beginning and end of show. M. F.

"Your Family and Mine"

Reviewed Tuesday, 5:30-5:45 p.m. DST. Style—Dramatic. Sponsor—Sealtest, Inc. Agency—McKee-Albright, Inc. Station—WEAF (NBC network).

This purports to be a dramatic serial of the everyday adventures in the life of the average small-town American family. The household consists of Mr. and Mrs. Matthew Wilbur, a daughter and a son. Second installment offered evidence of being nothing more than a feminine tear-jerker piloted by the stereotyped "true life drama" characters who lack warmth, depth of personality and genuineness of being.

Seven of the 15 minutes allotted the program daily, five times a week, are devoted to Sealtest blurbs and recipes. Mary Lawrence, hostess in charge, is of the gushing barker species, with verbose copy and an unconvincing tone. In the eight minutes remaining for the drama the children are starred in run-of-the-mill melodramatic situations of remorse. Boy smashes his pretty bank to obtain funds for medical aid prescribed for his father

Program Reviews

EDST Unless Otherwise Indicated

who had been seriously injured in an auto accident en route to apply for a job. Girl prays to God to keep her father because she had selfish moments. Too touching. S. W.

"The American Dinner Hour"

Reviewed Tuesday, 8-8:30 p.m. DST. Style—Forum. Sponsor—The American Union for Democracy. Station—WQXR (New York).

Stripped of such embellishments as afforded by airing from and associating the program with the historic Hotel Brevoort, the first *American Dinner Hour* in a series of five Tuesday night broadcasts turned out to be a self-conscious, stilted forum steeped in ideology of religious freedom as it affects Americans and the Bill of Rights.

All five speakers, host Newbold Morris, president of the New York city council; Dorothy Dunbar Bromley, feature writer; the Rev. William Ward Ayer, and the motion picture star, Fredric March, and his wife, Florence Eldridge, collaborated on the copy instead of hiring professional script writer. Even so, they seemed to find it necessary to veer from the printed text occasionally. When they

did, the results were more interesting, more coherent and less vague.

Program's fundamental plan is attractive and loaded with possibilities for a dynamic series of well-rounded discussions which would shed some light, historically and interpretatively, on such issues as freedom of religion, speech and assemblage. Inserting a play into the text should be a cunning dramatic device to cover a lot of chronology in short order. But the presentation by the Marches was infantile, ridiculously naive and flat, and certainly incongruous compared to the adult appeal of the remainder of the dialog.

If in the future the discussions come down to earth to offer a bit of practical opinion, the Union would gain more customers willing to pay the annual dues which support the organization. S. W.

March of Games

Reviewed Wednesday, 5:30-5:45 p.m. Style—Question and memory program for kids. Sustaining over WABC-CBS network from New York.

New program, given twice weekly on Mondays and Wednesdays, is a composite of the best features of such IQ periods as *True and False*, *Kay Kyser's College of*

Current Program Comment

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

In view of fact that rival WCAE (Pittsburgh) is trying to peddle a localized news drama show and WJAS is considering similar program tried out month ago as *Pittsburgh Parades*, a sustainer, KDKA's *Cover Story of the Week*, sponsored each Wednesday by *The Bulletin-Index*, is significant as guidepost for place of Pittsburgh news re-enacted for Pittsburghers. But that's where its significance ends. Cut to quarter hour from half hour originally broadcast at start of series three weeks ago, with a smaller cast and with organ music substituted for orchestra backgrounds, *Cover Story* now hits closer to mark, but it's still short of being as good a show of its type as can be developed.

In first airing program treated happenings either too dull for mass audience or too nebulous to be understood. Now show has veered almost completely to interesting trifles and nearly neglected events significant to listeners. Period is essentially patterned after *MBS Headlines*, with a few briefly dramatized episodes attempting *March of Time* standards. Better production, shorter and more items and fewer long stretches of music have improved appeal. Now it could use an editor who can delve into basic news of local interest instead of being content to skim the surface.

Personnel of *The Revelers* may have changed these 17 years, but the attractive quality of the male quartet is undiminished. Their 10-minute interlude on NBC-WJZ under the Richardson & Robbins banner is just the sedative that workaday folks need after a day's grind. It's neither high-falutin' choral nor obvious harmony, but music the man on the street likes because he likes it and which the academicians will respect and admire. Voices have a mellow friendly quality which the mechanics of radio can't stymie. Sponsor, however, squeezes in an awful lot of commercial for so short a program.

If it isn't slightly out of place, comment should be made on Arthur Godfrey's program for Barbasol. Reason it may be out of place is that the program is now off the air, temporarily, not to return until the fall. As a matter of fact, the program heard was the last Friday night affair for the genial singer from Washington, whence the program is piped to CBS thru WJSV. Godfrey sings and talks his way thru a casual but thoroughly pleasant and congenial quarter hour. Informality is a quality countless radio programs try to achieve and few do, so more's the credit to chicken-raiser Godfrey. The phrase

"Coming into your living room" is no banality on this program which should sell Barbasol. The phony bluff heartiness of the other Barbasol standby, Singin' Sam (Harry Frankel), is happily missing.

Sidewalk Snoopers, after 1,100 broadcasts on WGST, Atlanta, is still lots of fun. John Fulton and Frank Gaither, the vox poppers, ask riddles and questions, the broadcast coming from the front of Loew's Grand Theater. Traffic noises add to the show's atmosphere and excitement. Program emanated from another spot only once—when President Roosevelt spoke in Gainesville and Fulton and Gaither covered the event as news. People asked questions receive souvenirs.

Travel programs fall, seldom with exception, into two classes. They are either outstanding bores or extremely interesting. The interesting ones have been few and far between. Item: Found, a really good travel program. It's on WNEW, New York, written by Larry Nixon and conducted by John Jaeger, station announcer. Nixon is a travel expert, in addition to being the station press agent. *Vagabond Voyager*, a travel book by Nixon, will be published in July.

Program resorts to an amazingly simple but effective trick. Instead of saying, "In such and such a place you will see such and such a thing," the script takes listeners down to such and such a place and says, "Look over there, where the natives are pearl fishing or where a sailboat is being loaded for a trip across the river." The difference is enormous in the two styles. One is a dream to be fulfilled; the other visualizes the dream already fulfilled. Entertainment is largely escapist and this is where the WNEW travel program succeeds. Jaeger, incidentally, does an elegant job of taking listeners to the far corners.

East and Dumke, known also as Sisters of the Skillet and Eddie and Ralph, seem to roll on fairly steadily, nabbing a series here and there and guest shots in between. Latest guesting was done for Rudy Vallee. It was not particularly funny stuff. Pair have a boisterous delivery, both rushing headlong on with their gab, hardly a pause for a breather. This time they burlesqued the *Interesting Neighbors* or *Let's Visit* type of show, visiting a dumb guy who had won \$150,000 on a sweepstake because he had figured wrong but it came out right. Wind-up of the dumb guy taking the mike as a souvenir fell pretty flat.

Musical Knowledge and Prof. Quiz, but intended for and participated in by youngsters whose ages do not go above 14. Program was conceived and written by Natalie Purvin Prager and produced by Nila Mack. Appeal, however, will not be limited to children, for many of the questions are stumpers and therefore interest-getters for the adults. It will also prove to be a fascination as regards to their own offsprings' intelligence and general knowledge.

Entire proceedings are masterfully conducted by 14-year-old Arthur Ross, possessing remarkable ease and poise in his role as youthful Professor Quiz. Several divisions of the period are prefaced by 10-year-old Sybil Trent, known on the program as "drum major," with introductions in rhyme. Four contestants appear at each series and judges award prizes to all, in sums of \$5, \$3 and two of \$1. Opening series caught was divided into three parts—topsy-turvy teasers in unscrambling of familiar sayings and proverbs; musical-memory tests, wherein the contestant guesses the name of a piece played on a piano, and the rapid repetition of alliterative tongue-twisters.

Youngsters appearing at this period were exceptionally interesting, unabashed subjects, much more so than the majority of grownups in similar adult programs. If appeal of subjects and of subject matter continues anywhere near the caliber of the premier program, its catching on is assured.

Tie-up is made with the World's Fair here in 1939 by giving away of pictures of the different buildings to be featured at the fair in exchange for material sent in and used on the air. G. C.

"The Pajama Club"

Reviewed Saturday, 1:30-2 p.m. Style—Musical. Sustaining on WNBC, New Britain, Conn.

Creating an atmosphere of peace and contentment with all participants supposed to be attired in varicolored pajamas, this half-hour session of melody and song rates a fair production value. Jack Lacey, supposed to be the Maharah of Pajama, chief of the Pajama club, emceeds the period and tries his darndest to mold the loosely knit production. Jeannette Laurice Plante, as official hostess, has a personable contralto voice, and Warren Ellsworth, a tenor, helped to round out the program. Al Thomas' Orchestra, a small combination in subdued swing style, best bet of all. S. A. L.

Phil Arnold

Reviewed Wednesday, 1:15-1:30 p.m. Style—Songs. Sustaining on WMCA (Intercity network).

Arnold, announced as the "singing jitterbug," did four or five tunes. Voice is just fair, with the jitterbug angle evidently referring to Arnold's use of nonsense lyrics in some of the choruses. Syllabic hocus-pocus might just as well have been omitted. Songs were both swingy and sentimental, giving Arnold a chance to display some versatility, even tho his delivery is limited. Hits his notes true, tho, and keeps to the melody. Fern Scull, organist, accompanied and did a medley of tango tunes with skill. P. A.

Richard Brooks

Reviewed Thursday, 5:15-5:30 p.m. Style—Talk. Sustaining on WNEW (New York).

Manhattan Trivia falls more than a trifle short in presenting the little thought of particles in New York life that have been overlooked in the hysteria of getting nowhere fast. Brooks spends the entire quarter hour bemoaning his unhappiness for the New York that used to be, with a dramatic intonation in his voice that almost hits the sobbing stage.

If he took the oyster out of his throat perhaps some improvement would ensue. For the most part, the material doesn't seem to be the best available, either. The idea is a good one, but the program is boring. S. Z.

Peg La Centra and The Serenaders

Reviewed Tuesday, 6:35-6:45 p.m. Style—Songs. Sponsor—Gulden's. Agency—Charles W. Hoyt. Station—WJZ (New York).

Only one thing wrong with this show—La Centra and the Serenaders are on the air for too short a time. Program

when caught tickled the eardrums, but Miss La Centra, unfortunately, sang only one tune. Has a contralto voice of unusual quality and refinement in sharp contrast to vocalists of the blatant school.

Serenaders — Dwight Latham, Guy Bonham and Wamp Carlson (formerly the Jesters) sang with La Centra and did a tune of their own with novelty lyrics. Trio are good performers, and together with La Centra could easily hold down a longer commercial.

Two or three plugs, one midway and one at the finish, come thru clearly.

P. A.

"Mr. Mergenthwirker's Lobbies"

Reviewed Thursday 10-10:30 p.m. Style—Dramatic. Sustaining on WOR (MBS network).

Radio division of the Federal Theater Project apparently has a good thing in Mergenthwirker, a shy man who has invisible informants to tip him off on coming events, such as murders, robberies, etc. Adapted from Nelson S. Bond's story in *Scribner's* last year. If succeeding presentations are as good as the opening one, program is likely to find a good audience.

First of the series Thursday had Mergenthwirker walking into a newspaper office to tell the assistant editor that a murder would be committed. It is. The informants are Lobbies, invisible beings, and soon the editor is hearing them himself.

Cast delivers excellently, with the leads handled by Hiram Hoover, Carl J. Rukoff, Jack Raymond and Abraham Marks. Others are Charles Leeper, Carl Emory and Robert Lawrence. Rukoff, in addition to playing Mergenthwirker, handles the narration.

Ashley Buck directs, with Jane Kim assisting on production. Supervision by Evan Roberts.

P. A.

"International Liars' Fraternity"

Reviewed Tuesday, 11:45-12 p.m. Style—Musical and comedy. Sustaining on WOR (MBS network).

Program on its first airing impressed as a fair-enough musical show despite a seemingly forced comedy angle. Backbone of the proceedings is William Stoessel's Musical Prevariactors, a band with a lively style. Sandwiched amid the efforts of orchestra and two vocalists, Bill Green, dubbed president of the Liars' Fraternity, tells a series of tall tales.

Green's manner of emceeing is in keeping with the idea of a Liars' Fraternity, but to make a go of this sort of thing he will have to work up some really good gags. Otherwise program will have to rest, as it did the first night, merely on its merit as a musical. Jeanette, who sang a torcher, and Lynn Cole, romantic warbler, tied in nicely with the ork's good work.

Novelty sound effects, another gimmick to take the program out of the routine musical class, are near zero in entertainment.

Audience play is a request to send phony stories to Green and thereby become members of the fraternity.

P. A.

Bennett and Wolverton

Reviewed Tuesday, 4-4:15 p.m. CDST. Style—Musical. Sustaining on WENR (Chicago) (NBC network).

Shot offers a quarter hour of sweet melody by Betty Bennett, singing and pounding the ivories, and Joe Wolverton on the guitar. Numbers are novel and worked in with clever continuity by the duo. Idea is patterned on the old boy-and-girl formula, with the songs brought in to tell the story. Okeh entertainment providing relief from scripters.

H. H.

Opera "Martha"

Reviewed Monday, 9:30-10:15 p.m. CDST. Style—Opera. Sustaining on WGN (Chicago) (MBS network).

Utilizing its regular *Pageant of Melody* sustaining period, this station has embarked on an experimental series of condensations of popular operas, this the first. Idea looks good and, altho it is above the tastes of the mass listening audience, there should be enough to make it a winner.

Music and singing, of course, the mainstays in the show. Dialog for the story thread is handled by stand-ins for

the singers, and even tho done well enough some effect is lost by not being able to see the action, since there is no particular dramatic punch in the situations.

Opera's score was warbled by Kathryn Witwer, Attilio Baggiore, Mark Love and Elizabeth Brown. Henry Weber did a good job as musical director, and Lou Jacobson is to be complimented for a good piece of directing.

H. H.

AFRA Signs WRJN; Staff Gets Raises

CHICAGO, May 7.—Final negotiations between the American Federation of Radio Artists and WRJN, Racine, Wis., were consummated last Friday and a contract signed Tuesday effecting a \$3,000 total per annum increase for eight staff employees, besides a blanket agreement for free-lance talent used. Increases for staff members ranged from \$5 to \$15 per week.

Station is owned by *The Racine Journal Times*. AFRA's negotiations were held with F. R. Starbuck, station prez. Steve Thomas, secretary of the Racine Trades Council and State secretary of the Motion Picture Operators' Union, and Raymond Jones, AFRA's Chi local secretary, represented labor's side.

Providence Evening Bulletin Gets First Air Column

PROVIDENCE, May 7.—With folding of tabloid *Tribune* last week, Ben Kaplan, radio columnist of that sheet, goes over to *The Evening Bulletin*. First radio column ever carried by the *Journal*-owned evening publication.

NO OPPOSITION

(Continued from page 3)

An ultimatum was issued by council that those WPA members who do not pay arrears by May 1 would be dropped. Only 250 responded to the "bargain" of being placed in good standing for \$9. Equity officials stated that some of those dropped were as far as eight years behind in dues.

Should any of those dropped apply for readmission, they must take out a new membership or seek special concessions from council.

Louis Hallett, deputy of FTP's *Prologue to Glory*, who was brought up on charges of neglect of duty and "making unfounded statements," resigned his deputyship last week when he was reprimanded by council for conduct "unbecoming an Equity member." Stating, "I can't serve two masters," Hallett said that he planned to appeal the reprimand to the general membership when they convene May 27.

Equity officials believe that Hallett was "ill advised" when he made the statement that the council was "communist dominated" and that he might forget the entire matter and strive for harmony in the association if he weren't "cursed with a publicity complex."

Council also recommended that Lionel Barrymore, who has been on the sus-

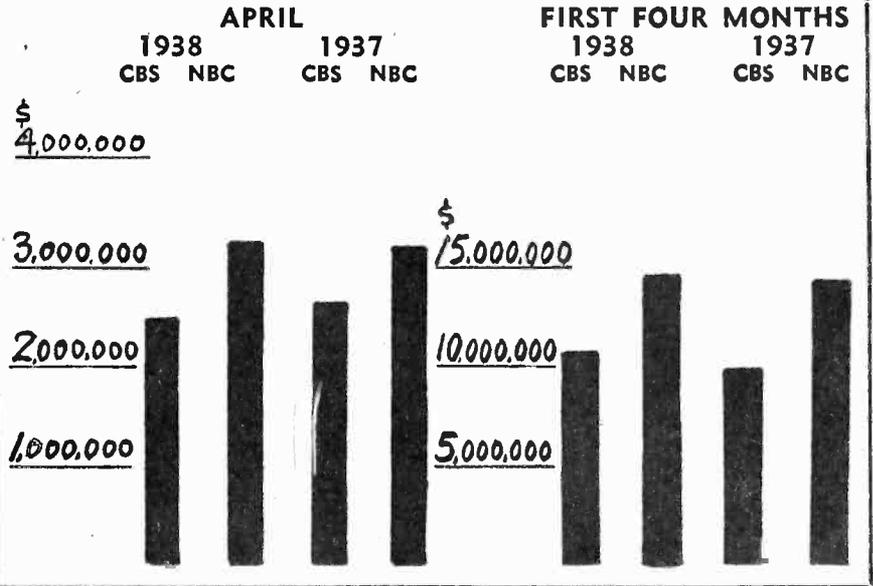
CBS, MBS Down on April Gross; NBC Gains 1% Over 1937 Take

NEW YORK, May 7.—Columbia Broadcasting System says that if you look at the April, 1938, gross income figures for CBS and NBC, CBS is really doing better than NBC, even tho the NBC grosses show a gain and CBS a loss. CBS gathered \$2,424,180 for April, 1938, down 5.4 per cent against the 1937 gross of \$2,563,478. NBC, with an April, 1938, score of \$3,310,505 for both Red and Blue chains, went up 1 per cent over April, 1937, and \$3,277,837.

However, says CBS, figure it this way. In April, 1937, the NBC Red snared \$2,304,035. The 1938 gain for NBC over this figure is \$32,668 for both NBC chains. If this \$32,668 is added to the April, 1937, NBC Red gross it still leaves NBC some \$88,000 behind the April, 1938, CBS billing. There will be a brief pause for aspirin.

CBS also points that its cumulative total for four months of 1938, \$11,018,777 is 12.8 per cent over its 1937 cumulative of \$9,766,131. However, NBC's 1938 cumulative is only—the only belongs to CBS—4.9 per cent over 1937. For 1938 NBC has \$14,408,905 against \$13,729,901.

Mutual Broadcasting has only this to say. April, 1938, took in \$189,545, a drop of 5.3 per cent against 1937 and \$200,134. Cumulative MBS totals are for 1938, \$945,566 against \$8,934,599. This is a cumulative gain of 5.8 per cent.



pending list, be reinstated in good standing upon payment of a \$250 fine. Barrymore, who has been aloof toward the Screen Actors' Guild ever since its inception, applied for membership last week. He is the third movie headliner to apply for readmission to Equity in the past two months.

Alice Brady and Wallace Beery were reinstated on payment of \$1,000 and \$500 respectively. Expiration of contracts this year is said to have something to do with the influx of suspended members to good standing.

DRIVE TO PANIC

(Continued from page 3)

Boston Mae West pointed out that her last vaude week brought almost a \$40,000 gross and broke the house record of the Boston Theater this week. "Box-office business in the entire industry has dropped off 30 per cent the last four months," she said. "The only picture making real money was *Snow White*

and that would have made twice as much money if they'd had me play *Snow White*."

Brandt countered with a threat to reveal more names of stars who are "poison" to exhibitors. The producers, meanwhile, are keeping quiet, as they will gain from any loss of confidence of film stars. For a long time the producers have been crying against increased labor costs and their inability to keep star salaries down. The Brandt blast, of course, plays right into their hands.

The Artists Managers' Guild, composed of 10 per centers, had an emergency meeting but is seeking legal counsel before taking any steps against Brandt. The Screen Actors' Guild will be strengthened, it is believed, by this rumpus, as it is expected that film players will be forced to rely on the Guild for protection in case the film industry makes any attempt to break contracts en masse or to order salary cuts as the circuit vaudeville interests did in New York four years ago. At that time the vaude interests promised to restore the cuts when conditions got better; but, of course, the cuts still stand.

TOURING "ARTY"

(Continued from page 3)

majority, however, take a small guarantee and a split on the intake when the manager assumes responsibilities for fixed charges. The lesser known have to be satisfied with varying percentages.

Another advantage the concert groups have is the interest in concert attractions being promoted among colleges. Promoters are ingratiating themselves with faculty and students, subtly barging in on their curricula, and building up a future audience to insure paying customers for a few more years to come.

"VICTORIA" AT

(Continued from page 4)

cluded *Bovary*, *Tovarich*, *Wine of Choice*, *Shadow and Substance*, *Julius Caesar*, and *Yes, My Darling Daughter*.

Other shows were *Star Wagon* (premiered here), *Antony and Cleopatra*, *Stage Door*, *You Can't Take It With You*, *Richard II*, *Leaning on Letty*, *Brother Rat*, *Victoria Regina*, *Room Service*, *Father Malachy's Miracle*, *The Women*, *Tobacco Road*, *Yr. Obedient Husband*, *Once Is Enough*, *You Never Know* and *The Three Waltzes*.

Nixon pay roll averages 80 persons weekly.

NAB Names Newspaperman Labor Contact; Ed Kirby, Press Agent

WASHINGTON, May 7.—National Association of Broadcasters' executives jubilantly told members this week the organization was going toward increased membership and a program to meet with the FCC to discuss industry regulation. A telegram was sent the FCC for a date on which to confer, but prior engagements and full calendars precluded any time during the current week and prospects for some day next week were given some encouragement, but nothing definite has been promised. President Mark Ethridge has been named to head the conference committee, composed of John Elmer, Baltimore; Edward A. Allen, Lynchburg; John Shepard III, Boston; John Kennedy, Clarksburg, and H. C. Wilder, Syracuse.

Committee's program calls for talking over the flood of temporary licenses, possibilities for longer license periods, handling of station complaints, commission questionnaires and aspects of hearings on rules and regulations. Attitude seems to be of stiffening resistance against any further growth of FCC policing.

At conclusion of NAB directors' meeting the headquarters staff was ordered to

prepare material for the coming Congressional hearings on the proposed government short-wave station. NAB will claim the government station will be a diplomatic blunder for this country because statements over the federal short-waver will be official and foreign criticisms will not be answered to any reasonable satisfaction. State Department now has comfortable out when offended nations yell about press reports or radio speeches, because foreign diplomats are told this is a "free speech" country.

NAB membership is now 434, of which 340 are paid up under the higher dues schedule. With an assured bank roll, the board appointed Edward M. Kirby, WSM; Paul F. Peter, from the joint committee on radio research, and Joe Miller, from the Washington bureau of the Association Press, to the office staff of the association.

Altho no titles or specific tasks have been assigned the new men, Washington speculation has Kirby on press relations, Peter for research projects and Miller (who has long covered the labor department for AP) to be NAB director of labor relations.

Search for paid president continues.

Air Briefs

New York By PAUL ACKERMAN

NEW summer Schaefer beer show will have Felix Knight, tenor; the Jesters, trio; Al and Lee Reiser, pianists, and Charles Magnante, accordionist. Reisman and ork leave the show after the June 2 program and will open at the Ambassador Hotel's Coconut Grove, Los Angeles, July 6. . . . Reliably reported that Brown & Williamson, sponsors of the Kentucky Derby, will be on hand to sponsor the War Admiral-Seabiscuit race at Belmont Park May 30. . . . Woodbury still has not found anyone to replace Tyrone Power, tho Frances Farmer, Lelf Erikson and others have been auditioned. . . . Consolidated Cigars for Harvester bought seven 15-minute sports broadcasts a week on WJZ-WEAF, starting May 16. Will follow local baseball broadcasts. . . . WHN has a soft-ball team, but can find no opposition.

Hal Kemp show, with Buddy Rogers as the "friendly neighbor," was not cleared until 9:40 p.m. and went on the air at its usual time, 10 p.m. Kay Kyser, originally skedded as the neighbor, became ill on his Paramount stage show. Ed Cashman, CBS producer, corralled Paul Whiteman, but agency reneged at last minute. . . . Jim O'Brien, of Young & Rubicam, elected president of the New York Kansas University Club. . . . Gabriel Heatter missed his first broadcast in five years and 21 weeks when laryngitis floored him Thursday night. Harry Von Zell subbed on "We, the People." . . . "Both Sides of the Microphone," by John S. Hayes and Horace Latimer, presents a clear picture of

the workings of the broadcasting industry. Book, slanted for the layman, considers program building, sales, engineering etc. Second half is devoted to what the listener can expect. Published by Lippincott.

Bill Stewart, of Young & Rubicam's Coast publicity office, returned east. Will take a three-month leave of absence beginning May 15 to try free-lance writing. Arthur Sinsheimer, of Peck Advertising, has set spot announcement for Manhattan Soap in 16 more cities. . . . Recently auditioned for a Bristol-Myers show was Allen Prescott. . . . Grace Lullman, Young & Rubicam receptionist, said yes to James M. Pike, nonpro. Fred Jones, Y. & R. publicity man, also married this week. . . . Richard Brooks, WNEW, commentator, started a column called "The Little Things in Life," same tag as his radio program in The Pater-son (N. J.) Morning Call.

HARRY SALTER decided at noon Thursday that he would like to go to Bermuda for a fortnight. He did at 3 o'clock that same afternoon. . . . Jerry Mann has been signed to a management contract by CBS Artists' Bureau. . . . Jimmy Saphier has moved into new offices at the RKO Building. . . . CBS musical director Ray Block is relaxing at Mt. Sinai Hospital. Overworked maestro will be back end of May. . . . Lee Myles and ork skedded for a WOR-Mutual wire from Park Central's Coconut Grove shortly.

Chicago By HAROLD HUMPHREY

ED SMITH and Henry Bellows, of General Mills, were in town this week talking things over with NBC execs preparatory to that sponsor shifting from CBS to NBC end of this month. Net is planning plenty of promotions to keep GM happy about the whole thing, too. . . . Philip Crane, of Stack-Goble's messenger staff, gets a break next Wednesday when he guest sings on the Andre Kostelanetz-Grace Moore show. . . . Ned Dandy, writer formerly with the Federal Theater here, is on the Coast now successfully scripting radio shows. . . . Anne Revzin, of the AFRA office, suffering from a strained back, a moving-day hangover.

Quin Ryan's "Marriage License Bureau" broadcast over WGN will hit the Mutual network next Monday with participating sponsors. . . . Leonard Dubkin, local radio p. a., left for a week's biz trip to New York. . . . Tom Fisdale handling publicity for the Atlas Radio Corp. . . . CBS press head Frank Rand is scheduled to give a lecture before Northwestern University's journalism class this month. . . . Ray Wilson, who left CBS's production staff for a berth at WLW this week, says he hopes to return to Chi when the opportunity permits. . . . Ray Jones, local AFRA sec, attending the final powwows with the chains in New York.

From All Around

LOBBY of the second floor of the WCAU Building, Philadelphia, will be transformed into an air-mail exhibit to tie in with National Air Mail Week, May 15 to 21. . . . Mert Draper's Orchestra, playing at Salt Lake City's Newhouse Hotel Mirror Room, has a KDWL hook-up. . . . KFOX, Long Beach, Calif., will handle its own news broadcasts, beginning Monday (9), by means of

United Press news-teletype service. Station obtained previous news service thru a remote Central Radio set-up from Los Angeles. . . . WHK, Cleveland, is featuring Nationality Nights, musical programs with talent from the city's outstanding musical groups. . . . Dorothy and Dale Morgan, of Iowa Broadcasting System, are parents of an eight-pound bundle.

June Bilderback, of KSO-KRNT, Iowa, traffic department, married Joseph A. Jarc in Omaha May 7. . . . Walter Huffington, salesman at WPTF, Raleigh, N. C., preparing his new weekly series, "Little Known Facts About Well-Known Industries." Prominent local business firms will participate. . . . "Popeye the Sailorman." Popsicle show, will be aired over WPTF thrice weekly, beginning May 16. . . . Dick Evans, en-

Coin Machine Network Gets O. K. From ASCAP, MPPA; AFM, Mebbe

NEW YORK, May 7.—National Phonographic Network, Inc., firm which intends to sell commercial plugs via coin machine recordings, will receive no opposition from either Music Publishers' Protective Association or National Association of Performing Artists. John B. Griffith, president of National, has a letter from MPPA stating that the publishers' org would work out a license for this type of music use as soon as Griffith is ready to go ahead.

American Society of Composers, Authors and Publishers recently told National that as yet no license fee for such a commercial music use is contemplated, but indicated that the general situation might change with future adjudication.

Only apparent possible fly in the ointment now is the American Federation of Musicians. AFM a couple of weeks

ago indicated that it was against the proposition. Griffith, however, will today meet AFM President Joseph N. Weber to attempt to iron out details. According to Griffith, who claims that the AFM is not unfavorably inclined, the union will probably draw up a new wage scale for such recordings.

National claims that American Record Co., which controls Vocalion and Brunswick labels, is also amenable.

Contracts are claimed set with about 4,000 machine operators handling some 245,000 machines. Idea thus far is to use a gag commercial of 25 to 40 words plugging products which are immediately salable on the premises, such as cigarets and liquor. Plan, according to advertising agencies, would have to be made commissionable for them.

Venture thus far has cost National \$18,000, Griffith says.

THEY ALL HAVE

(Continued from page 5)

obsolete to newfangled contraptions. And like Lily Pons, she goes in for art needlework.

Tops in the collector category is Robert Ribley, whose hobby is his business. Paul Whiteman picked a good nag in his collection of musical instruments at Williams College. When Sally Rand is in the mood for discarding her feathers, she'll find a most appreciative fan in Vina Bovy, who boasts quite an assortment of inscribed fans already. Miriam Winslow says she has never outgrown the childishness of saving dolls.

Models of penguins are the specialty of Wilford Pellettier. Having had one in his possession at the singing of a first contract, the conductor had made the penguin a family trademark. Norah Anderson (known professionally as Denise), the Ghezzi (Nino and Paul) and Ezio Pinza are accomplished space artists. Miss Anderson paints and models in clay. One Ghezzi works in water colors, while the other practices carpentry. Pinzo whittles and works in metals and will match his mechanical ability with the best when it comes to repairing bicycles.

For blue-blood Scotties, page Stuart Erwin. Call on Barney Gallant for the gourmet's holiday. When in need of shoes, solicit Michael Bartlett. He saves his colleagues' soles.

gineer at KSL, Salt Lake City, hit the AT&T monthly mag with a prize shot of the Utah Salt Flats. . . . Dave Rubinoff had his appendix removed Saturday in Detroit, Mich. . . . Nevins Theater of the Air, commercial on WPEN, Philadelphia, figures it has played to a visual audience of 4,000 during the first two weeks of its air debut.

Bands remoting all winter and now set for college dates include Glen Gray, at Ohio State Senior Prom, June 3; Johnny Hamp, Baylor School Prom in Chattanooga, May 20; Jack Denny, Georgia Tech final dances, June 9 to 11. Final dances at Virginia Military Institute, Lexington, Va., will be split between Jimmy Dorsey and Will Osborne, June 11 and 14. . . . Dean Mitchell, radio tenor of KSL, Salt Lake City, recently heard in one of the lead roles of "Tales of Hoffmann," presented by University of Utah.

WRJN, Milwaukee, opened a remote-control station in the Lohagen Block on Milwaukee's south side from which it will broadcast approximately 14 hours weekly, the programs to be sent by special wire to transmitter in this city. . . . Leonard Kapner, WCAE, Pittsburgh, manager, has been appointed a member of the advisory committee on radio for the New York World's Fair by Grover Whalen. . . . Ralph G. Fallert has joined WCAE as announcer, supplanting Charles Roe, who moves into the production department. . . . WWSW, Pittsburgh, has signed Hite's drug store for four spots daily for three months. Account was handled direct. . . . Gunnar Back, announcer and continuity director at KFAB, Lincoln, Neb., is joining the announcing staff at WXYZ, Detroit, this week. Back is a native of Michigan, coming from Escanaba, and was formerly with WTCN, Minneapolis; WIBU, Madison, and KFOR, Lincoln.

BOSTON BOOKERS

(Continued from page 4)

\$3 net per day per person; and, weekly, \$18, less 10 per cent.

Senna feels there is a place for the amateurs, but strictly so. No two or three am acts, with one or two professionals mixed in. He believes that with 65 per cent of New York niteries under a closed shop, then the situation is good enough for night clubs in Boston to accept. Lift in business is foreseen as a result of the AFA signing.

Says Senna: "If other bookers don't fall in line under legitimate consideration to help show business, then there is only one answer—force. But we prefer amicable arrangements and that is how we have progressed to satisfaction in Boston."

"Sidewalk bookers, chiseling agents and managers will survive but a short time under our present set-up, and they will be forced to either join up, go out of business, or, if they become doggedly persistent, the laws of Massachusetts will handle them under due prosecution."

Other stipulations of the agreement: "In all engagements booked in and out of Boston, all transportation and baggage shall be paid by the obligor. No obligor shall expect any AFA act to double. If necessary, the obligor agrees to pay act no less than the minimum for the grade of engagement and a separate contract be issued. No obligor shall require any AFA member to appear and render his services at free performances or benefits unless the cause and reason for the performance are submitted to and approved by the AFA in writing."

"All auditions are to be classified as one night's or one day's engagements and are to be paid for accordingly. If the audition is okeh, the engagement begins under a weekly wage, in which case the audition will become a part of the week's engagement. The audition automatically represents the first night's or first day's engagement."

LIST OF COWBARNS

(Continued from page 5)

negotiate with operatic and theatrical producers for attractions.

To the foregoing add the following names for coming attractions among the hills: Cape May, N. J., Theater, under Willard G. Gernhardt, plans a season entirely of new plays; Freeman Hammond will again direct the Keene (N. H.) Theater, starting June 27; the Maverick Theater, Woodstock, N. Y., has added a new play, *Transition*, to its repertoire; when the New London (N. H.) Players get started at the Barn Playhouse July 1 they'll inaugurate a schedule of performances each Thursday thru Saturday until September 7; High Tor Summer Theater, New City, N. Y., is preparing for a June 15 start. The Surry (Me.) Players starting August 2 will give four plays in as many weeks with a company of 14, five of whom are newcomers. Between July 12 and September 3 the Forty-Niners will offer eight productions at the Chase Barn Playhouse, Whitefield, N. H. William Miles's Berkshire Playhouse, Stockbridge, Mass., will be among the June 27 openings. Royal Stout announces a fifth season for the Grove Theater, Nuangola, Pa., while the Green Mansions Theater, Warrensburg, N. Y., embarks upon its 11th May 29. There'll be a Band Box Players Theater at Suffield, Conn., late in June.

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DEFERRED COMMISH DEMISE

Reviews of Records

Goodman Gives To Subtle Swing On the Sweet Side

By M. H. ORODENKER

Swing, But Sweetly

Since Krupa started carving his out on his own the BENNY GOODMAN gang has had its rhythmpations rejuvenated and refurbished. The wax impression leaves you with a better Benny with better co-ordination among the integral instrumentalists to make for a better balance. Instead of blatant beatings there's hyper-smoothness to their swingology, gaining some particularly melodious effects without a letdown in its lift qualities.

For that's the feeling that comes with the needling of *That Feeling Is Gone*, a commercial concoction, and its plattermate, *Lullaby in Rhythm* (Vic), the hot men making a lullaby of their lickings. Incidentally, the authors are added to the latter side strictly for profit, the compo originally conceived by Clarence Profit, an unknown piano pounder in Harlem hideaways.

This turn-about face in the Goodman get-up becomes more apparent when the QUARTET takes a side for technical acrobatics with *Dizzy Spells*, using the TRIO to slow down the speed for *Sweet Lorraine* (Vic). Thruout, drummer Davie Tough keeps his brush work in the background, never becoming obtrusive.

Being the first of the gut-bucketeers to side-step swing extremes for its sweeter qualities, TOMMY DORSEY adheres to that pleasing pattern for flicker folderols from *Cocoanut Grove*, *You Leave Me Breathless* and *Says My Heart*, his silky slip-slides the stand-out feature. And with a string of Irving Berlin standards in take-off time, dandy doublings of *What'll I Do?*, *Oh! How I Hate* (See REVIEWS OF RECORDS on page 86)

Orks Set for Chi's Summer

MCA back at Chez Paree with Lyman—Crosby cats and Biltmore boys held

CHICAGO, May 7.—Numerous band deals consummated here this week landed important engagements for name outfits and netted contract extensions for others. The heavy booking activities indicated that ops are going ahead planning a busy summer.

Consolidated Radio Artists sold Jack Denny to Bill Johnson, who is reopening his Bon Air Country Club May 25. Music Corp. of America will go back into the Chez Paree July 22, with Abe Lyman succeeding CRA's Lou Breese. MCA also placed Carlos Molina at Villa Moderne, starting Thursday; signed extensions with the Drake Hotel for Jimmy Joy, and with the Blackhawk for Bob Crosby, who has been doing consistently good business and is scheduled to remain until October; has Orrin Tucker for the Edgewater Beach Hotel to usher in the summer season next month, and set the Palmer House for the rest of the year with Eddy Duchin, Pancho, Guy Lombardo and Wayne King.

CRA books Joe Viner's new Eden Ballroom, which opened last night, Clyde McCoy and Stan Norris the initial attractions. Ted Weems returned to the Aragon, while Bill Carlson is coming back into the Trianon for an extended stay. Among the other hotels carrying on all summer, LaSalle holds on to the Biltmore Boys, while the Bismarck brought in Arseth's combination last night on the heels of Eddie Varzos' departure. Ed Fox continues to use colored bands at his Grand Terrace, Fletcher Henderson replacing Andy Kirk Thursday.

Ain't Radio Wonderful?

NEW YORK, May 7.—Hal Kemp didn't know it until this week, but he has a namesake living in Excelsior Springs, Mo., and all because the child was born on a cold December evening in 1937 at precisely the same time that Kemp's music was pouring into loudspeakers from Coast to Coast. Baby's mother wrote into the ork leader this week telling him that she had named her son after him for that reason and also because Kemp is one of her fave stick-wavers. And would Mr. Kemp please play *Sweet Stranger* for her and her offspring on one of his broadcasts?

New Year's Eve Is Music's Big Night

ALBANY, N. Y., May 7.—Nine musicians comprising Lewis Rider's Ork received the cheerful news Thursday (5) from City Court Justice Anthony DeStefano that they are to be paid for services they were unable to perform New Year's Eve. Rider and James Dailey, local booker, entered into an agreement last November 20 for the big night. But the booking never came thru.

Dailey claimed he was not liable because he merely signed an option on services. But the judge could not see it that way in awarding a \$150 judgment against Dailey. Since the band was ready and willing to perform, said the court, no last-minute cancellation counts on that night, when the services of musicians are in such great demand.

Star Bill at Steel Pier

ATLANTIC CITY, May 7. — Frank Elliott, managing director of Steel Pier, has set a star-studded bill for the Decoration Day week-end. Music-makers include Benny Goodman, Guy Lombardo and Sammy Kaye, in addition to Alex Bartha's house band. Strong possibility that Deanna Durbin will headline the flesh fare.

Jackson Gets a Percenter

JACKSON, Mich., May 7.—Bob Roach is the first band booker to locate offices here in what is considered practically virgin territory, the closest competition coming from Detroit. Handling local and near-by college orks.

Paper Sponsors Dances

PARIS, Tenn., May 7.—Mose Keenan, of *The Post-Intelligencer*, local daily, is sponsoring dances at the new City Auditorium, which houses 1,500. Francis Craig played to over 1,000 last week at the annual spring dance. Plans to play only name attractions.

B-Flat Benchley Flicker Will Tell Tannhauser From Anheuser

HOLLYWOOD, May 7.—After beating around in the bush leagues with after-the-Napoleon-brandy debatables as how to vote, how to sleep, how to train a dog and how to learn French in 10 easy vestibule lessons, Robert Benchley, the minute man of the hour, is turning his talents to a higher plane in the field of MGM movie shorts. It's sympathy for the symphony now that Bob, B-flat to intimates, is turning musical commentator for the flicker factory. They laughed when he sat down to play the piano, but Benchley assures all and sundry that while his actions are modest his heart is really in his subject. And the less said about his technique in his forthcoming classic attempt to explain classical music, *Music Made Simple*, the better.

The commentator seriously asserts that this dissertation was born of his own burning desire that the public may better understand the art of Liszt and Beethoven, Verdi, Wagner and Schubert,

AFM Assent Seen as Surety To Outlaw Late Cash Collections

Bookers claim ban on cuff commissions will create unemployment—Federation feels that bookers will be the jobless ones—personal reps on pan

NEW YORK, May 7.—Jack Rosenberg, Local 802 prexy, is stirring up a tempest in the band booker's pocketbook, striking at the very life line of the percenters, in sponsoring a national by-law to outlaw the practice of deferring commission collections when the band gets only scale. While the present license grant from the American Federation of Musicians make such markings legitimate, band leaders have been squawking to the union plenty. Claim that when they are ready to leave a hotel location to cash in on those network wires in one-nighters, their commish debt is so high that it is only the booker himself that cashes in on tours. And then next season the same grind starts, hardly ever able to clear his commission debit to look for more fertile fields or turn his gaining glory ever into actual cash.

As Rosenberg puts it, "Deferred com-

Padula Poo-Poos CRA Boast

PHILADELPHIA, May 7. — Story released by Consolidated Radio Artists, printed here last week, that the office had snared away the Arcadia International House account from Music Corp. of America in booking Jan Savitt to follow Gene Krupa's current run, was vehemently denied by Arthur H. Padula, Arcadia prez.

"There is no contract between the Arcadia and Consolidated Radio Artists, or anybody else, for any attraction following Krupa or regarding any servicing of this account," says Padula, "except one that exists with Music Corp. of America, which I do not intend to invalidate for the very good reason that they have shown excellent co-operation and much consideration regarding this account. The attraction to follow Krupa will probably be Johnny Graff, whom I have been grooming at the Anchorage (also operated by Padula) for this summer job."

Telemusic Hits Union Snag

HOLLYWOOD, May 7.—Contemplated flareup between Local 47 and Telemusic, new concern here piping recordings and electrical transcriptions to niteries and cafes, was averted when L. M. Moninger, president of the firm, stated that he would not allow his salesmen to contact spots that now featured live talent. Moninger further added that Telemusic had never contemplated selling its services to spots which intended to eliminate small combinations and warblers.

Arrangement with ASCAP, collecting payment for music used, enables Telemusic to use the platters.

mission is a racket. Those agencies will do anything. But they are afraid to deduct a commission when the band plays for exactly scale. So they go along in the hope that a second, third or fourth employer will be sucker enough to pay a sufficient amount over scale to take care of the band's back commissions. At the end of the year, a band may be owing the office \$7,000—unless the leader kicks in without the local knowing anything about it."

Attempt to deadbeat deferred kale fell thru at the last AFM convention. But this year, meeting next month in Tampa, there is a strong feeling that the measure will pass. In fact, carrying sharper teeth to gag bookkeeping by personal representatives of bands. This time, the resolution will carry a stamp of approval of the Federation officers themselves, evils of this piling up practice brought forcibly home to them as a result of the Bob Crosby impasse with Rockwell-O'Keefe, which is still hanging fire.

General opinion of booking agents here is that the musician will stand to lose most if the agency is unable to chalk up the 10 per cents until a more lucrative date turns up. It will simply mean, they claim, that the band will have to forego a long-term location if it pays only scale. Bookers' only recourse will be to let the band remain idle.

Scale Will Suffer

Further, if the major hotel spots become open territory, union feeling that exclusive booking holds on spots keeps the price down to scale, agents feel that the bands will start underbidding each other and nobody will be getting even scale. Also point out that it will preclude any possibility of building bands into names, pointing to top tootlers who attained stardom in short order thru the prestige of a scale-paying hotel location and its accompanying wire. On the other hand, a band such as Casa Loma had to bang around on barnstorm tours for three years before they arrived. While bookers admit the deferred commish set-up has found certain agencies taking advantage of the condition, they feel the entire industry should not be made to suffer, rather that the defaulters be brought in line or put out of business.

Tom Gamble, assistant to AFM prez Joe Weber, agrees that the ban would work a hardship on bookers, and will put some of them, including the big agencies, out of business. But as to the musicians being the loser—he twinkled, "That's what they say."

"There is a lot to be said for both sides," he added, "the tangle comes from the Federation's attempt to be fair and give the booking agency a chance to exist. But between you and me, it provides a means of chiseling. If the law goes thru, as it undoubtedly will, some of the agencies will only think they are in the music business."

The Personal Rep

Apropos of the personal rep, union leaders charge that nobody should have a financial interest in the band leader's earnings. "We realize that evil exists," said Rosenberg, "but the leader is a sap and an idiot to stand for such an arrangement. Provisions will be made so that the personal rep operates strictly on a commission basis and not on a profit-sharing basis."

Orchestra Notes

By M. H. ORODENKER

Webster Jam

SINCE the cats and jitterbugs have been having a jive picnic with the English language, flavoring it with gim-mill gutturals . . . and the conservatory cats have always been subject to fits of arpeggios, andantinos, prestos and pizzicatis . . . so now LANNY ROSS, whose singing repertoire extends from opera to pops, suggests a new musical idiom for the highbrow swingers—a lexicon for the middleman . . . the swingster deals in scats and the Metop canary in glissandos, so Lanny feels the fellow in between should have a compromise like "pretzelissimo"—which means tying a knot in a high note . . . Lanny's glossary carries such suggestions as "squeezeando"—when the singer squeezes the note . . . a "bopetto"—hitting a right note on the nose . . . "crackitis"—a severe infection of the vocal chord similar to the music man's "klinker" . . . a "schmalzolo" and its antonym, "stunkolo" . . . "pullupitis and dredgendo"—which is what happens when a blues singer pulls a note from the bottom of the scale . . . a "squeulando" and a "barkato"—the too high and too low notes . . . and "givolio"—or what is commonly known as giving or warming up to a song.

Sullivan in Stride Again

Fully recovered from a two years' lingering illness, the music world will be glad to hear that JOE SULLIVAN, ace stroker of the piano's ivories, is back in the biz again . . . instead of returning to the Bob Crosby Band, Joe is handling his own band for Paramount picture work . . . in fact, he started recording this week for *Sing You Sinners*, Bing Crosby's forthcoming flicker . . . and the occasion is noteworthy as a reunion for Sullivan and Bing . . . not only did the Crosby clan arrange a benefit so that Sullivan could retire to the desert to win his way back to health, but it is remembered that Sullivan was Bing's first accompanist in the days when Bing was a wandering minstrel going from job to job around Los Angeles and occasionally earning a five-buck note for singing a song in a film.

Dorsey in Dixie

Undoubtedly the most underrated band in orkdom, JIMMY DORSEY has been set for three of the most important events in the South . . . Tommy's brother takes his top tootling to Knoxville for the Smoky Mountain Wild Flower Pageant June 9 . . . the June German Ball at Rocky Mount, N. C., the following night . . . and then on July 4 for the eighth annual Air Carnival in Birmingham, Ala. . . Jimmy has also been set to do the initial dance honors Decoration Day at Hamid's Pier, Atlantic City, ISHAM JONES filling in his previously scheduled stand at Ocean Pier, Wildwood, N. J.

Mostly Main Stem

WILL HUDSON started the Hershey Park, Pa., dancing season May 7 . . . ROBERT MAXWELL, 17-year-old harpist, is the newest name SIDNEY MILLS added to the Mills Artists mill . . . after the usual number of cancellations, TITO and his SWINGTETTE are finally set for the May 28 session of the CBS Swing Club . . . since ARTIE MICHAUD has been grabbing off ace instrumentalists to build bands, having pillared his plans for JACK TEAGARDEN some stanzas ago, another booking biggie has been giving the stars the once over . . . plans in the mill call for TOOTS MONDELLO, CBS sax ace, to get a band of his own next fall . . . his air commercial interfering, RUSS MORGAN had to forego the Ben Marden's Riviera call, the assignment going to ENRIC MADRIGUERA, who leaves the La Conga in time for the May 18 opening . . . JACK MELVIN makes this his seventh month of "mellow music" making at Queens Terrace, Woodside, L. I. . . Villepigue's, at Sheepshead Bay, opens this week with ARTHUR DAVY for the dance incentives . . . SKEETS TOLBERT is getting a WMCA wire from Cafe Creole.

Culled From the Coast

MAXINE SULLIVAN has been finally set for flicker work, the *Loch Lomond* lilter set for a featured role in *St. Louis Blues* . . . incidentally, the canary chirp-

ers may be interested to know that CLAUDE THORNHILL, the forgotten man in the development of Maxine, is shopping around for another thrush to cultivate . . . PANCHITO is returning to New York to make a June 2 opening at the Versailles . . . IRVING MILLS is supervising a platter date for RAYMOND SCOTT, quintetting *Square Dance for Egyptian Mummies* and *The Farmer Boy* . . . looks like Scott turned sissy for the latter title . . . look for BUNNY BERIGAN as a follow-upper for Tommy Dorsey at the Palomar . . . and the Coconut Grove munchers and guzzlers get LEO REISMAN July 6 for an eight-week spell.

By the Sea

At Atlantic City WILLIAM J. MAD-DEN, Traymore Hotel harmonizer, fronts a 40-piece symphony crew this week for the Amalgamated Clothing convention-ers . . . this summer makes it the ninth year for Bill at the towering Traymore, where he fiddle solos with a 20-grand Maggini box . . . Ambassador Hotel gets JOHNNY HAMP again for the vacation months . . . JAN SAVITT has been set for the July 30th week at Hamid's Pier . . . SONNY JAMES, 17-year-old maestro and heir to the James Salt Water Taffy bank roll, is up in Gotham playing the week-end Prosperity Dances at the Capitol Hotel, sponsored by the Round Table Club.

Cocktail Combos

ADRIAN ROLLINI TRIO has been engaged to while away the evening hours for the Circus Bar patrons at New York's Piccadilly Hotel . . . the FRED HEIKEL unit opens this week for a fortnight's strolling at Abraham Lincoln Hotel, Springfield, Ill. . . THE VERSATIL-LIANS do a similar term at the same time in Joliet, Ill., at Hotel Woodruff . . . La Normandie, Cincinnati, gets the FOUR TOP HATS May 17 for a monther . . . the MAX DAVIS threesome strut in the Peacock Room at Odenbach's, Rochester, N. Y.

North and South

BENNY GOODMAN takes in two weeks at the Ritz-Carlton roof in Boston, starting May 19 . . . DON McGRANE starts a summer's stay this week at Powhatan Roof, Washington . . . BILLY CARMEN departs next week from Plaza Hotel, Corpus Christi, Tex., bound for Broadmoor Hotel, Denver . . . at Rice Hotel, Houston, JIMMY GRIER is slated for three weeks, starting June 9, with WOODY HERMAN the follow-upper . . . saxman ROYAL WORTH takes to the sticks, starting this week at Chez Ami, Buffalo . . . PAUL SABIN is the next attraction at Syracuse (N. Y.) Hotel, starting a monther May 18 . . . FRAN EICHLER opens May 16 for the summer at Gray Wolf Tavern, Sharon, Pa. . . BERT FARBER, WLW staff pianist, takes his own ork in this week for a summer run at Cincinnati's Netherland Plaza Hotel . . . HENRY BUSSE winds up his one-night series to open May 27 at Eastwood Gardens, Detroit . . . after a two-year run JACK BETZNER departs from the Essex House, Newark, N. J., GUS STOCK taking over this week for a monther, after which the Starlight Terrace shutters for the summer.

Notes Off the Cuff

Her managerial bungles finally fixed, RAMONA opens for R-O-K May 12 for a monther at Hotel Nicolet, Minneapolis . . . sax star BENNY CARTER returned from Europe this week for a short look-see before crossing the pond again . . . JEAN PLOTKE, vet Chi leader and drummer, bid adieu to the band biz to open a tavern in the Windy City . . . RUSS MORGAN has been engaged to appear at Manhattan Beach, N. Y. C., during mid-August . . . EDDIE PAUL opened the season at Elberta Beach Ballroom, Medina, O. . . newspapers report that Freiburg, Germany, has prohibited swing dancing as a public menace . . . which serves as a starting point to tip our readers that DIETRICH SCHULZ, that country's foremost swing critic, has been engaged to write for *The Billboard* the musical happenings on his own front . . . LILLY the LILTER lips that her family came over on the April Showers . . . a month before the Mayflower . . . and so we send our cuffs to the cleaners.

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Colored Ork Clicks At Class K. C. Club

KANSAS CITY, Mo., May 7.—Clair Martin, operating Martin's-on-the-Plaza, took a gamble this week in booking the six-piece Negro band of Jay McShann, piano stylist. Marked the first time a colored unit has played in the swank Country Club residential section. Patronage picked up immensely the first two nights, and Martin believes the jive stuff will pull the society crowd as well as the jitterbugs from the city's central and north sides.

Music activity is good here this month, as Kaycee enters the summer season with two new niteries. Benny Meroff opened at Sin-a-Bar Gardens and Freddy Smart at "21" Club. Carl (Deacon) Moore grossed a fair \$900 at the Pla-Mor Ballroom, and Henry Busse and Henry Halstead move in later this week to shoot at Casa Loma's record gross of \$3,000 for one night. Musicians' Local No. 34 and Colored Local No. 627 are not complaining, as a majority of their members are finding an outlay for talent these warm nights—a far cry from the inactivity of last winter.

Salt Lake Spots Set

SALT LAKE CITY, May 7.—Pinecrest Inn, operated by Hy Summerhays, with Jerry Jones making the music, starts Decoration Day. Pre-season dances are run by Mickey Hart. Jones is currently at Rainbow Rendezvous, where he is also manager, closing down the room on moving to the Pinecrest. Joe Sanders plays a solo stand at the Rainbow May 11. Lagoon also opens Decoration Day with Arnold Bergerner moving over from the Melody Lane, Bill Stoker taking the band stand at the latter spot. Adolph Brox lingers at the Coconut Grove, manager Covey staggering traveling bands to hypo off nights.

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WEST ALLIS, Wis., May 7.—Jimmy Devine opens his Modernistic Ballroom at the State Fair Park here May 15 with orks of Bill Carlsen, Stephen Swedish and Clyde Lucas. Bands will be aired again this season over WTMJ.

Sheet-Music Leaders
(Week Ending May 7)
Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

| Position Last Wk. This Wk. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|----------------------------|--------------|-------------------|-------------|-------------------|---------------------|---------------------------|-------------------|----------------------|----------------------------|--------------------------|---------------------------|------------------------------|----------------------------------|----------------------|---------------------------|
| | 1. Ti-Pi-Tin | 2. Love Walked In | 3. Heigh Ho | 4. Please Be Kind | 5. Goodnight, Angel | 6. Whistle While You Work | 7. Cry, Baby, Cry | 8. I Love To Whistle | 9. On the Sentimental Side | 10. At a Perfume Counter | 11. You Couldn't Be Cuter | 12. How'dja Like To Love Me? | 13. Some Day My Prince Will Come | 14. Moon of Manakora | 15. The Donkey's Serenade |

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Karzas Gets Temp Cut in Music Rate

CHICAGO, May 7.—Andrew Karzas' Trianon, hoof spot here, gets a "B" class rating from the local music union for a temporary period, from June 1 thru Labor Day. Permission to duck the "A" labeling was granted Karzas because of revamp in summer policy, giving dance hounds a cheaper ducat price and cutting to four nights per week. Op's other spot, Aragon, also sliced box-office tariff, but remains a six-night stand.

As reported by *The Billboard* last week, Karzas is also seriously considering a return to Station WGN to air his orks. Will probably start with the Aragon, shelling out \$100 service charge to the outlet. WGN closed a deal for a wire this week with the Bon-Air country club, reopening May 25 with Jack Denny.

Pollock Plays Solo Stands

HOLLYWOOD, May 7.—Off the air temporarily during Joe Penner's stay in the East, Ben Pollock was booked for a series of one-night stands by Rockwell-O'Keefe here. Stops will be made at Prescott, Phoenix and Tucson, Ariz., returning by San Diego and Balboa before resuming the air show. Freddie Fisher and his Schnickelfritz Band set for the Trianon Ballroom in Seattle for the hot weather months. Deal handled by Ed Fishman, of R-O-K.

Marks Makes European Tie

NEW YORK, May 7.—E. B. Marks, music pub, has designated two London firms as selling agents for four of his best sellers on the Continent. Peter Maurice gets European rights to *In My Little Red Book* and *Snake Charmer*, with *Tears in My Heart* and *Say Si Si* going to Lawrence Wright.

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Shearer Returns to Conn. Lake; Ritz Rich With Orks

NEW BRITAIN, Conn., May 7.—Russ Shearer and the Hal McIntyre Ork get the call again at Lake Compounce, Central Connecticut summer spot. Melody makers start this week for their third successive season here. Buddy Rocco and his WNBC Band leave the Connecticut Broadcasting System to start a New England one-nighter tour on May 23. Will air remote from spots covered en route.

BRIDGEPORT, Conn., May 7.—Name bands playing here at the Ritz Ballroom on Sunday nights are drawing better than ever this season. Bookings this month include Benny Goodman, May 8; Jimmie Lunceford, May 15; Kay Kyser, May 22, with bookings going way into the summer.

Song Plugging the Shadow

NEW YORK, May 7.—*The Shadow*, detective mag peddled by Street & Smith, will take a prominent hand in song plugging *The Shadow Knows*, new novelty ditty being prepared for the presses by Lewis Music Co. Pulp publisher is designing the sheet music cover and paying for plates, and in return for the plug will run cuff ads for the song on its cops-and-robber pages. Compo is collaboration of Irving Miller, Buddy Feyne and Leith (CBS Swing Session) Stevens.

A Hot Fugue for Saxers

PHILADELPHIA, May 7.—A *Hot Fugue for Saxes*, the first work of its kind for three saxes inasmuch as it is strictly in the hot swing motif set to a classical mood, has been taken over by Pro-Art Music Co. Fugue is brainstorm of Martin Kramer, who tootles in the Fox Theater trench. If opus catches on same firm will publish Kramer's concerto for sax.

Songs With Most Radio Plugs

"Don't Be" Makes Good as Pops Outnumber Pic Tunes

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

| Position | Title | Publisher | Plugs |
|----------|--|--------------------|----------|
| Last Wk. | This Wk. | | Net Ind. |
| 6 | 1. Don't Be That Way | Robbins | 32 22 |
| 8 | 2. Love Walked In (F) | Chappell | 29 19 |
| 1 | 3. Cry, Baby, Cry | Shapiro, Bernstein | 24 9 |
| 2 | 4. You're an Education | Remick | 23 20 |
| 4 | 5. How'dja Like To Love Me (F) | Famous | 23 20 |
| 9 | 6. So Little Time | Shapiro, Bernstein | 22 5 |
| 3 | 7. Please Be Kind | Harms | 21 25 |
| 7 | 8. I Love To Whistle (F) | Robbins | 21 14 |
| 10 | 9. I Fall in Love With You Every Day (F) | Famous | 21 12 |
| 4 | 10. You Couldn't Be Cuter (F) | Chappell | 20 9 |
| 4 | 11. On the Sentimental Side (F) | Select | 19 14 |
| 5 | 12. Bewildered | Miller | 19 13 |
| 6 | 13. Something Tells Me (F) | Witmark | 19 7 |
| — | 14. Love in the Starlight (F) | Paramount | 18 10 |
| 8 | 15. Ti-Pi-Tin | Feist | 17 18 |
| 15 | 16. At Your Beck and Call | ABC | 17 10 |
| 10 | 17. At a Perfume Counter (M) | Donaldson | 16 18 |
| 11 | 18. Sunday in the Park (M) | Mills | 16 8 |
| 7 | 19. It's Wonderful | Robbins | 15 19 |
| 11 | 20. Joseph, Joseph | Harms | 15 15 |
| 12 | 21. Let Me Whisper | Chappell | 15 8 |
| — | 22. You Leave Me Breathless (F) | Famous | 15 6 |
| 6 | 23. Goodnight, Angel (F) | Berlin | 14 21 |
| 11 | 24. Where Have We Met Before? | Robbins | 14 13 |
| 12 | 25. Girl in the Bonnet of Blue | Crawford | 14 13 |
| 16 | 26. Two Bouquets | Shapiro, Bernstein | 14 8 |
| — | 27. Says My Heart (F) | Paramount | 13 7 |
| 13 | 28. I Got a Guy | Fisher | 13 1 |
| — | 29. I Simply Adore You | Ager | 12 13 |
| — | 30. My Heart Is Taking Lessons (F) | Select | 12 13 |
| 7 | 31. In My Little Red Book | Marks | 12 12 |
| 14 | 32. Garden in Granada | Southern | 12 8 |
| 13 | 33. Who Are We To Say? (F) | Feist | 12 7 |
| 13 | 34. Just Let Me Look at You (F) | Chappell | 12 6 |
| 7 | 35. Helgh Ho (F) | Berlin | 11 17 |
| 15 | 36. I Can't Face the Music | Remick | 11 14 |
| 16 | 37. Moon of Manakoora (F) | Kalmar-Ruby | 11 4 |
| — | 38. Stop and Consider | Lincoln | 11 3 |
| 12 | 39. Always and Always (F) | Feist | 10 11 |
| 15 | 40. Toy Trumpet | Circle | 10 11 |
| 7 | 41. Whistle While You Work (F) | Berlin | 10 8 |
| — | 42. Dipsy Doodle | Lincoln | 10 7 |
| — | 43. In a Little Dutch Kindergarten | Fox | 10 5 |
| — | 44. Little Lady Make Believe | Oman | 10 4 |

Music Items

Rumba Lady Turns To the Love Chants

JOHNNY FORTIS, Melo-Art arranger, J has the movie companies ogling him for his scoring of Freddie Rich's *Snow White* waxings for Decca. . . . Gene Panzone is working on *Strolling on the Boulevard* for Roy Music. Ditty was turned out by E. P. LaFreniere, Charles French and Hugo Rubens. . . . Marion Sunshine, the Rumba Lady, deserting her Cuban music for the nonce, follows *I Got a Guy with Love Chant of an Auctioneer*. E. B. Marks Music publishing.

Henny Cogert, of Pittsburgh, submitting four new tunes to pubs, *Rhythmmania*, *Zeesa Madel—It's Real Love*, *I've Got High Blond Pressure* and *Didn't Mean To Be Mean to You*. . . . Frank Capano, Faye Dworkin and Bob Adams placed a torch ballad, *Can't We Forgive and Forget?*, with Melo-Art. . . . Joe McDaniel Music Co., Columbus, O., pub, has a new one in *It Seems Like I've Known You Forever*, penned by Irving Siegel and Lew Lesler.

Carolina Sweetheart, authored by Al Frazzini, co-writer of *My Cabin of Dreams*, has just been issued by the new Boston music pub, New England Music Publishers. Frazzini is prexy of the outfit. . . . Allie Wrubel and Herb Magidson placed *Music, Maestro, Please*, with Irving Berlin. . . . ABC Music releases *Wynken, Blynken and Nod* from Walt Disney's *Silly Symphony*.

Music at Par Pic Factory

HOLLYWOOD, May 7.—Arthur Franklin was named musical adviser by Paramount for *Artists and Models Abroad*, the Jack Benny-Joan Bennett flicker which goes before the camera this week. Boris Morros will score the production. Recordings of Alaskan Indian chants arrived at the studios this week for use as the basis of the music score being composed by Dmitri Tiomkin for *Spawn of the Earth*, now in production with George Raft and Dorothy Lamour. Platters of the primitive chants were made in Alaska by request of Morros, Par music chief.

ORCHESTRA ROUTES

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

A

Abbott, Dick: (Statler) Boston, h.
Adcock, Jack: (Manoa Inn) Manoa, Pa., nc.
Amlung, Jack: (Ringside) Ft. Worth, Tex., nc.
Anderson, Al: (Merry-Go-Round) Newark, N. J., nc.
Anderson, Kenny: (Varsity Inn) Athens, O.
Andrew, Gordon: (Eighteen Club) NYC, nc.
Angelos: (Bertolotti's) NYC, re.
Apollon, Al: (Chalfont) Pinehurst, N. C., h.
Arden, Harold: (Rustic Cabin) Englewood, N. J., ro.
Aristocrats: (Alps Castle) Preakness, N. J., ro.
Armstead, Charlie: (Dells) Lake Lansing, Lansing, Mich., b.
Arseth: (Bismarck) Chi, h.
Arthur, Zinn: (Roseland) NYC, b.
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.

B

Baine, Jack: (Desert) Spokane, Wash., h.
Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.
Bamel, Earl: (Corktown Tavern) Detroit, nc.
Barber, Hal: (Parody Club) Chi, nc.
Bardo, Bill: (Adolphus) Dallas, Tex., h.
Barrett, Hughie: (Tavern-on-the-Green) NYC, re.
Barrie, Dick: (Gibson) Cincinnati, h.
Barroa, Blue: (Edison) NYC, h.
Bartel, Jeno: (Piccadilly) NYC, h.
Bass, Paul: (Chateau Moderne) NYC, nc.
Baum, Charles: (Essex House) NYC, h.
Bavarians, Three: (Utah) Salt Lake City, h.
Bell, Bob: Miami, Fla.
Berdun, Hal: (Commodore Perry) Toledo, O., h.
Bergere, Maximilian: (Versailles) NYC, re.
Berigan, Bunny: (Paradise) NYC, nc.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Betzner, Jack: (Essex House) Newark, h.
Biltmore Boys: (La Salle) Chi, h.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Block, Bert: (Bill Green's Casino) Pittsburgh, nc.
Bookstone, Marty: (Irish Village) Cleveland, O., h.
Boroff, Misch: (Chi-Ami-Chateau) Mount-aside, N. J., re.
Borr, Misch: (Waldorf-Astoria) NYC, h.
Bowman, Charley: (Wivel) NYC, re.
Braatz, Walter: (Long Island Hofbrauhaus) Flushing, N. Y., re.
Bradfield, Jimmy: (Plaza) Kansas City, Mo., nc.
Braslow, Irv: (Stamp's) Phila, nc.
Brinckley, Charles: (Log Cabin) Aurora, Ill., nc.
Brooks, Tiny: (De Lisa) Chi, re.
Brown, Emerson: (Black Cat) NYC, re.
Brunesco, Jan: (Jack Dempsey's) NYC, re.
Bryant, Willie: (Savoy) Chi, b.
Bunchuk, Yasha: (International Casino) NYC, nc.
Burke, Clarence: (Garden) White Plains, N. Y., re.
Burkhardt, Johnny: (Casa Madrid) Louisville, nc.

C

Caceres, Emilio: (Nick's Greenwich Village) NYC, nc.
Caney Sextet: (Havana Madrid) NYC, nc.
Capello, Joe: (Jimmy Kelly's) NYC, nc.
Capra, Jimmy: (Belvedere) Hot Springs, Ark., nc.
Carmen, Billy: (Plaza) Corpus Christi, Tex., h.
Carroll, Lou: (Village Brewery) NYC, nc.
Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.
Casson, Delmar: (Tally-Ho Club) Dayton, O., nc.
Cincione, Henry: (Merry-Go-Round) Akron, O., nc.
Clancy, Lou: (Henry Grady) Rome, Ga., h.
Codolan, Cornelius: (St. Regis) NYC, h.
Coleman, Emil: (Pierre) NYC, h.
Conn, Irving: (Arrowhead Inn) Riverdale, N. Y., nc.
Continental: (Cafe Continental) NYC, re.
Coen, August: (El Toreador) NYC, nc.
Coquettes, The: (Collinsville) Collinsville, Ill., 13-15, p; (Pathian) Vincennes, Ind., 17, t.
Costello, Charles: (Commodore) Detroit, nc.
Covato, Etzi: (Italian Garden) Pittsburgh, nc.
Crawford, Dick: (Dreamland Inn) Superior, Wis., h.
Cugat, Xavier: (Waldorf-Astoria) NYC, h.
Cullom, Red: (Silver Moon) Gallup, N. M., nc.
Cummins, Buddy: (Garden Tap Room) NYC, nc.
Cutler, Ben: (Rainbow Grill) NYC, nc.

D

Dalziel, Jack: (Durant's) Lake City, S. C., nc.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Davis, Eddie: (LaRue) NYC, re.
Davis, Johnny: (Miami Club) Milwaukee, nc.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
Davidson, Davey: (Blue Moon) Milwaukee, c.
De La Rosa, Oscar: (El Bongo) NYC, nc.
De Vera: (El Morocco) NYC, nc.
Denny, Jack: (Adolphus) Dallas, Tex., h.
Dixon, Dick: (Gloria Palast) NYC, nc.
Dolan, Bernie: (Glass Hat, Belmont Plaza) NYC, h.
Donahue, Al: (Rainbow Room) NYC, nc.
Donalson Boys: (Lawrence) Erie, Pa., h.
Donahue, Al: (Rainbow Room) NYC, re.
Donath, Jeno: (Walton) Phila, h.
Dooley, Phil: (Palmer House) Chi, h.
Downs, Evelyn: (Boulevard) Bronx, N. Y., nc.
Drummond, Jack: (University Bar) Albany, N. Y., nc.
Duchin, Eddy: (Palmer House) Chi, h.
Duerr, Dolph: (Green Derby) Cleveland, nc.
Dusenbury, Blondie: (Venetian Club) Reading, Pa., nc.

E

Edmund, George: (Loyale) NYC, c.
Eichler, Fran: (Gray Wolf Tavern) Sharon, Pa., nc.

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

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

Ellington, Duke: (Cotton Club) NYC, nc.
Elliott, Lee: (Bradford) Boston, h.
Engle, Freddy: (University Club) Albany, N. Y., nc.
Erante, Chappie: (Cavalier) NYC, nc.
Estes, Robert: (Club Florentine) Birmingham, Ala., nc.
Evans, Al: (Chez Firehouse) NYC, nc.

F

Fain, Paul: (Grossman) Lakewood, N. J., cc.
Felix, Don: (The Pines) Newtown, Conn., nc.
Felton, Happy: (Arcadia-International) Phila, re.
Feminine Notes: (Thwait's Shore House) NYC, re.
Ferd. Don: (Stratford) Bridgeport, Conn., h.
Ferdinando, Felix: (Biltmore) Providence, h.
Fidler, Dick: (Virginia) Columbus, O., h.
Fields, Harry: (Royalton) Monticello, N. Y., h.
Fisher, Jack: (Vienna Room) Boston, re.
Fisher, Buddy: (Four Hundred Club) Wichita, Kan., nc.
Fitchard, Maurice: (Loyal Inn) New Rochelle, N. Y., ro.
Fitzpatrick, Eddie: (St. Anthony) San Antonio, h.
Fomeen, Basil: (St. Moritz) NYC, h.
Ford, Wharton: (Putnam) Greenwich, Conn., h.
Four Top Hats: (La Normandie) Cincinnati, h.
Francisco, Don: (Mayflower) Akron, h.
Erante, Chappie: (Cavalier) NYC, nc.
Frederic, Marvin: (Stevens) Chi, h.
Fredrics, Jan: (Boulevard Tavern) Elmhurst, L. I., ro.
Furst, Joe: (The Brook) Summit, N. J., nc.

G

Gallo, Phil: (Moorehead) Pittsburgh, h.
Gammon, Eddie: (King's) Lincoln, Neb., b.
Garber, Jan: (Topsy's) Los Angeles, nc.
Gasparre, Dick: (Ambassador) NYC, h.
Gast, Harold: (Yachtsmen Club), Marion, O., b.
Gendron, Henri: (Colosimo's) Chi, nc.
Gilberto, Don: (Marta's Spanish Gardens) NYC, re.
Goho, Billy: (Checker Box) Buffalo, c.
Gonzales, Ralph: (St. Moritz) NYC, h.
Goodman, Benny: (Pennsylvania) NYC, h.
Graff, Johnny: (Anchorage Inn) Phila, nc.
Grav, Len: (New Cedars) New Bedford, Mass., nc.
Gravel, Lou: (Victoria) Trois Rivieres, Que., h.

H

Hagen, Walter: (The Pines) Greenville, S. C., nc.
Hall, George: (Taft) New York, h.

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

Hamilton, George: (St. Anthony) San Antonio, h.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Leroy: (Kit Kat Klub) NYC, nc.
Harrison, Will: (Rich's) Greenwich, Conn., re.
Havilland, Dick: (De Lisa) Chi, re.
Hayes, Francis: (Garbo) NYC, re.
Headrick, Pearl: (Manhattan Club) Johnstown, Pa., nc.
Heldt, Horace: (Biltmore) NYC, h.
Heikel, Fred: (Abraham Lincoln) Springfield, Ill., n.
Henderson, Will: (Saks) Detroit, nc.
Hendricks, Dick: (Club Chanticleer) Madison, Wis., nc.
Hill, Worthy: (Pavillon Royale) Savin Rock, Conn., nc.
Hoagland, Claude: (Tutwiler) Birmingham, h.
Hoffman, Earl: (Ivanhoe Gardens) Chi, re.
Holden, Virginia: (Normandy Inn) Warren, Pa., nc.
Hollander, Dick: (Claremont Inn) NYC, re.
Horton, Harry: (Le Mirage) NYC, nc.
Horton Girls: (Fort Orange Tavern) Albany, N. Y., nc.
Howard, Vincent: (Perona Farm) Andover, N. J., ro.
Howarth, Harvey: (Newhouse) Salt Lake City, h.
Howell, Ed: (Wind Mill Inn) Jacksonville, Fla., nc.
Humber, Wilson: (Del Mar Club) Galveston, Tex., nc.
Huntley, Lloyd: (Mount Royal) Montreal, Can., h.
Hutton, Ina Ray: (Mayfair) Boston, nc.

Insrilo, Vic: (Rainbow) Houston, Tex., nc.
Irish, Mace: (Chanticleer) Millburn, N. J., nc.

I

Jackson, Paul: (Old Mill Tavern) Jackson Mich., nc.
James, Ann: (Tavern) Steubenville, O., nc.
Jerome, Henry: (Nut Club) NYC, nc.
Johnson, Happy: (Vogue) Los Angeles, nc.
Johnson, Jack: (Dorchester) London, h.
Jones, Jerry: (Rainbow Rendezvous) Salt Lake City, nc.
Joseph, Jimmy: (Marcel's) Flushing, L. I., nc.
Joy, Jimmy: (Drake) Chi, h.

K

Kassell, Art: (Statler) Cleveland, h.
Kay, Herbie: (Cocoanut Grove) Los Angeles, nc.
Kaye, Joe: (Ritz) London, h.
Keating, Ray: (Murray's) Tuckaheo, N. Y., ro.
Kellogg, Clayton: (Club Mandarin) Houston, Tex., nc.
Kendis, Sonny: (Book-Cadillac) Detroit, h.
Kent, Peter: (New Yorker) NYC, h.
King, Ted: (New Kenmore) Albany, h.
King, Hal: (Club Lakeview) Paducah, Ky., nc.
Kinney, Ray: (Lexington) NYC, h.

Kirkham, Don: (Blakeland Inn) Denver, nc.
Krumin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, re.
Kuhn, Dick: (Vanderbilt) NYC, h.
Kurtze, Jack: (Seelbach) Louisville, h.

L

LaMothe, Oliva: (Rosegarden) Middletown, Conn., c.
La Porte, Jan: (Marn's), Yonkers, N. Y., re.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
Lang, Sid: (Hi Hat) Chi, nc.
Lapp, Horace: (Royal York) Toronto, Can., h.
Lazaro, Leo: (Five o'Clock Club) Miami Beach, Fla., c.
LeBaron, Eddie: (Rainbow Room) NYC, nc.
Levant, Phil: (Lowry) St. Paul, h.
Lewis, Ted: (Jung) New Orleans, La., h.
Lewis, Vic: (Colvin Gables) Buffalo, N. Y., nc.
Lido, Bob: (Game Cock) NYC, nc.
Loyacono, Steve: (Chez Paree) New Orleans, nc.
Lindeman, Udo: (Gloria Palast) New York, cb.
Linke, Al: (Windsor) Irvington, N. J., nc.
Lyons, Bob: (Brant Inn) Toronto, Can., nc.

M

McGrane, Don: (Powhatan) Washington, D. C., h.
McKay, Ernie: (State) Columbus, O., re.
McRae, Jerry: (Blue Room) Vicksburg, Miss., nc.
Mack, Ed: (Oakland Inn) Allentown, Pa., nc.
Madden, Bill: (Traymor) Atlantic City, h.
Madriguera, Enric: (La Conga) NYC, nc.
Malanga, Albert: (Garbo) NYC, re.
Malone, Don: (Reed's) Harlem, Mont., nc.
Malone, Yorkie: (Continental) Kansas City, Mo., nc.
Mareno, Frank: (Sweeney) Baltimore, c.
Marshall, Duane: (Essex) Boston, h.
Marsala, Joe: (Hickory House) NYC, nc.
Marsico, Al: (Show Boat) Pittsburgh, nc.
Martel, Gus: (Versailles) NYC, re.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Martin, Bob: (Chez Florence) Paris, nc.
Martin, Freddie: (Cocoanut Grove) Los Angeles, nc.
March, Grosley: (Hollywood) Akron, O., nc.
Martone, Johnny: (Semler Tavern) Akron, O., nc.
Massingale, Bert: (Hi-Hat) Houston, nc.
Masters, Frankie: (College Inn) Chi, nc.
Maya & His Cubans: (Ambassador) NYC, h.

Mayhoff, Eddie: (Shelton) NYC, h.
Mendez, Nilo: (Stork Club) NYC, nc.
Messner, Johnny: (McAlpin) NYC, h.
Meyer, Max: (Maple Grove) Harrisburg, Pa., nc.
Millinder, Lucky: (Ubangi) Phila, nc.
Mills, Floyd: (Du Pont) Wilmington, Del., h.
Moore, Eddie: (Eagles) Ithaca, N. Y., b.
Moore, Denny: (Athens Club) Oakland, Calif., nc.
Morelli, Larry: (Merry Gardens) Lynchburg, Va.

Motely, Berk: (Casa Grande) Berwyn, Md., nc.
Muni, Paul: (Laube's Old Spain) Buffalo, re.
Munro, Hal: (Medinah) Chi, nc.
Munson, Dave: (Coq Rouge) NYC, nc.
Murphy, Spud: (Casino Gardens) Los Angeles, nc.
Murray, Charlie: (Mon Paris) NYC, nc.
Myles, Lee: (Park Central) NYC, h.

N

Nagel, Harold: (Coronado) St. Louis, h.
Nanara, Jimmy: (Club Esquire) Toronto, nc.
Navarro, Al: (Belvedere) Baltimore, h.
Nick-o-demus: (Washington Tavern) Phoenix, Ariz., nc.
Noblemen, Three: (Statler) Buffalo, h.
Noone, Jimmy: (Swingland Cafe) Chi, c.
Norton, Bob: (New Garden Center) Detroit, b.
Noury, Walter: (Roma) Haverhill, Mass., re.

O

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

P

Pablo, Don: (Merry-Go-Round) Dayton, O., nc.
Paddy & Joey: (Royal Palm Club) Miami, Fla., nc.
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
Pancho: (Plaza) NYC, h.
Panico, Louis: (Sherman) Chi, h.
Parker, Les: (Wilshire Bowl) Los Angeles, h.
Parks, Bobby: (Stork Club) NYC, nc.
Patty, Jimmy: (Red Mill) Bronx, N. Y., nc.
Payno, Al: (Grill Leon) Montclair, N. J., ro.
Pearl, Ray: (Trianon) Chi, h.
Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.
Pedro, Don: (Graemere) Chi, h.
Peterson, Johnny: (Old Mill) Salt Lake City, nc.
Peterson, Dee: (Westwood Supper Club) Richmond, Va., nc.
Pettit, Emilie: (Savoy-Plaza) NYC, h.
Pitman, Jack: (Port Arthur) Providence, R. I., re.
Prima, Louis: (Famous Door) NYC, nc.

Pritchard, Dave: (Chittenden) Columbus, O., h.
Provost, Eddie: (El Rancho) Chester, Pa., nc.
Pryor, Roger: (St. Francis) San Francisco, h.

R

Rainey, Dud: (The Crest) Pittsburgh, nc.
Rapp, Barney: (New Penn) Pittsburgh, nc.
Ray, Frankie: (Lake) Gary, Ind., h.
Reader, Charles: (Fort Montague) Nassau, E. W. I., h.
Redman, Don: (Book-Cadillac) Detroit, h.
Redman, Joe: (Baker) Dallas, h.
Reisman, Leo: (Waldorf-Astoria) NYC, h.
Resh, Benny: (The Bowery) Detroit, nc.
Reyes, Chica: (Continental) Detroit, nc.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Rines, Joseph: (St. Regis) NYC, h.
Roman, Emil: (Garbo) NYC, re.
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
Rosenthal, Harry: (La Conga) Hollywood, nc.
Rosner, Ady: (Chez Florence) Paris, France, nc.
Rotgers, Ralph: (International Casino) NYC, nc.
Russell, Buddy, Manhattan Trio: (Roosevelt) Pittsburgh, h.
Roxy Ambassadors: (Club Roxy) Columbus, O., nc.
Ruby, John: (Times Square) Rochester, N. Y., nc.

S

Sabin, Paul: (Syracuse) Syracuse, N. Y., h.
Sanders, Roy: (Marion) Little Rock, Ark., h.
Saunders, Harold: (Montparnasse) NYC, nc.
Sepleto, Canto: (San Souci) Havana, nc.
Shaw, Artie: (State) Boston, b.
Siegel, Irv: (Willow Grove Pavilion) Rozelville, Wis., ro.
Smith, Van: (Merry-Go-Round) NYC, nc.
Smith, Joseph C.: (La Rue) NYC, nc.
Smith, Stuff: (Onyx Club) NYC, nc.
Snyder, Billy: (Lookout House) Covington, Ky., nc.
Southland Rhythm Girls: (Enduro) Brooklyn, re.
Sparr, Paul: (Warwick) NYC, h.
Sprigg, Jack: (Beverly Hills) Newport, Ky., cc.
Steel, Leonard: (Ft. Shelby) Detroit, h.
Sterner, George: (Coq Rouge) NYC, nc.
Stewart, Dave: (Wonder Bar) Zanesville, O., nc.
Stipes, Eddie: (Frankie's) Toledo, nc.
Stoltz, Colie: (Tropical Roof) Memphis, nc.
Strom, Ray: (Fifth Avenue) NYC, h.
Strong, Benny: (Brown) Louisville, h.
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
Sylvio, Don: (Bertolotti's) NYC, re.

T

Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Three Noblemen: (Statler) Buffalo, h.
Tinsley, Ted: (Parrish) Phila, nc.
Tatro, Bill: (Bridgway) Springfield, Mass., h.
Tools, Harley: (Cotton Club) Cincinnati, nc.
Towne, Loren: (Club Joy) Lexington, Ky., nc.
Trace, Al: (College Inn) Chi, h.
Tracy, Jack: (Chez Maurice) Dallas, nc.
Tracy, Jack: (Chez Paree) New Orleans, nc.
Traxler, Bert: (Club Rex) Birmingham, nc.
Tucker, Orrin: (Roosevelt) NYC, h.
Two Shades of Blue: (Mayflower) Akron, O., h.

U

Ulrich, Roberto: (Lobby Cafe) Juarez, Mex., c.

V

VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Vanderbilt, Arlie: (El Fidel) Albuquerque, N. M., h.
Varzos, Eddie: (Muehlebach) Kansas City, Mo., h.
Veil, Tubby: (Brun's) Chi, re.
Versatilians: (Woodruff) Joliet, Ill., h.
Vorden, Vivian: (Sportsman Inn) Galveston, Tex., nc.
Vouzen, Nick: (Coq Rouge) NYC, nc.

W

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Walder, Herman: (Spinning Wheel) Kansas City, Mo., nc.
Walsh, Jimmy: (Sweets) Oakland, Calif., nc.
Warren, Harry: (Stacey-Trent) Trenton, h.
Warren, Arthur: (Lincoln) NYC, h.
Watkins, Sammy: (Hollenden Vogue Room) Cleveland, h.
Weeks, Anson: (Mark Hopkins) San Francisco, h.
Weems, Ted: (Aragon) Chi, b.
Weldon: (Armando's) NYC, nc.
Weiner, Michael: (Old Rumanian) NYC, re.
Welk, Lawrence: (William Penn) Pittsburgh, h.
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
Whitney, Palmer: (Baker) St. Charles, Ill., h.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Winton, Barry: (Salon Royale) NYC, nc.
Wiser, Hy: (Kennedy's) Binghamton, N. Y., nc.

Y

Young, Sterling: (Clardige) Memphis, h.

Z

Zieler, Cy: (Edgewater) Lafayette, La., nc.
Zoeller, Carl: (Paddock) Louisville, nc.
Zollo, Leo: (Franklin) Phila, h.

Three Set for Glens

BEDFORD, O., May 7.—Management of Bedford Glens, summer dance arena, has scheduled Carl (Deacon) Moore May 18; Ina Ray Hutton, May 25, and Chick Webb, June 14 and 15. Set thru Consolidated Radio Artists.

"TEST PILOT"

TIME—119 minutes. **(MGM)** **RELEASE DATE**—April 22.
PLOT—A test pilot, attempting a transcontinental record, is grounded on a field of a Midwestern State and there meets, is enchanted with and enchants the proverbial farmer's daughter. The very next morning they elope to the big city. The harrowing experiences and uncertain existence of a test pilot are a trial for the girl and she finds some solace and gets some advice from the hero's buddy, who loves him almost as she does. There are crashes and plenty of thrilling flying, including the national air races at Cleveland, and life is one big adventure after the other for the couple, but all the time she knows that she has to share her man with another love, the siren to be found above the clouds. Just when she is about to be reconciled to her lot their loyal friend is killed in a crash; that alienates him from cloud-soaring, and he grounds for good as a flying instructor.
CAST—Clark Gable, Myrna Loy, Spencer Tracy, Lionel Barrymore and others. Gable, as the reckless pilot; Tracy, as his loyal and sacrificing mechanic; Loy, as the love interest which triumphs the hard way, and Barrymore, as the aviation tycoon, are all excellent.
DIRECTOR—Victor Fleming. Did very well with a story that is obvious and one that is necessarily punctured by a lot of ships-in-flight shots.
AUTHORS—Screen play by Vincent Lawrence and Waldemar Young from an original story by Frank Wead. None of these three can claim originality in theme or treatment.
COMMENT—A fair movie made glamorous by the cast.
APPEAL—Wide, since it'll draw all the fans and some of the hardheads.
EXPLOITATION—The swell cast and the unsung heroes of aviation. (Reviewed at the Capitol, New York.) *George Colson.*

"BELOVED BRAT"

TIME—62 minutes. **(WARNER)** **RELEASE DATE**—April 30.
PLOT—Roberta Morgan, a problem child because of her parents' lack of attention and unsympathetic attitude, devises all sorts of schemes and ruses to make life miserable for the servants who persecute her. Ending a chain of events that includes her seeking companionship out of her class, scratching the servants' eyes out, setting fire to her home and causing an auto accident that culminates in a death, Roberta is sent to a girls' school for perjuring testimony. Thru the efforts of the understanding mistress of the school, "the brat" becomes a social being. A father's appeal on behalf of her sick mother wins her back to their hearts.
CAST—Bonita Granville, Dolores Costello, Donald Crisp, Donald Briggs, Natalie Moorhead, Lucille Gleason, Emmett Vogan, Lois Cheaney, Ellen Lowe, Mary Doyle, Paul Everton, Bernice Pilot, Stymie Beard, Meredith White, Carmeneita Johnson, Priscilla Lyon, Gloria Fischer, Doris Breen and Patsy Mitchell. All turn in commendable performances.
DIRECTOR—Arthur Lubin. He could have used a little subtlety. The next move is too obvious.
AUTHOR—Lawrence Kimble, from the original story by Jean Negulesco.
COMMENT—Bonita Granville does an excellent bit of acting as the despicable rich kid who has too much of everything except parent love. The responsibility of parents toward their children, however, is too pointedly "social workish" and could have been done without a great deal of needless talk.
APPEAL—Wide—but most family.
EXPLOITATION—The acting of Bonita Granville and her past success in *These Three*. (Reviewed at the Strand, New York.) *Sol Zatt.*

"WHO KILLED GAIL PRESTON"

(COLUMBIA)
TIME—61 minutes. **RELEASE DATE**—February 24.
PLOT—Gail Preston, petite night club singer, is murdered at the conclusion of her number at a well-known nitery. Don Terry, who plays a police inspector, takes over the case and immediately begins to track down suspects. One by one they are eliminated, and finally, as the case begins to look hopeless, Terry discovers the murder weapon synchronized with an automatic spotlight. Under the pretense of re-enacting the crime, Terry brings all the suspects together at the club and during the show turns the spotlight on each of them. The murderer, knowing that the gun will go off at any minute, begs for the lights to be turned off and confesses.
CAST—Wyn Cahoon, Robert Paige, Rita Hayworth, Don Terry, Dwight Frye and others. Just fair. Hayworth appeals to the eye.
DIRECTOR—Leon Barsha. Manages to keep things moving and by so doing holds interest.
AUTHORS—Original screen play by Robert E. Kent and Henry Taylor.
COMMENT—Usual murder mystery stuff. Monotony is relieved, however, by several musical interpolations and a few gags sprinkled here and there.
APPEAL—Murder mystery fans. Unsuitable for children.
EXPLOITATION—Murder mystery angle. Title. (Reviewed at Rialto, New York.) *E. C.*

"CALL OF THE YUKON"

(REPUBLIC) **RELEASE DATE**—April 18.
TIME—70 minutes.
PLOT—Deserted by fellow fur trappers who sneaked away by boat, Jean, a gal novelist, and Gaston, a trader, are forced to take the overland snow trail to Nenana when famine strikes their Alaskan village. Their going is made difficult by their none too friendly relations, scarcity of food, snow slides, threat of wild dogs and wolves and an early thaw which strands them on a mid-stream isle surrounded by crunching ice floes. An airplane scout directs a rescuing sled party manned by a second suitor for the novelist's hand. Pugilistic contest and story-book justice award the girl to her man Gaston. Paralleling the human romance is a symbolic mating of Swift Lightning, a half-wolf dog, and Firefly, a collie. Buck, the St. Bernard, is left in the cold.
CAST—Richard Arlen, Beverly Roberts, Lyle Talbot, Mala, Garry Owen, Ivan Miller, James Lono, Emory Parnell, Billy Dooley, Al St. John, Anthony Hughes and Nina Campana. Also, Firefly, a collie; Swift Lightning, the wolf-dog; Buck, a St. Bernard; Toughie and Roughie, bear cubs, and Winkey, a talking raven. Humans are palatable stereotypes. Animals steal the show.
DIRECTOR—B. Reeves Rason. Gross neglect of details which would add a bit of plausibility to the reel. Novelist, for example, comes thru the hazardous trail without a cur ruffled, looking as fit as a deb just leaving a beautician.
AUTHORS—Screen play by Gertrude Orr and William Bartlett. From a novel, *Swift Lightning*, by James Oliver Curwood.
COMMENT—A lively number for a twin bill.
APPEAL—The imaginative with a liking for the robust, fist fights and blood battles with wild beasts.
EXPLOITATION—The cunning wolf-dog and the arduous life of a fur trapper. (Reviewed at the Criterion, New York.) *Sylvia Weiss.*

Chicago Chat

By NAT GREEN

THE local rialto is taking on the appearance of Old Home Week, what with Sophie Tucker, Ole Olsen, Chic Johnson, Abe Lyman and other favorites on Loop bills. Sophie, who likes to recall the days when she was doing 14 shows a day (or was it 24?) on State street, is sporting a sylphlike figure, having lost 30 pounds, and she's whooping it up with her old-time wim and vigor on the Oriental stage. At the other end of the rialto Olsen and Johnson are setting the stagehands crazy at the Palace, and in between—on Clark street—Lupe Velez is putting more life into Cohan's Grand than it's seen in many a moon. Lupe, suffering from a slight cold, gave the representatives of the press many a laugh at a party held for them. If ever there was a human dynamo, she's it!

Helen Morgan, co-starring with Lupe in *You Never Know*, will open an engagement at Chez Paree early in June. . . . Cross and Dunn and Mary Raye and Naldi, dance team, will appear on the same bill. . . . We'll be making more frequent calls at the CRA offices now that Christine Edwards, gorgeous redhead, has been transferred here from the San Francisco office. . . . One of our stooges reports that Stepin Fetchit, now touring with a unit, probably will go to England for a tour this summer. . . . George Overton, formerly with MCA, has launched into the photo reproduction biz here in Chi. . . . Bon Air Country Club should be a fave spot for night-lifers with Jack Denny swingin' the music there starting May 25. . . . Audrey Warner, personally and vocally charming, in from Miami and doubtless will soon be heard on the airwaves. . . . We're glad to see Bill Dornfield, magical emcee, back on the bill at the Bismarck. . . . Dorny deserves better breaks than he's been getting. . . . Freddie Martin, for many years with United Artists, has gone with Irving Mack as office and personnel manager.

Abe Lyman will have a chance to renew many old acquaintances this summer. . . . He goes into Chez Paree July 22 to remain until early fall. . . . Frank Smith, RKO Palace manager, who went to Fort Wayne to catch the opening of Olsen and Johnson's unit, says there's one theater manager in Fort Wayne who isn't taking any chances on what's going to happen to show biz. . . . He has his trailer parked on a lot across from the theater, ready to ramble if things get too tough. . . . Dr. Max Thorek, chief surgeon at American Hospital and president of the Photographic Society of America, was first prize winner in the fourth annual Blossom Festival salon of photography at St. Joseph, Mich. . . . Dr. Thorek is as proud of his skill in photography as he is of his surgical expertness.

As I See It

By DAVE VINE

A \$10 BILL TALKS TO ME. . . . Hey, Vine, I've been with you for three days and nights now and during that time you've been breaking your head for material for your column, you dope, when all you had to do is put your hand in your pocket and pull me out. Why I can tell you things that would put all you columnists to shame, but you must have had a cramp in your hand or something because, you cheap skate, you never put your hand in your pocket.

. . . DON'T YOU REALIZE, Vine, we \$10 bills get around more than you columnists do; we see more and know more. As for me, I was born in Washington. On February 8, 1938, I was only two weeks old and the ink was hardly dry on my back. I knew little of the world or that millions of people were waiting to get their hands on me when I was shipped with a lot of my brothers to New York. And of all places, a Broadway bank.

. . . I WAS only in the bank a day or so when out I went as part of a pay roll to Bert Lehbar, of WMCA. At that time I didn't know they had just moved in. But since then I have been in all of the other radio stations and I must say that the new WMCA headquarters are the last word in radio stations. Well, anyway, I wasn't there long either when I was put in the envelope of Don Kerr as part of his salary. He seemed like a nice fellow and put me in a nice pocketbook, but he didn't keep me long, for just as we were leaving the station some fellow by the name of Joe stopped him and told him a sad story. The next thing I knew this fellow Joe had me and it wasn't long after that I was introduced to my first bar-room. . . .

. . . WHILE JOE was standing at the bar drinking some fellow came up to him and said, "Hey, Joe, how about paying me that 10 you owe me?" And Joe said, "Sorry, I haven't got it now." Can you imagine that, I thought to myself, what a liar he is, because there I was in his pocket all the time! I had enough of him and I couldn't wait until he took me out to pay for the drinks, as I figured I was better off in a barroom cash register than I would be with a mug like him. But I was wrong again. I didn't go in the cash register at all; I went right into the bartender's pocket. The boss came in and said, "Business is pretty bad, isn't it?" The bartender, of course, wouldn't talk, and he knew damn well I couldn't.

. . . THE BARTENDER was one of those easy-come-easy-go types. The following day I went with him. He called up some girl living on 55th street. They met in the afternoon, cocktails and all of that, and at night they decided to go to a show. So they went over to Joey Gold's ticket office, where they got two for *Of Mice and Men*. She handed me a laugh when he said as they were walking out, "Honey, do you think I'm a mouse?" and she flipped back, "Well, you're scaring me." Well, here I was with a regular fellow. I was counted with a lot of my brothers and next thing I knew I was back in the bank again. I was tired, but I wasn't to be there long, because it was right after I got in that you came to the bank with that check that the Charlie Rapp club office had given you in payment for the club date you played for it.

. . . NOW, VINE, I don't want to tell you what to do and how to live your life. I am only a kid and there is no need of my telling you that I already know that you meet. Hold on to me. I can get along without you, but you can't get along without me. Take me home and keep me. I don't want to learn any more than I have these few days knocking around Broadway.

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MERCURY

Beginning Friday Evening, April 29, 1938

HEARTBREAK HOUSE

(Repertory revival)

A play by George Bernard Shaw. Staged by Orson Welles. Settings designed by John Koenig, constructed by Nolan Brothers and painted by Centre Studios. Costumes by Brooks & Co., Paul Levine and Roud. Presented by the Mercury Theater.

Ellie Dunn.....Geraldine Fitzgerald
Nurse Guinness.....Brenda Forbes
Captain Shotover.....Orson Welles
Lady Utterword.....Phyllis Joyce
Hesione Hushabye.....Mady Christians
Mazzini Dunn.....Erskine Sanford
Hector Hushabye.....Vincent Price
Boss Mangan.....George Coulouris
Randall Utterword.....John Hoysradt
The Burglar.....Eustace Wyatt

The Entire Action of the Play Takes Place in Captain Shotover's Home in Sussex Late in the Summer of 1915.

ACT I—Early Evening. ACT II—After Dinner. ACT III—The Garden. Later the Same Night.

While it is not only permissible but even enthusiastically commendable for so great a world-genius as young Mr. Orson Welles to cut and butcher beyond recognition the works of such comparative nincompoops as Shakespeare and Marlowe, similar liberties cannot, of course, be taken with a really great dramatist like George Bernard Shaw. They can't be taken even by a genius like Mr. Welles—possibly because Shaw is still alive and able to defend himself. So, as its latest repertory production, Mr. Welles' Mercury Theater presents a carefully uncut version of Mr. Shaw's *Heartbreak House*—so carefully uncut that at times a weary reporter thought it might better have been called *Daybreak House*. Tho *Clambake House* or *Headache House* would have done just as well.

Heartbreak House has been one of the most variously appraised of all Shaw's works; when it first appeared about two decades ago reviewers in both London and New York were at loggerheads, some calling it his best and some his worst play. Calling it his best is, of course, damning it with faint praise; but even that meager damnation cannot, in honesty, be offered as solace. For *Heartbreak House* displayed the start of the break-up of those few talents that Shaw, as a dramatist, possessed in the days when his reputation as a cause celebre was first confused with his reputation as a playwright; it was an ominous hint of the tripe and terror that he later spewed forth in such intellectual eruptions as *The Apple Cart*, *Too True To Be Good* and *The Simpleton of the Unexpected Isles*. Formless, pointless and seemingly endless, it made no attempt to achieve either dramatic structure or dramatic interest, contenting itself by offering a variety of pasteboard cartoons which mouthed meally the tidbits of Shavian prejudice that the master was willing to throw to his camp followers. Audiences were asked to sit almost endlessly enraptured before the interplay of Shavian wit, as expressed by a series of flat figures contrived simply to serve as sounding boards for the booming of the master's hollow tympani.

Thus, in common with all excrescences of Shavian masterwit, the formless hodgepodge is a sententious enunciation of cheap and pseudo-intellectual smart-aleckery that is largely complete poppycock—that has little weight or sense and no wit except the rudimentary wit inherent in vaudeville wisecracks and revue-skit situations. Years ago I suggested that Shaw's popularity was based on the fact that all the young Intellectuals could attend his plays and murmur, "See, Sadie, isn't that exactly what I told you last night!" I have found no reason to change my opinion. I still believe, as I did years ago, that one-half of Shaw's so-much-appreciated witticisms are obviously untrue, one-fourth just as obviously platitudinous and one-fourth swiped baldly from their original owners. If Shaw has any value at all, it is only as a sort of intellectual pantaloons who simultaneously popularizes and vulgarizes other men's thoughts. And that is a very minor and highly questionable value, only occasionally evident and almost completely buried by the dead weight of his collected works.

As you probably don't have to be told, *Heartbreak House* is about a self-consciously eccentric English family headed by old Captain Shotover, the most direct of the author's mouthpieces. A lot of friends come in to visit, and then sit around and talk—and talk and talk and talk. They talk of the forthcoming marriage of little Ellie with a bloated business man, of the ways of business in general, of ideals (as Shaw sees them)

New Plays on Broadway

Reviewed by Eugene Burr

in an unidealistic world, of everything, in short, and of nothing. Finally Ellie turns down the business man, having found a spiritual affinity with Old Captain Shotover—and if the Freudians really want something to examine they can lay off Poe for a while—and turn their attention to that situation. Then there's a sudden air-raid, which everyone except the business man and an incidental burglar thinks is very lovely. The business man and the burglar run to a cellar—and the cellar is the only thing blown up. Which, of course, indicates

the triumph of true Shavians—if they'll only wait long enough. It does seem a dreadfully long time, tho; the air-raid is just before the end of the play.

Even those most enthusiastically praising the play have cheerfully admitted that they don't know what it's all about—a form of criticism that perplexes me greatly. There is, as a matter of fact, some doubt that Shaw himself knew. One of the characters, venting some of the more hi-falutin' Shavian phrases, is told that a listener doesn't understand a word of it. "Neither do I," she says,

From Out Front

By EUGENE BURR

The list of my funereal prophecies has now run its course. The committee of judges for the Pulitzer Prize in the drama has awarded that dubious accolade to Thornton Wilder's *Our Town*.

It was only to be expected; and there is little now to be said and less to be done. Once before in its history the committee awarded its palm to an offering outside of the straight drama field (to *Of Thee I Sing*, a satirical musical comedy that boasted a libretto better than most of the season's plays), but never before has it awarded the prize to a circus.



EUGENE BURR

My objections to *Our Town* have been howled loudly enough and frequently enough in this secluded corner to be well known to anyone who has wandered beyond the pale of decency and blundered by mistake into this precinct. I take exception to, among other things, the saccharine and nostalgic sentimentality of the piece, the complete lack of imagination in its essential treatment, the pretentious and insanely preposterous claim that it summarizes American small-town life at the turn of the century, the appallingly undistinguished quality of its writing, the scatter-brained fuzziness of its approach to even primary philosophical topics, the self-conscious "artiness" of its form, the blatant circus quality of its sceneryless production and the incoherent jumble of diametrically opposed ingredients in its theme treatment, its "philosophy" and its presentation.

It is the story of a boy and girl who grow up together, fall in love, marry and are parted by death in a small New England town, together with a bit of local color which Mr. Wilder, as inept a playwright as has ever dabbled in theatricals, was unable to present in dramatic form, and so was forced to depict by making one of the characters a sort of Greek chorus and having him talk thruout the action. It is "pretty" and sweet and nostalgic—which is all very well, but hardly a contribution to serious art, at least in any greater measure than *Elsie Dinsmore* or *The Bobsey Twins in the Country*. That it completely fails to depict true small-town conditions is nothing against it, really—except that, in its text, it insistently claims that it does depict them. The fantastic fuzziness of the last-act discussion of death was made even fuzzier when Mr. Wilder himself, in a desperate effort to clear it up, tried to explain it in the newspapers. The quality of the writing has been much praised—but I'm willing to give odds that, if those who praised it were offered unidentified excerpts, together with excerpts from the writings of Marie Corelli, *East Lynne*, *The Five Little Peppers* and *How They Grew* and the prose works of Edgar A. Guest, they couldn't tell which was which—unless they got hints from the sense (or nonsense) of the passages. There is no scenery, but there are costumes. Some props are cut out, but others are used. The whole thing seems a blatant exercise in self-conscious rigmartole.

But what throws me more than anything else is the attitude of those of its supporters who have spoken to me concerning its merits. They have said the usual things, all of them remarkably unjustified it seems to me; and then have stopped a moment when asked what the play would be like if it had been presented with scenery. Uniformly then they have said that the question is unfair—but that without its sceneryless presentation *Our Town* wouldn't mean much.

I know that I'm naive—but I still can't see how a great play can be created simply by doing away with the scenery of a self-conscious and incompetent hack-work. Such wholesale slashing of the scene-painter's art can, I freely admit, make a good show; I didn't find it so, but I'm perfectly willing to bow to those who did. However, I'm still old-fashioned enough to draw a distinction between a distinguished play and a good show. *Our Town*, whose chief claim to honor even according to its producer is its absence of scenery, is merely a sort of dramatic side show. It may be a good one—but I still don't think that that makes it a fine play.

A fine play, incidentally, can survive any sort of physical production. *Julius Caesar* survives Orson Welles' mangling of it; *Hamlet* has been effective as a play even when used as fodder for various stage ladies with yens to appear in pants. And on a different level, countless workmanlike Broadway productions retain their virtues even under the rigors of presentation in summer stock. But *Our Town* with scenery would be a frost, as even its adherents admit.

Its absence of scenery, I have felt all along, was a self-conscious gesture to cover its author's obvious and glaring deficiencies as a playwright. A competent dramatist could have said all that Mr. Wilder tried to say but couldn't; and he could have said it in a theatrical form that would have riveted attention on the play rather than on the freak production prescribed for it. Beyond that, if all of the loudly mouthed but rather silly arguments in favor of *Our Town*'s intrinsic need to cast off scenery were really sincere *Our Town* would, I maintain, have played before a cyc. Its insistence on tossing its freak presentation in the customers' faces, its insistence on a production that is calculated to absorb attention to the exclusion of the weaknesses of the play as a play, thru the medium of forcing theatergoers to stare for an evening at the pipes on the theater's back wall, force me to doubt the integrity of the whole procedure. If all the arguments, historical and aesthetic, for the absence of scenery were sincere they would offer all the more reason for concealing those pipes—which certainly have nothing to do with any of the reasons advanced for playing *Our Town* in its present "form."

If the Pulitzer committee wanted to go outside the field of drama in making its award, then why didn't it give the prize to the Ringling Circus, which is a really swell show? Even this dissenting corner could have found no fault with that.

"but I know it means something." That line seems to epitomize beautifully the Intellectuals' reaction to the play.

Also there have been comparisons with Chekov. But even the static and silly dramaturgy of that professional Russian doesn't descend to this; for, silly as he was, Chekov at least tried to create characters and to let them talk for themselves. But the "characters" of *Heartbreak House* are flat, cartoon-strip caricatures; an unhappy reporter heartily agreed with the exclamation of one of them, "We've been here too long; we don't live in this house; we haunt it;" they are all busily intent only on letting the master display the flaming fireworks of his wit. But the over-bloated platitudes, infantile situations and heavy-headed dicta are very pretentious and self-conscious fireworks at best, and they merely splutter and flizzle interminably before they providentially go out.

Mr. Welles, in his carefully uncut production, has offered, on the whole, a nice job, with excellent scenery designed by John Koenig and with a cast that is, for the most part, as effective as the play will allow. And in one respect at least the production is justified, for it provides a personal triumph for Miss Mady Christians in the role of the most articulate of Captain Shotover's daughters. Miss Christians, charming, resourceful, intelligent and lovely, makes the Shavian pasteboard almost seem flesh and blood, offering an effective and altogether beautiful performance. Others doing nice work include Vincent Price, who gives a solid, humorous and excellent interpretation as Hushabye; Erskine Sanford, who plays Mazzini Dunn, the role he did in the original Theater Guild production; John Hoysradt, as the vapid Utterword, and Brenda Forbes, who offers a good character job as Nurse Guinness. George Coulouris is forced to look and act like a political cartoon as Boss Mangan, while a newcomer named Geraldine Fitzgerald, in the role of little Ellie, gives a fantastically flat performance, a sort of unvaried, third-grade recitation.

As for Mr. Welles, he keeps the fat part of Captain Shotover for himself, and plays it with all the finesse of a steamroller, tho without the force. Breaking each line in the spot best calculated to destroy the sense, offering readings that are consistently ineffective and even downright nonsensical, alternating between inarticulate whispers and forced shouts, coating himself completely with large slices of grease paint and false whisker, he seems to be trying to give a simultaneous impersonation of Lon Chaney, Billy Bryant (of showboat fame) and a ham sandwich. He is only one-third successful.

Incidentally, an usher at the Mercury said that, while seats may bang and programs rustle during the performances of commoners like Miss Christians, late-comers are asked to stand at the back and wait to be seated until Mr. Welles, that genius whose Broadway experience stretches back over at least three years, is off the stage. I can conceive of those who would even be willing to stand outside the theater.

BROADHURST

Beginning Wednesday Evening, May 4, 1938

THE MAN FROM CAIRO

A comedy adapted by Dan Goldberg from the French of Yvan-Noe. Staged by Harry Wagstaff Gribble. Settings designed by Frederick B. Fox, constructed by Martin Turner Construction Co. and painted by Robert W. Bergman. Presented by Michael Todd.

Rudolf.....Donald Randolph
Mrs. Andras.....Sylvia Sirota
Mr. Andras.....Emile Avery
Louis.....Charles Adler
Kornai.....A. J. Herbert
Rozsika.....Geraldine Kay
Istvan.....Joseph Buloff
Janos.....Richard Rauber
Bela.....Frank Downing
Leni.....Helen Chandler
Henriette.....Viola Roache
Trudi.....Ann Thomas
Tailor Boy.....Jack Hasler
Guests.

The Action Takes Place in the City of Budapest During the Present Day.

ACT I—The Overflow Lounge of the Cafe Rudolph. An Evening in March. ACT II—33 Lehel Street. Noon. The Next Day. ACT III—The Same as Act II. Evening. The Same Day.

Another annoyingly Budapestiferous little item harassed Broadway Wednesday night when Michael Todd presented *The Man From Cairo* at the Broadhurst Theater. Dan Goldberg adapted it for no discernible reason from the French

BROADWAY RUNS

Performances to May 7, Inclusive.

| Dramatic | Opened | Perf. |
|---|-------------|-------|
| All the Living (Fulton)..... | Mar. 24 | 52 |
| Bachelor Born (Lyceum)..... | Jan. 25 | 121 |
| Circle The (Playhouse)..... | Apr. 18 | 24 |
| Eye On the Sparrow (Vanderbilt)..... | May 3 | 7 |
| Golden Boy (Belasco)..... | Nov. 4 | 215 |
| Man from Cairo, The (Broadhurst)..... | May 4 | 6 |
| Mercury Theater Rep (Mercury)..... | Nov. 11 | 210 |
| Heartbreak House..... | Apr. 20 | 7 |
| Julius Caesar..... | Nov. 11 | 138 |
| The Shoemaker's Holiday..... | Jan. 1 | 65 |
| Of Mice and Men (Music Box)..... | Nov. 23 | 101 |
| On Borrowed Time (Longacre)..... | Feb. 3 | 111 |
| Once Is Enough (Miller's)..... | Feb. 15 | 97 |
| Our Town (Morosco)..... | Feb. 4 | 109 |
| Room Service (Oort)..... | May 19 '37 | 408 |
| Schoolhouse on the Lot (Ritz)..... | Mar. 22 | 55 |
| Shadow and Substance (Golden)..... | Jan. 26 | 120 |
| Susan and God (Plymouth)..... | Oct. 7 | 246 |
| Tobacco Road (Forrest)..... | Dec. 4 '33 | 1884 |
| Washington Jitters (Guild)..... | May 2 | 8 |
| What a Life (Biltmore)..... | Apr. 13 | 31 |
| Whiteoaks (Hudson)..... | Mar. 23 | 56 |
| Women, The (Barrimore)..... | Dec. 26 '36 | 574 |
| You Can't Take It With You (Booth)..... | Dec. 14 '36 | 598 |
| Musical Comedy | | |
| Hooray for What! (Winter Garden)..... | Dec. 1 | 182 |
| I'd Rather Be Right (Alvin)..... | Nov. 2 | 215 |

Congressman Fusser.....Bertram Thorn
 Secretary.....Norma Chambers
 Henry Hogg.....Fred Stewart
 Eula Keefer.....Helen Shields
 Mrs. Nelson.....Kathryn Grill
 Guide.....David Clarke
 Tourist.....Dorothy Brackett
 Senator Briggs.....Will Geer
 Waiter.....Douglas Parkhurst
 First Senator.....Edwin Cooper
 Second Senator.....David Clarke
 Jerry.....Kendall Clark
 Clerk.....John O'Shaughnessy
 Perigord.....Robert Thomsen
 Manager.....Erik Walz
 Waiter at Carleton.....Douglas Parkhurst
 Senator Ransom.....John O'Shaughnessy
 McGinty.....David Clarke
 Miss Preston.....Rose Keane
 Photographer.....Kendall Clark
 Mrs. Dwight.....Lesley Stafford
 Coward.....George Oliver Taylor
 A Sign Painter.....Edwin Cooper
 Jenny Bronson.....Dorothy Brackett
 Hostess.....Norma Chambers
 Jed.....David Clarke
 Footmen.....John Huntington, Charles Gordon

The Action of the Play Takes Place in Washington. There Is a Difference in Time of Three Weeks Between Act I and II.

The Theater Guild has dived into a minor maelstrom of American insanity and, with the aid of the Actors' Repertory Company, emerged with a strange combination that is called by the program a comedy. Actually, it is a sort of theatrical mulligatawny, a mad mixture of farce, satire, musical comedy libretto, burlesque blackout, hilarity, horse sense and bloody-shirt waving. It is called *Washington Jitters*, after the Dalton Trumbo novel from which John Boruff and Walter Hart dramatized it (at least let's say "dramatized"), and it turns out to be—with a couple of minor drawbacks hereinafter noted—a lot of fun. The Actors' Rep acts in it, and it was presented by the Guild at its dignified home theater on Monday night.

It has its rise in that maniacal melange of alphabetical abracadabra that kept the country confused and therefore happy during the early days of the present Washingtonian regime. That, of course, is stale stuff now, during the second era of the reign—the nice little pyramid of alphabetical symbols having tumbled down before the cold wind of unemployment, depression and recession (which is the same thing as depression, only worse). Now new smoked herrings are being frantically dragged along the political trail, and the cardhouse of bureaucratic abecedarianism has collapsed face up, so that almost everyone except political job-holders can see the symbols for what they're worth.

But the chances are that when Mr. Trumbo originally wrote his book it was still a live issue—and Messrs. Boruff and Hart have wisely added timelessness to their work by making the early Rooseveltian juggling with lettered signs—the most advanced example of overblown bureaucratic excess ever to afflict the land—symbolize all such excesses, perpetrated by no matter whom. They draw a general satirical moral from the maddest recent example of the spoils system, and even if they later spoil it themselves by a bit of unjustifiable flag-waving, they have still managed to bring their strange theatrical mixture up to date.

It's all about those grand Washingtonian days when each letter of the alphabet was overworked as a symbol for this or that new governmental bureau and when the delirious paladins of a

party suddenly in power after many lean years were frenziedly finding places for sixth cousins of faithful wardheelers. In the melange of Washington is Henry Hogg, sign painter, who thinks it's all pretty silly. Carrying a "co-ordinator" desk sign to the head of one new bureau, he stops at another and is mistaken by an enterprising columnist for its new co-ordinator. Henry, sore because his girl has been fired from the department to make way for the newest piece of spoils-system fluff, gives vent to a few energetic remarks—and the columnist prints them.

Despite the fact that Henry's "department" has never had a co-ordinator, everyone rallies round—because no one knows who may have appointed the new and mysterious fire-eater. Henry decides to carry thru; he is taken up by the leader of the opposition; the administration, to save its face, announces publicly that it is solidly behind him; a ghost writer presents him with a controversial book that he signs, and Henry Hogg becomes a national figure, as the first act ends in a welter of horseplay and stale burlesque blackouts.

The second half, funnier and stronger than the first, deals with the deals of the politicians as each side tries to hog-tie Henry (honest, mister, no pun intended) to its own fence. Henry, being both honest and simple, is the despair of the politicians—and in the end, in his big radio speech, he simply tells the people the fantastic things that are going on, and blames the voters for allowing them. It is easy flag-waving, a disappointing climax to a clear, satirical X-ray; for in a "democracy" even one 100th the size of ours, such voters' rule is obviously impossible. At best, franchise holders are allowed only a choice of evils—and political machinery, length of official terms and the tremendously unwieldy size of the body politic make direct rule by the people a Utopian fantasy. When a voting mob is as large as ours, only a demagogue can climb upon its shoulders.

The authors do save themselves, tho, by their last line—which has the leaders of both parties, when Henry's speech makes a sensational hit, lining themselves up behind him as his campaign managers for 1940.

A large cast, playing at a rapid-fire pace before the effective and highly serviceable sets designed by Lawrence L. Goldwasser, does very nicely on the whole, with the best jobs being turned in by Will Geer, Anthony Ross, Francis Pierlot, Bertram Thorn, Robert Thomsen and Harry Shannon. Some of the minor players are pretty bad, and Fred Stewart, who did luminous, beautiful work as the half-witted lad of *Robin Landing*, seems for the most part like a well-meaning and extremely earnest amateur as Henry himself. The direction by Hart and Worthington Miner keeps things going at a fine clip.

The dramatists evidently stuck faithfully to the original novel—too faithfully, perhaps, because the play, as a piece of theater, is frequently cluttered up by unnecessary and annoying odds and ends. There is something less than first-line farce skill in some of the more broadly humorous moments, but on the whole it is a good satirical job. There's plenty of fun on 52d street these nights.

It did seem a bit strange, tho, to see all those old first-act burlesque blackouts on the sanctimonious stage of the Guild Theater.

VANDERBILT

Beginning Tuesday Evening, May 3, 1938

EYE ON THE SPARROW

A comedy by Maxwell Selser, featuring Catharine Doucet. Presented by Girvan Higginson. Staged by John M. Worth (Harry Elferbe, Mrs. Girvan Higginson and Antoinette Perry). Settings designed by Emmaline Roche, built by Vail Scenic Construction Co. and painted by Center Studios, Inc.

- Philip Thomas.....Montgomery Cliff
- Nancy Thomas.....Katherine Deane
- Freeman.....Edgar Stehli
- Roger Sanford.....Barry Sullivan
- Ted Strong.....Philip Ober
- Barbara Thomas.....Catharine Doucet
- Fejac Strode.....Leslie King
- Jim Wright.....Perce Benton
- Rostican.....Stiano Braggiotti

- Florence Augden.....Dorothy Francis
- O'Mara.....Francesca Lenni
- Thomas Hosea.....Edward Fielding
- Rent Collector.....Ernest Woodward
- First Moving Man.....Lester Damon
- Rug Man.....Sandy Strouse
- Expressmen, Moving Men, etc.

ACT I—Barbara's Upstairs Sitting Room in the Thomases' Residence, New York City. Late Afternoon. ACT II—An Apartment on 12th Street. Eight Months Later. Late Afternoon. ACT III—Same as Act II. The Next Morning. TIME—The Present.

God may, as the proverb goes, keep his eye even on the smallest sparrow and its fall, but the play called *Eye on the Sparrow*, which opened Tuesday at the Vanderbilt Theater, bids fair to baffle even omnipotence. For it is such a very small sparrow, and its fall is fated to be so overwhelmingly swift, that it is almost unnoticeable even to an observer assigned to inspect it. A sort of exercise in dramatic prestidigitation, it cannot be followed by a merely human eye.

Written by Maxwell Selser and presented by Girvan Higginson (both getting their baptism of Broadway—a baptism that is practically a deluge) it is another story of that stock figure of mentally bankrupt playwrights, the flighty middle-aged woman who is too, too charming—too charming, in most cases, to be allowed to live. This incarnation is called Barbara Thomas; she is a widow with two allegedly grown children; and she simply can't understand it when they are forced to leave their lovely 60th street mansion and move to the ghetto of 12th street, a ghetto shared (tho this isn't mentioned in the play) by such other members of the submerged classes as Mr. Brooks Atkinson, dramatic critic of *The Times*.

Things are simply terrible on 12th street, with Mamma running up bills, Sonny Boy becoming a Communist and being arrested for picketing, and young Nancy simply unable to stand it. So young Nancy, in what is probably the phoniest second act curtain since *Way Down East*, announces that altho she loves poor and handsome Roger she will sell herself in sacred matrimony to rich, and for my money even handsomer, Ted. Mamma sits down and in despair has a dinner of sardines with the faithful family butler.

In the end, of course, everything turns out all right, with Mamma getting commission on the sale of a novel by an obscure author she befriended, selling a rug to an amorous rug dealer for \$24,000, and wangling her way into incipient matrimony with the susceptible judge she met when she was haled into court for not paying her bills. Sonny Boy deserts Communism and Nancy deserts Ted, thereafter falling into Roger's manly arms. Practically every male member of the cast smiles indulgently and falls madly in love with Mamma, a falling enthusiastically unshared by the customers, who hardly even smile.

It's the usual stereotype, a little duller and little more inept than its predecessors. The lines offer one or two good laughs that rattle around in the empty structure of the play, and simply serve to point up the general dullness.

And what little the script may have had is completely demolished by the job done in the central role by Catharine (See *NEW PLAY* on page 27)

(44th Anniversary)

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FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

GUILD

Beginning Monday Evening, May 2, 1938

WASHINGTON JITTERS

A comedy in two acts by John Boruff and Walter Hart, based on the novel of the same name by Dalton Trumbo. Staged by Walter Hart and Worthington Miner. Settings designed by Lawrence L. Goldwasser and painted by Jules Laurentz Studio, Inc. Presented by the Theater Guild, Inc., featuring the Actors' Repertory Company.
 Radio Announcer.....Erik Walz
 Harvey Upp.....Anthony Ross
 Mehafferty.....Harry Shannon
 Sam Dawson.....Robert Porterfield
 Senator Marple.....Francis Pierlot
 Hamilton Dill.....Forrest Orr

More Summer Openings Set for New York and Thruout Country

NEW YORK, May 7.—Good weather and pinning of hopes for an early trek of visiting summer firemen and out-of-town rubber-neckers for a preview of World's Fair developments has the local and suburban summer "openings" coming along at a fast clip. Nearly all of the roofs, gardens, air-conditioned rooms and open-air dining and dancing spots have already set opening dates and floor shows, and many more are expected to join the parade, especially mushroom emporiums in the vicinity of the fairgrounds.

Fredric Fradkin, owner of the Cafe Boheme here, has purchased a Long Island site where he plans to open a dining and wining spot after the pattern of his local rendezvous and will feature the music of a gypsy string ensemble. Villepigue's, 50-year-old landmark at Sheepshead Bay, opens for the season tonight.

One of last year's more spectacular seaside spots, the Surfside, is being converted into a pop-priced beach club, with season membership open to the public. The Glen Island Casino, due to debut May 26, featuring Larry Clinton's Band, has added Beatrice Wain as a vocalist.

The Broadway cabarets as a whole are beginning to feel the summer slack, but the major mass packeries seem to have found the right combination and are expected to show surprising stamina to weather the slump.

The International Casino, with its timely Ice Show, received bolstering encouragement last night at its skating carnival premiere.

The newly installed vaude policy at Billy Rose's Casa Manana has not only been more or less than a boost for vaude but in it Rose has found an unexpected source of revenue and patronage. The first four days of the new policy grossed more than any other previous venture there for the same period. In fact, last Monday the cabaret grossed \$7,000 for the day, which was \$1,100 more than any other Monday gross in the history of the place.

Only casualty of the week was the recently opened Salon Royale, with expectations for a fall reopening very slim.

WILKES-BARRE, Pa., May 7.—Green Gables, considered one of the leading night spots in this vicinity, has reopened for the season. Featuring opening show was Lee Elliot and her 12 Rhythm Queens. The club is situated at near-by Drums, on the Hazleton-Wilkes-Barre highway.

KANSAS CITY, Mo., May 7.—Opening of two elaborate niteries this week inaugurated the season here. Sni-a-Bar Gardens is offering Benny Meroff and orchestra, with specialties by members of the band, Jackie Marshall starring. Spot is under the management of Walter Rainey, Neil Ross and Ed Fanning. They plan to change bills often, with name bands and acts featured.

Earl Brewer's "21 Club" opened Saturday night with Freddy Smart's Band. Spot is two miles east of the city. Business reported on the increase in the last week at virtually all Kaycee niteries, but for several months things were none too good. Agencies report good demand for talent. All in all, Kaycee looks as if it will enjoy a banner season.

NEW ORLEANS, May 7.—With George Rich and ork featured with floor show, the Black Rail opened last Saturday night at Bay St. Louis. New spot under management of Vassalli and Ortte. No cover charge.

KANSAS CITY, Mo., May 7.—Walter Rainey's Sni-a-Bar Gardens, best of the summer clubs here, will open May 17 with floor show and music by the King's Jesters, set thru CRA. Spot did banner biz last season.

Mary's Place, on extreme south edge of city, now is using three-act floor show and music by Al Vinn's Varsity Men. Stork Club, also new, continues with show policy and Tommy Juneau's Orchestra. Hotel Muehlebach Grillroom, trying to keep pace with outdoor competition, has a sure-fire draw in Paul Pendarvis' Band and a bill including Bill Baird, Maidie and Ray, and Modie and Lomeaux.

Prospects for a good season appear bright.

MILWAUKEE, May 7.—Bernard Glisch's Club Sahara, first liquorless night club in the N. S., opened last week to capacity business. Formerly called the Golden Pheasant. Entertainment features Annette and her French Dolls, a group which includes a 10-piece girl orchestra.

DETROIT, May 7.—To-Jo Farms, niterie located on the east side, reopened last week. Don Vetraino is new manager, and Paul LaFata is in charge.

Music by Joe Alexander and Detroiters, with Chuck Vintrino as vocalist.

STEBENVILLE, O., May 7.—Eddie Peyton has reopened his night club on the Steubenville pike. No cover, no minimum. Entertainment is to be provided by the waitresses. Two bands, Tommy Carlyn's and the Florida Jammers, the latter a colored combo.

AKRON, O., May 7.—ENB Club, formerly the Wagon Wheel, has opened at Case and East Market streets. No cover, no minimum. Floor show nightly, including Sundays. Dick Allen's Band installed for an indefinite engagement. Jack Reid is emcee.

Newark Flesh Out

NEWARK, N. J., May 7.—Adams Brothers' Paramount Theater here reverted to double features last week, dropping vaude which it had been using the past several weeks, booked thru Ed Sherman, of Philadelphia.

With the Shubert back to legit this leaves the city without vaude.

Jim Defends the Night Club Press Agents; They're Terrific

By PAUL DENIS

Dear Paul Denis:

I'VE been reading those letters from Maisie and that last one from Nick Bolonino, the night club owner. But I ain't never noticed you sticking up for the night club press agents.

After all, what good is a night club without a dynamic press agent? (like me, for example). And what good is any act or band without a high-class p. a.? We press agents are the life blood of the show business!

But what's the trouble? You guessed it—those screwy night club owners. You work like a horse to put their clubs over and then they want to pay off in beer and pretzels. Now take Nick. I press agented his Romantic Casino. Every time I thought up a brilliant stunt to put his joint on the map he gummed up the works.

Last week I arranged a big press party and the idea was to get each newspaper man to vote what he liked best about the dinner that night. I figured that would land plenty of space. So the 38 newspaper men ate and drank \$312.80 worth, but most of them were too drunk to vote. And those that did vote didn't seem interested in the food and liquor at all—they all voted for Millie, our checkroom girl (because she wouldn't take tips from them). So Nick got sore. Imagine that! And look at all the good will we got that night.

THE week before I find out that Millie Lee, who is billed here as Cleo the Temple Dancer, is really a former Russian countess. So I call up Joe Bean on *The Press* and he rushes down for a story. Imagine my surprise next day when *The Press* carries a big story that Millie is not a countess at all, but that she's really the daughter of a guy that used to run a fruit store here 20 years ago. How was I to know that Joe hates Russian countesses because once his family was driven out of Russia?

And then last month I plant a story that Joe Monk, our band leader, used to be a Bavarian beer garden waiter and can hold 24 steins in one hand. Well, this is the first big publicity Joe ever got in his life and celebrates by being drunk for four straight days. Now how can Nick blame me for things like that?

Another time I planted a story that George, our head waiter, could drink 13 bottles of beer at one sitting. Sure enough, customers keep coming in and insist that George prove it. So George got so drunk every night he couldn't see straight and Nick had to fire him. And George now wants to kill me. Why do I get the blame for everything?

WELL, I'm going to get out of this lousy business. I'm going to do personal publicity for Mrs. Vincent Vanderblimp and mix with real society people. Maybe one of them ritzy debs will go for me—especially now that I comb my hair on the side and wear those refined new glasses.

P.S.—That society job didn't last long. Mrs. Vanderblimp is one of them society gals that can't be bothered with money. She never pays cash; she always says "charge it." After two weeks and no cash I quit. Maybe society people can't be bothered with the filthy lucre, but I want it.

I guess I'll go back to Nick. His business fell off something fierce since I left and everybody's been asking for me—so I guess I ought to help Nick out of a hole. I'm going to start off with a terrific stunt, too. We'll have Soupo games every night between shows. For example, Monday is clam chowder night. Everybody gets served a bowl of chowder and then the first one who finds a clam must yell "Soupo." The prize is an okeh for a meal on the cuff. This will mean a terrific boost for our dinner business. Why didn't I think of this before? It's terrific.

Johnny On the Spot

CHICAGO, May 7.—Johnny Perkins is one comedian apparently who has no recession worries.

Following a long-standing custom, he travels with the St. Louis Cardinals all summer, taking in all their baseball games. When the Oriental Theater here was in the market for an emcee the other day agent Max Turner had Perkins paged in Wrigley Field, where the Cards were playing the Cubs, and called him in to sign a contract for a week while his favorite team was in town.

MCA Show Does Big in Philly

NEW YORK, May 7.—Latest of the series of Shriner-sponsored shows at the Municipal Auditorium, set thru MCA, was held Friday and Saturday. Capacity of the house is 13,470, the Friday house drawing 10,470 and the Saturday show doing capacity.

Show was composed of Eddy Duchin's Band, Shep Fields' Band, Lathrop Brothers and Lee, Shea and Raymond, Helen Reynolds Skaters and a 20-girl ballet and played intact in Cleveland to good business the week before.

Duchin and Fields broadcast Saturday at noon for the dedication ceremonies for the new CBS studio in Hollywood.

Double Bands for Ritz

BOSTON, May 7.—Swank Ritz-Carlton Hotel Roof debuts Tuesday with a double ork policy. Dick Gaspare's Ork and Don DeVodi's Rumba Band are set. John A. Rooney, of *The Boston Herald-Traveler* Hotel and Travel Department, is handling the Roof's publicity campaign.

Club Talent

New York:

RUSSELL SWANN will replace Dwight Fiske at the Savoy Plaza, beginning May 20. . . . WALTER LONG, dancer, after a five-month run at the Paradise here and currently appearing at the 20th Century Club, Philadelphia, joins the St. Louis Muny Opera group June 6, having been assigned for featured roles in *Roberta* and *Of Thee I Sing*. He is being teamed with Kay Picture. . . . VIRGINIA McNAUGHTON, dancer, suffered a broken ankle at one of the afternoon shows at Leon and Eddie's last week and is at the Park East Hospital. . . . NINA OLIVETTE AND DMITRI, comedy dancing duo, are making their local night club debut at the Queens Terrace, Woodside, this week. . . . CARL AND LEONE BONNER break up their current run at Murray's, Tuckahoe, with date at Fay's, Philadelphia, week of the 13th.

Chicago:

DIAMOND BROTHERS and Frazee Sisters replaced the Yacht Club Boys at the Chez Paree. . . . ACTS ARE COMING thru with a big show for Helen Gold, of the MCA office, on her wedding day, June 11. . . . DOROTHY BLANE, songstress, is being joined by her husband, Senia Gamsa, during her summer engagement. Gamsa, a booker, has closed his local office. . . . JACKIE GREEN opened at Congress Hotel's Casino, which decided to remain open another two weeks. . . . HARRY'S NEW YORK BAR will close at the end of this month for a few weeks to remodel. . . . JOAN ABBOTT has left here to fill a date at the Miami Club, Milwaukee, and will return week of June 24 to do a week at the State-Lake.

Here and There:

COLLETTE AND GALLE opened the new Cabin Room of the Log Cabin Club, Lodi, Calif. . . . VERN VALDEZ is completing his second month at the Wagon Wheel, Houston. . . . VEE AMES and the Ames Girls, now playing the Chez Ami, Buffalo, will go to Rochester, N. Y., to open the season at the Breakers May 27. . . . TED MERRIMAN and his "Hollywood Stars That Shine" are booked for a week at the Silver Rail, Utica, N. Y., with Plattsburg, N. Y., and Montreal to follow. Merriman has signed a four-week contract to open June 15 in London, unit to sail first week in June. . . . STONE AND VICTOR opened May 9 at Woodside Rest, Woodside, L. I. . . . STEVENS-MIDDLETON agency is booking Wisteria Gardens, Atlanta. . . . JUDITH LAWTON is headlining in the Grill Room of Hotel Roosevelt, Jacksonville, Fla. Also on the bill are the Two Monocled Ambassadors, Harvey Bell and the Duvall Sisters.

AFA Extends Power Over N. Y. Niteries

NEW YORK, May 7.—American Federation of Actors now has 57 local night clubs operating under closed-shop agreement, the latest to come in being Flynn's in Brooklyn, Andy's Woodside Gardens, Black Cat and Camel Cafe in Flushing.

Contracts for chorus people have also been won in the Village Casino, Howdy Club, Old Roumanian, Rainbow Inn and Ludwig Satz's. Contract for the Paradise Restaurant chorus has been okeh'd by the Federal Court and the receivers and is now awaiting final approval of the creditors' committee.

Detroit Down; Curfew Blamed

DETROIT, May 7.—Early closing—with a 2 a.m. law rigidly enforced thruout the State but running a bit earlier in a few cities—is being blamed by local night spot operators for poor business. Spots using two and three shows nightly run them almost solidly, with an average of two short dances between shows.

Result is patrons don't get enough time to enjoy drinks and ordering is naturally at a minimum. Encouragement came from an unexpected quarter this week when Police Commissioner Heinrich Pickert advocated a 4:30 closing hour.



PAUL DENIS

Ice Show at Int'l Casino Is Colorful But Could Be Better

Despite the cheers that greeted the finale of the *International Ice Frolics* at the International Casino, New York, Friday night, the fact remains that the show could be much better. As the first night club ice show presented on such a lavish scale anywhere in the country, however, it shapes up as a spectacle novelty show that should have no trouble attracting business to the casino.

To the visiting firemen, a spectacular ice show should be a real must, especially when coupled with an evening at the nation's most publicized night club. And with prices down to \$2.50 minimum week days, there shouldn't be any real difficulty doing business the rest of the summer. After all, it's not the show alone that puts a night club over—it's the combination of the show, atmosphere, music, service, food.

The ice show is an MCA unit that played several dates out of town and which was thoroughly revamped and recast for this date. Georgie Hale, whose last night club work was at the Paradise Restaurant, staged the production and is in on a percentage arrangement. He has done a fine job of group dance routine, but the specialties let the show down. With inadequate rehearsals and an unfinished ice floor as handicaps, Hale has managed to put on an ice show that is colorful, interesting and occasionally punchy.

The show's weaknesses are inherent in the limitations of exhibition ice skating. After all, you can have the girls and the specialists Susi-Q, shag, leap, prance, flip, waltz, fall, take splits and form pictorial groups, but that gets monotonous after a while. There is not enough contrast. It's almost entirely

follow in tight-fitting bellhop outfits with a precise and well-executed acro number.

Johnny Coy, youthful tapper, cops the next spot with a couple of ambitious offerings to *Tea for Two* and *Satan Takes a Holiday*. The boy tackles the job with a sincere appreciation of his work and finishes with winning colors. The finale, one of the most striking here in months, stars the Stuart Morgan Dancers, classy adagio quartet, and the Abbott Line in *The Moth and the Flame*, a bright idea affording the girls to display supple ballet work and the act to thrill with hair-raising adagio tricks.

Duchin doubles as emcee and mid-evenings is featured in a piano show of his own. Intermission music is furnished by Phil Dooley and orchestra, an able and up-to-date organization. Added attraction opening night was the celebration of the fifth anniversary of the Empire Room. A cake presented Duchin on this occasion was trimmed with statuettes of the notable band leaders who graced the room's band stand.

Al Fuller, hotel's publicity director, played up the opening with much fanfare and it is netting patron-check results. *Sam Honigberg.*

Walton Roof, Philadelphia

Jack Lynch again presents a smash show at his recently opened roof atop the Walton Hotel and blasts the theory that Philly is not a night club town. For with the big names and pop prices, the Roof has been playing to capacity houses almost each night and Saturday matinee since he opened last month.

The star-studded show is headed by Willie and Eugene Howard, who give their usual hilarious performance. Our only criticism is that they do not give enough, making but three appearances during the show. The brothers open with a duet of old-time favorites, then give their never-dying *Rigoletto* quartet number, and wind up with Willie's soap-box orator skit. And the each of the skits has been played for many years, they still panic the customers, as evidenced by the deafening applause and calls for encores—which the Howards refused, probably due to the fact that they had another show at midnight.

Chaney and Fox come back to Philadelphia, where they headlined the Arcadia show several months ago, and again prove local favorites. Work hard and were called out for three encores. They did everything from the *Blue Danube* waltz to a snappy cakewalk to *Dem Golden Slipper*, which clicked big. Mayris Chaney particularly goes over with her grand smile and manner. Has plenty of poise, personality and is a swell dancer. Marjorie Gainsworth, a blond looker, has swell soprano voice with surprising strength. She gives out with the whole musical gamut from opera to swing and does all exceedingly well. Particularly well done were her *My Hero* and *Ti-Pi-Tin*. She, too, had difficulty in getting off the floor due to the crowd's demand for more. A little more stage presence and this beauteous chirper would give Grace Moore a run for her money.

Paul Rosini is a magician with an act away above the average. Condos Brothers give pleasing tap dance routines.

Music—and good—is given out by two bands, Jenö Denath's Orchestra and Vincent Rizzo's rumba band. Agnes Tolle plays her harp in the Tropical Bar, with Neff's Tropical Orchestra serenading the elbow-benders at the bar. Show was caught at dinner Tuesday

—usually an off night—but house had SRO sign out.

Food is good. Dinner, \$1.50. No cover or minimum. Lynch acts as host in his usual fine style. *Si Shantz.*

Leon and Eddie's, New York

New show here occasioned by the ninth anniversary of the spot is along the general lines of preceding shows and includes the holdovers, Iris Adrian, Haines, Tate and Simpson and main and relief bands of Lou Martin and Clarence Easter, respectively.

Of course, there is Eddie Davis, for without him there is no special reason to come here for your entertainment. He is the meat and the nuts! How much Eddie has meant in the entertainment

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Standout of the show is Evelyn Chandler, world champ professional woman figure skater, whose stunting is breathtaking and who adds enough charm to make her a real personality on skates. Bruce Mapes comes thru with fancy figure skating and teams with Miss Chandler in several strong numbers. Guy Owen stopped the show cold with his airy, leaping and graceful skating and had to do several encores. The other star of the show is Nathan Wally, also a skating champ, who socked over his specialties and then offered the only vaude-style turn of the evening—a take-off on Bergen and McCarthy, with little Sam Jarvis doing the “dummy.”

Also featured are Margaret and Mary Simpson, whose style is unusual and effective; Dorothy Lewis, cute and a fine skater, too; Ted Cave, whose comedy number is fair; Alex Hurd, whose leaps over barrels were spoiled by inability to get the barrels in position fast enough, and Henry Lie and Don Condon, who did a novelty number on skis.

Those working mostly in group numbers were Margaret Richardson, Margaret Austin, Dorothy Franey, Mary Jane Halsted, Cecil Coolican, Lorraine Hopkins, Ann Taylor, Jack Hose, Georgiana Claudet, Dorothy Fough, Carroll Sykes, Dorothy Lewis, Ardria Thomas, Clara Wilkins, Audrey Garland, Gordon Leary, Catherine Coolican, Joan Smith.

Billi Livingston designed the costumes for Brooks and they do much to enhance the show. Outstanding are the cellophane skiing outfits and the horse costumes used in the show's most original production number.

William Creager provided the original music and Yascha Bunchuk led his 12 men thru excellent accompaniment for the show. Ralph Rotger's six-piece band handled the dance music and an electric organ soloist filled in a few waits. After the ice show, wooden mats are rolled out over the stage ice pond and patrons may dance.

The stage, incidentally, has been redecorated to carry out the ice theme. It all provides a refreshing, cool atmosphere good for summer patronage.

Karl Bernstein is still doing the publicity. Management is now thru the creditor committee's man, Bob Christenberry. Joe Moss is still host.

Paul Denis.

Empire Room, Palmer House, Chicago

Eddy Duchin returned to Windy City's ace hotel room and knocked the wide-spread night life lull out into Lake Michigan. Opening night, Thursday, set a new attendance record, with the remainder of the week sold out nights in advance. It speaks well for the magic-fingered pianist and his standing among the smarter night clubbers. (A fact, incidentally, which Selznick-International of Hollywood should consider before casting the title role for *The Life of George Gershwin*. Duchin appears to be the perfect type.)

On the job all evening, he is the heart-warming showman the diners want him to be. Clowns during dance sessions and when on his own at the piano he is a magnetic personality. His keyboard recitals are more entertaining than ever and he's highly accommodating in filling request numbers.

Supporting this one-man show and his danceable ork music is a brief *Springtime Revue* headed by the Stuart Morgan Dancers. It is a refreshing divertimento, freshly costumed and pleasantly conceived by the participants. The Merriel Abbott dance line breeze into the opening with a gay musical comedy routine, and Rita Roper and Gertrude Simmons, two Abbott kids,

scheme and the nine-year success of the place cannot be overestimated. Leon Enken has been the solid man of the establishment during all that time.

Newcomers to the foundation stone of 52d street include Letty Kemble, blond and shapely miss and a recent feature of the defunct Hollywood, in a pleasing assortment of plain and fancy tapwork; Joan Vickers, also a featured survivor of a hapless club, Mario's Mirador, in an exhibition of a pre-Mossian art, the artistic manipulation of fans over woman's prized albeit denuded possessions, and the Carroll Sisters' up-to-the-minute version of personality songs and tapping. They are striking blondes, one of whom would do right by technicolor flickers.

Haines, Tate and Simpson, colored trio of two gals (one at the studio) and a boy, continue their pop harmonizing. And Iris Adrian gives vent to her Mae Westian lyrics with gusto and giggles. Miss Adrian does things to the boys, and so—

Eddie Davis' color and humor has become an institution and a standard for nitery persiflage and, to detail his offering, would be repetitious at best. Suffice it to say that he is on for over an hour at each show and a generous dose like that of Eddie Davis is worth \$2.50 to any person's various glands. If his songs, gags and impressions don't get you, then his ad libs, must.

The two bands are plenty good enough for dancing and other intents.

There is a minimum here of \$2.50. Harry Davies is still press contact man. George Colson.

Bal Tabarin, San Francisco

Show is running one act shorter than usual. Spot has also dispensed with its line of girls and has gone in for a name-act policy. New system seems to answer the local night club problem.

Bill opened by Lord and Pritchard, sleek dance team, which does very well in a routine assignment. Ginger Dulo is in the second spot and does a good job, altho her act is strong enough to get by without the Martha Raye imitation.

The Honey Family, three brothers and

three sisters in an acrobatic routine, succeed in pleasing the patrons. One of the most spectacular of its kind to play here, the act is scheduled for a holdover.

Hal Dreiske handles the show well and pleases the customers with good danceable music. Edward Murphy.

Shadowland, Ft. Worth, Tex.

Formerly the Oasis, this is Fort Worth's newest nitery, having opened April 16. Club opened without floor shows, with Manager Nig Johnson putting emphasis on food, but Johnson since has added short Harlem floor shows on week-ends, with 40 cents per person cover.

Floor show reviewed had Pearl Harvey, singer; William and Lorain, dance team, and Robert Orr, emcee, singer and dancer. With each of them doing more than one specialty, they were able to round out a regular show, given twice nightly.

Miss Harvey has a pleasant but not a strong voice, and her delivery of *You're a Sweetheart* was better than that for the faster *It Don't Mean a Thing*. Orr and the dance team went thru various tap numbers that were good. They danced together, singly and in pairs. Orr also scored singing an original tune titled *If You Like Them*. His emceeing was short and snappy. All of them needed more co-operation from the orchestra.

Sonny Vee's Orchestra plays for show and dancing. Ruth Huff.

Martin's on the Plaza, Kansas City, Mo.

After experimenting with a half-dozen orchestras, Clair Martin has booked Jay (Hootie) McShann and his six-piece colored combo, patronage proving it a shrewd move.

No acts are used. Spot is swank, boasting two ornate bars and lavish equipment, service and cuisine.

Band is strictly hep all the way, altho it is forced to play pop ditties for the ickier type dancers. McShann, only 22 years old, is indisputably the classiest keyboard artist locally. Has a style reminiscent of Mary Lou Williams, with Andy Kirk. He is also a clever showman. Combines bashful personality with amazing technique on the ivories and is proving a sensation here. Vocals handled by "Pop-eye" Hale, sax man, and Bob Mabern, tenor. They do a good job.

On tunes like *Roll 'Em*, *Moten Stomp*, *Whispering* and *King Porter*, the McShann combo sounds unbeatable. Kid leader is a sure bet to go high in the orchestra game, judging by his style—and success—here.

Service excellent; food and drinks good. Dave E. Dexter Jr.

Frontenac Casino, Detroit

A class floor show is being maintained in this spot, reopened about a year ago by Manager Gene Lizotte. Current booking features Zorine and her Sun Worshippers, with Dr. Frederick Merrill emceeing and giving a steady run of patter thru the principal act. Fritz Lauer, acrobatic dancer with a varied routine, is in ace spot, returning for second number later.

Kentucky Rhythm Mountaineers, three boys with instruments and one with an impressive tenor, are followed by Joseph

Von Hahn and DeNegre, spectacular bronze dance team. A swell slackpants comedy dumb act, George Downey, does Fanny Brice and Spanish dancer impersonations and wrestles with a bicycle and a unicycle.

Zorine and her ballet, costumed to represent the history of Sun Worship, each different, work on a huge throne background, with a very realistic oversize ape on the throne, ultimately carrying Zorine off at the climax. The routine is a restrained ritualistic dance done with excellent lighting effects and costuming. The act is a well produced interpretation of the theme and is artistically done to avoid offensive nudism.

Jerry Zica's string trio of Mexican strollers held the interludes, with the Savoy Sextet furnishing music for the show and dancing. The Zica Trio, newcomers here, have sweet style.

H. F. Reves.

Cocoanut Grove, Park Central Hotel, New York

After more than a year, the Park Central has brought in a new name to replace Jerry Blaine in the music-making department of its popular 26th-floor rendezvous, the Cocoanut Grove. New eight-man combo, headed by Lee Myles, opened last week and appears set for the summer.

Myles' last New York appearance was fronting one of the bands at Billy Rose's erstwhile *Casino de Paree* several years ago, but he's using a new crew for this engagement. Boys worked together only about four weeks prior to opening here, but perform with a co-ordination that is surprising in view of the brief preparatory period. Arrangements are largely the work of Myles' pianist, and are agreeable and effective without being spectacular or flashy, and the quality of the instrumentation minimizes the familiarity of the few stock orchestrations that are used.

Myles features Bill Ratsberg and his trumpet, and there's something there to feature. Trumpeter was with Xavier Cugat, and has a way of taking a chorus and making it all his own, with his muted "growling" offering a nice contrast to the band's basic softness. Rest of the combo comprises a trombone, accordion, drums and bass, and a three-man sax section also handling clarinet and violin passages. No girl singer, vocals being taken by one of the saxmen.

All in all, band does a nice job, its style and routine appealing to all tastes. Swing numbers are done with the emphasis on rhythm rather than noise; ballads are danceable and make good table listening, and rumbas are delivered with the proper spirit. Myles has an easy, informal manner which attracts the terp addicts to the bandstand with requests, and the whole set-up is such that it shouldn't be long before he builds a nice reputation for himself here.

No floor show, that feature having been discarded last month. Nubi, strolling fortune teller, remains.

Daniel Richman.

Club Mayfair, Yatesville

After a mediocre start, this outstanding club of Wyoming Valley returned to the hit class with the current show, which features four acts and Howard Brockway's 10-piece band.

Monroe Seton, emcee, opened with a few sparkling gags. The Frances Sisters, attractive pair in trim costumes of blue and scarlet, did a rhythmic military tap and returned later for a high-kick number, both finely executed.

The ballroom team, Millae and Mills, earned applause with their waltz number. Attractive Jean Douglas was entertaining in her vocal, *When a Lady Meets a Gentleman Down South*, and encored with *You're an Education in Yourself*.

Known for its specialty numbers, the band came up with a new one, *Yankee Doodle Band*, with three musicians forming a comedy combo, and encored with a special arrangement of *Ti-Pi-Tin*.

Seton offered impersonations of outstanding persons in the day's news as requested by customers. Made a hit with Kate Smith, Voice of Experience, *March of Time*, Roosevelt, Hitler and Mussolini. Millae and Mills returned with a spectacular apache, Mills tossing Millae around with abandon.

Stan Hall plays guitar and sings request numbers during band intermissions.

Biz good.

Milton Miller.

Kin Wah Lo's, Toledo

One of the best known older spots, remade into a night club a few seasons ago. Chinese policy, with Chinese and American cuisine, prevails. Class of trade is of the best.

Henry DeArmond and Rhythm Boys furnish the music, specializing in requests. This intimate touch between musicians and patrons is enhanced by the friendly atmosphere of the spot. DeArmond (guitar), Gene Percival (sax) and Fred Bardley (violin) are mainly responsible for the soft sweet output.

Another reason for the spot's success is Beatrice Cullen, a presentable young blond singer who has been here over a year. Has a clear soprano that does full justice to the soft romantic melodies preferred by patrons here.

H. F. Reves.

Atrium Cafe, Claypool Hotel, Indianapolis

A dignified atmosphere, with music and entertainment to liven things up, makes the Atrium Cafe in the downtown Claypool Hotel one of the smarter as well as more successful night spots in the city.

A fine floor show has been built around the Guardsmen, a male singing group; Dorothy Robards, vocalist, and George and Eloise, ballroom dance duo.

The Guardsmen, singing modern songs in a mellow manner, have proved so popular that the management already has held the act over for three weeks. Act is always a distinct hit in the three shows featured nightly except Monday.

Miss Robards delivers her vocals with a pleasant combination of charm and ability, and the dance team of George and Eloise have a highly polished routine which finds considerable favor with the customers.

Art Berry and orchestra provide the background music for the acts and for dancing. Between shows Eleanor and Marie, strollers, provide songs of the day.

Service is fine, food good and prices reasonable. H. Kenney.

Colosimo's, Chicago

A new but the usually long Mike Potson show, employing the services of seven acts and 12 girls, is in for a six-week engagement. Marked improvements readily noticed are the classy opening and closing production numbers tastefully conceived by George Pronath, using smart cafe ideas and fresh and gay costumes. Opening is a musical comedy affair to tune of *Say It With Music*, in which the kids in orange and gold and accordion-pleated outfits make a striking appearance. In the finale they parade thru a *Lilac Time* routine in green laced hoopskirts that is seasonal and a suitable build-up for Ada Leonard, featured attraction.

June Scott, cute little soubret, has a corking song and dance tidbit in tails, but Waller and Lee, next, fall short with a talking session. Room is too large and too noisy to find appreciation for a turn that demands more intimate surroundings. Girl's burly fan dance was okeh.

Yvette Rugal, prima donna, was held over and is continuing to be a favorite with her versatile selections and strong set of pipes. Jerry and Turk, a pair of stormy swingers, scored heavily with their Harlemish strutting and mugging and found this room a swell environment for their work.

June Scott returns for another sou-brettish specialty, this time in flashy briefs, and the Hazel Mangan Four, Gay '90 costumed lassies, follow with a bright novelty of the Florodora Sextet days. Their dainty routines in billowy skirts and tights are amusing sights.

Eddie White, emcee and another hold-over, had little trouble getting attention with his inimitable story and gag telling ways. He is a good comedian and at home in a cafe setting.

Ada Leonard is definitely one of the better disrobers, opening with a song that is delivered with talent and executing a stripping routine with class and polish. Makes a lovely appearance.

Henri Gendron's Ork carries on from the band stand. Parties have been holding up business in this spot and a reasonably priced week-day policy is attracting a comparatively good trade.

Shows are repeated thrice nightly, with a fourth added when business warrants it. Sam Honigberg.

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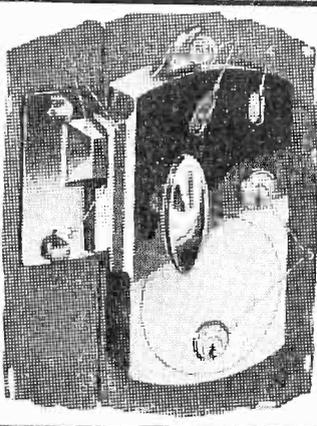
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25 Agents, 1 Job

CHICAGO, May 7.—At the weekly Balaban & Katz house booking conference Monday Lou Lipstone was in the market for one act to open at the Oriental Friday. Some 25 agents and bookers were on hand to try to land the sale.

Agents Urge Chi Oriental Remain Open

CHICAGO, May 7.—In let's-talk-sense sessions held this week between the agents and Balaban & Katz, booking heads, the 10 per cent clan argued that the moguls do not have to close the Oriental May 26 as decided, but should continue with an eight-act policy and lower admission prices.

Consensus of opinion is that the house has been in the red due to an unreasonable 75-cent top. Lou Lipstone, head booker for B. & K., disagreed with the boys, claiming that the vaude market has no remaining attractions audiences want to buy, and once any marquee potentialities arise they attract the crowds regardless of prices or business conditions.

Bookers, hit by the Oriental's closing announcement, state that there is a market for another bargain policy house such as the State-Lake with a 40-cent week-day top. Pictures and stage bills are sold on equal basis, a policy which has been keeping the State-Lake on the right side of the ledger week in and week out. Such a possibility for the Oriental seems remote during the summer but may find willing ears in the B. & K. offices early in the fall.

Oriental at this time is not the only weak sister in the chain, as several large B. & K. picture houses in this vicinity are also heavy liabilities.

"Vaude Not Thru," Says Whitehead

NEW YORK, May 9.—In a broadcast over WNEW from Billy Rose's Casa Manana Friday night, AFA executive secretary, Ralph Whitehead, defended vaudeville. When Bobby Feldman asked if vaude was dead, Whitehead answered with, "Vaudeville is not dead at all. The capacity business being done by the Casa Manana's new vaude policy is proof vaude still has power.

"Vaudeville will never really come back in its present form, however," he added. "It will have to use new forms. As for vaude performers, they're not thru at all. They have only gone into other fields—radio, pictures, musical comedy, night clubs."

Name Policy Clicks in S. L.

SALT LAKE CITY, May 7.—First week of the new policy at the Roxy Theater increased patronage materially, according to Andy Flor, manager. Betty Compson, in her personal appearance with Harrison Green in sketches from *The Barker*, went over big. Green also emceed.

Esther Campbell, Bonnett and Richards, the Warren Sisters and George Earl rounded out the bill.

The American Legion and Forty and Eight took over a midnight show introducing the Roxy policy of personal appearances and first-run pictures.

Next week the Mauch twins will appear in person.

More San Fran Spots Go AFA

SAN FRANCISCO, May 7.—American Federation of Actors signed closed-shop agreements this week with the Club Tivoli and La Flesta. Verbal agreements have been reached with the Bal Tabarin, Embassy, Lido, Royal Hawaiian and Music Box, but on demands of the San Francisco Labor Council the AFA must secure written contracts with these, too.

Al Smith, local AFA representative, is conducting negotiations.

Brandt Plans 20-Week Vaude--Again

NEW YORK, May 7.—Talk of reviving vaudeville in the Brandt Circuit is again current with statements by Harry Brandt indicating he will start a vaude policy in 20 houses August 15.

According to the "bring-back-vaudeville talk" making the rounds on Broadway, most of the Brandt houses will play full-week stage shows, with the others operating on a split-week policy.

Hope Springs Eternal!

CHICAGO, May 7.—Comedy relief on booking row this week was supplied by the Tommy Sacco office, which received a request for talent for a celebration of the United Spanish War Veterans, Bowling Green, Ky.

Following are exact excerpts from the letter written by one of the veterans on the entertainment committee: "It struck me if I could get two or three of your dancing beauties to put some pep to these old birds it might make them live two or three years longer, as they are from 60 to 75 years old now.

"I think I am the only one in the whole d— bunch that can step around and put these fangle-dang young actresses in the shade. I thought the whole d— thing over and the idea struck me that you might be in a position to give me some idea about this d— thing. Some of these birds are so dead I doubt that three hornets could make them jump off their seat. Well, anything you want to tell me or any suggestion you want to make I will appreciate it or send you a box of cigarets."

Talent Agencies

SONDRA KARYL joined Ted Mitchell's office in Chicago. LUCILLE BALANTINE, of Leo Salkin's office, Chicago, booked Glover and LaMae into the Stevens in that city; indefinite engagement.

JOHN McCORMICK, former partner of the A. and S. Lyons agency, is suing the office for \$6,328.72 damages and an accounting of commissions since he left the organization February 4. McCormick is now partner in the Leland Hayward-John McCormick agency. His contract with the Lyons office terminated March 5. AL SCHENKEN, erstwhile assistant to Paul Small, biggie of the William Morris office, New York, is now working out of his own hat, altho still to be found in the WM quarters. Joe Selly is the new addition to SMALL'S staff. JOAN URSULESCU, operator of the Musical Artists' Bureau, Detroit booking agency, is organizing a new orchestra under the name of Johnny Fraemen and orchestra. New spots added to the CURTIS BOOKING AGENCY, Detroit, include Sunnyside Inn and the Rouge Gardens, Detroit, and Alps Cafe, Dearborn. Also at Paradise Cafe and Wild Wood Inn, Detroit, and at the Ritz, Mount Clemens, Mich.

SLIGH & TYRRELL, Chicago, will book the Bon Air Country Club near that city this summer. SAMMY CLARK has rented an office in the William Morris headquarters in Chicago. W. H. STEIN, of MCA, back in Chicago after an Eastern biz trip.

GORDON ENTERTAINMENT BUREAU, thru Jack W. Kingsley, has just closed exclusive booking contracts with the Quaker Inn and the Chase Country Club, Waterbury, Conn., and the Craig Lodge, Meriden, Conn. Director Jack W. Gordon has returned from a trip thru Vermont and New Hampshire lining up shows for summer conventions.

Art Landry Seeks N. Y. Showboat Deal

NEW YORK, May 7.—Art Landry, orchestra leader, has entered into preliminary discussions with steamship companies for monopolizing showboat entertainment concessions, not only for the summer along the Hudson, but as special excursion propositions to the New York World's Fair next year.

One plan would have week-end specials plying between Boston and New York. Problems of docking and reaching an agreement whereby National Maritime Union, a CIO affiliate without show business divisions, will help enforce an American Federation of Labor closed shop for acts and musicians in boat shows have yet to be ironed out.

45 More Pitt Licenses Go

HARRISBURG, Pa., May 7.—Forty-five more liquor permits in the Pittsburgh district have been revoked by the State Liquor Control Board here. Majority were clubs employing talent.

More Vaude Out; RKO May Go All Films for Summer

NEW YORK, May 7.—Discontinuance of stage shows for the summer in combo houses in the East takes in the Folly Theater, Brooklyn, which goes on a double-feature policy the middle of the month; the State, Hartford, which terminates stage shows after the four-day appearance of Sally Rand, beginning May 19, and the RKO Palace, Cleveland, which follows suit either May 20 or June 3.

Fay's, Philadelphia, and the Majestic, Paterson, ended their flesh policies last week.

It is also believed, tho not confirmed as yet, that all RKO houses may discontinue vaude for the summer before the month is out.

CHICAGO, May 7.—Orpheum Theater, Memphis, went dark for the summer Monday, but with occasional shows still a tentative arrangement, according to Billy Diamond, local agent booking the house. Orpheum is owned by the Bluff City Amusement Co. and operated by Chalmers Cullins.

NEW ORLEANS, May 7.—St. Charles Theater, Inc., operating only local flesh house, was placed in judicial liquidation this week. Corporation last fall took over operation of the theater on a five-year lease. After three to four weeks of flesh the house darkened, with plans for a season of vaude this coming fall.

Phila Nixon-Grand Goes Co-Operative

PHILADELPHIA, May 7.—Money troubles are besetting the Nixon-Grand here, with the house going co-op this week in an attempt to get out from under. Latest to have difficulty with Harry Slatko, operator of the theater, was Jimmie Lunceford, who, thru his manager, Harold F. Oxley, was forced to attach the box office to collect part of his \$4,000 guarantee for the April 22 week. Government salo stepped in, demanding the house tax amounting to a couple of hundred dollars, which Lunceford settled, in addition to paying off stagehands and chorus. Batoneer is still owed about \$1,000 on the week.

Lucky Millinder was the first to experience pay-off headache several weeks ago, but finally managed to get everything due him. Pit band, however, still has a couple of weeks' pay coming. House is showing Noble Sissle this week, with Louis Armstrong following.

AFA Setting Six-Day Show for Cincy

NEW YORK, May 9.—The AFA is producing a six-day show for the American Federation of Labor Union Label Exposition at the Music Hall, Cincinnati, opening May 16.

Willie West and McGinty are definitely set, with Sophie Tucker, Sally Rand, Wini Shaw and others being possibilities. Show will probably have six acts and a name band.

Washington Spots Have Good Shows

WASHINGTON, May 7.—Entertainment and pop prices are bringing in consistent business for theater district night spots here. Depending heavily upon first-run movie and vaude houses for trade, the cash registers start to dip until shows change Friday nights.

Next door to the Earle Theater, the Crown Grill is doing a capacity business. Dancing is to the music of the Rumba Four, Cuban quartet from New York, led by Alberto Bettini. Their music is going over well with one number exceptionally good—*Murmulo* (just a whisper). Business mostly beer.

A few doors up, the Mayfair Cafe of All Nations has its cocktail lounge filled. Accordionist Beverly Stull is going into her sixth month at this spot. Perry Martin is doing some good work with his baritone songs and midget piano music. Netra Andrea, now in her 10th week, is (See WASHINGTON SPOTS on page 27)

Vaudeville Notes

WILLIAM GREEN, president of the AFL, has accepted a charter membership in the AFA and has kiddingly billed himself as an "Irish Ballad Singer." . . . TED LEWIS has canceled his Loew's State, New York, date due to West Coast commitments. . . . SELMA KAYE, singer, is back in New York after out-of-town radio and night club work. . . . PARADISE REVUE unit is understood to be disbanding. It closed at Fay's, Philadelphia, Thursday night, being the last show before the house switched to straight films for the summer. . . . SELMA MARLOWE goes into the Hipp, Baltimore, week of May 20 with the Happy Felton Band unit.

HAL SANDS, vaude producer, sailed Saturday to open his new show at the Casino Urca, Rio de Janeiro, Brazil, May 25. Baron Lee and band head the show, which will run 14 weeks. Sands is retaining his New York office during that time. . . . GERALD GRIFFIN opens at the Village Barn, New York, in July. He's been devoting most of his time lately to songwriting.

SALLY RAND was placed into the State, Hartford, Conn., for week beginning May 19 by Freddie Elswit, of the William Morris office. . . . BUSTER CRABBE is terminating p. a.'s for F. & M. to return to the Coast to begin work on *Red Barry* (Universal) May 16. . . . GENE MORGAN has been sold by F. & M. to Republic pictures, Gene reporting to the studios May 9. . . . NAT NAZZARO, manager of the Berry Brothers and Buck and Bubbles, is suing Moe Gale, manager of Chick Webb, because the band's popular run at Levaggi's, Boston, forced cancellation of more lucrative theater dates for the dance team. The colored teams are headlining the show with Webb.

SALLY SAGE is leaving Des Moines this week for a 20-week singing engagement in Australia. Opens June 11 at the Tivoli, Sydney, for 10 weeks, then to Melbourne for 10 weeks.

WALTER WOOLF KING made a p. a. at Loew's Century, Baltimore, Friday in connection with the world premiere of *Swiss Miss*. . . . MAE WEST has concluded her stage tour in Boston and is now back in Hollywood setting a picture deal. . . . KENDALL CAPPS completed a 20-week tour with *Switzerland*, cabaret and ice show, at Leeds, England, with a renewal contract running until August, when the season closes with a six-week engagement at Blackpool, England. Sue Ryan and Barr and Estes, American acts, are also with the unit.

TED AND ETHEL WALKER go into the Fairmount Club, Hull, Ontario, week beginning May 20. . . . JOHN CARROLL and Movita, co-starring in the pix *Rose of the Rio Grande*, will make p.-a. tour thruout New England during the month of May. . . . MONROE AND ADAMS SISTERS have returned from a 16-week tour of Australia. . . . LOEW THEATER float in the New York World's Fair preview motorcade won first prize in the theatrical division.

MARTOON, quick-change artist, is heading a strong bill at the Petit-Casino, Paris. Other acts are Miss Harrison, Blanchart and Mireille Rozet, the Florentinos, Lydia Low, Jacques Chambard, Mireille Lemoureux, Odette Dellys, Travola, Simone George and Georgette Plana. . . . BERT NAGEL AND COMPANY, after a big success at the Cirque Medrano, Paris, moved to the National Scala, Copenhagen, before going to England. Eddie Gordon has the same booking, coming from the ABC. . . . HARRIS TWINS AND LORETTA played two weeks in Munich before going to the Scala, Copenhagen, May 15. They end their tour at Blackpool, England, July 4. . . . LARRY ADLER plans going home when he finishes his ABC, Paris, engagement. He has been in Paris three years.

Loew's State, New York

(Reviewed Thursday Evening, May 5)
Less glamorous than preceding personal-appearance bills, current program starring the singing cop of stage, screen and radio, Phil Regan, and rounded out by Buster West and Lucille Paige, Monroe and Grant and the Happy Felton bunch of musikers and entertainers, is a much saner and much more "real vaude" layout than many more expensive ventures.

Crowded opening-night house attested with warm applause to the homely truth that just plain, ordinary good entertainment makes for a happier patron than a Marquee Magnet with very little else to offer. Too, outside of Regan, the bill is somewhat surfeited with comedy, which might explain to an extent the generous response.

Monroe and Grant, using the complete act here that includes the stalled truck and explosion opening bit, are more than adequate curtain raisers. Their daring and grotesque antics and bouncing on the trampoline (the freight half of the truck) are excellently received and serve as a swell warmer-upper for the rather showless Irish tenor.

Regan, fortified with but one stock in trade, his voice, is found already placed in center stage singing *One Song* as the curtains part and thereafter has very little to say or do to garnish his presence, resorting only to a couple of hurried offs-and-ons between groups of numbers. But that doesn't detract from his singing or his reception, for the Hibernian gets off every one of his tunes to sock salvos. Besides the sweetly flowing rise and fall of his clear Irish tenor, Regan can also boast of remarkable power and sustenance to his high notes. He added *Irish Eyes* for good measure to his pop tunes.

Buster West and wife, Lucille Paige, assisted by an unbilled male, provide pleasing and entertaining comedy and dance, containing the best parts of both single turns prior to the merger. As it is now, Buster gives out with foolish patter and daffy steps and the missus is near tops in her acro-control specialties. The eccentric dance style is carried off very well, too, as a double, their country bumpkin dance being especially notable. The biz with the radio mike is a new and heavy laugh-getting addition. Turn is fast and dependable in every department—dancing, singing and comedy—only possible weak link being a talking bit by Lucille.

The Felton brand of stage-band en-

tertainment most nearly approximates the intimacy of a floor-show offering seen to date. There is nothing in the band or in its several specialists that is different or outstanding, but the trick must lie with Felton's manner of presentation. The big fellow is a natural crowd pleaser. He paces his bunch with unassuming zest, impressing that he's out there trying to please with what he's got, good or bad. Felton also plays up with a bit of originality, two stand-bys of stage bands, the musical cocktail wherein he weaves in one instrument at a time and each playing a different tune, and the musical contest between the sweet and the swiny. The Three Reasons, girl harmonizers, achieve something different in the way of blending by incorporating a low contralto voice. They featured in the verse to *Merry Widow Waltz* and the original version of *Loch Lomond*. Sammy Sanders, electric guitarist, does a contagious vocal novelty, *Butcher Boy*, singing the last half with Italian lyrics.

Screen has *Girl of the Golden West*. House well packed for last show opening night.
George Colson.

Orpheum, Los Angeles

(Reviewed Wednesday Evening, May 4)

One of the best bills to hit the boards here in several months. Held over by request, Bob Parrish, colored warbler, scored again this week. Boy has a natural stage personality, plus a voice that should put him near the top. His best effort was a number from *The Desert Song*.

Joe Morris and partner, Louise Squire, got the laughs. Morris starts off by breaking into his partner's song number by arguing with an usheret. Morris knows his audience and his stuff has a punch that few Orpheum comedians have touched recently.

The Shriner Twins and Mary did a tap routine combined with hoop-rolling that was effective. Their best number was a phosphorescent dance with a blue light effect, an eye-filler.

The Galli Sisters play a return date here. These kids appeared on Cantor's air show a couple of months ago. Their first time at the Orpheum found them going in for so-called spectacular arrangements, but this time they do straight popular songs and get much better audience reaction.

Gillette and Richards do a straight classic dance, with the femme going haywire a la Gypsy Rose Lee with a few strip-tease antics. Nice act with plenty of applause appeal.

St. Onge Trio, trapeze and ring artists, closed with a series of difficult stunts. They add a little more than usual to the stock closing acrobatic turn.

Dean Owen.

Finsbury Park Empire, London

(Week of April 25)

Fair vaude program at this popular London vaude spot.

Constance Evans, acro dancer, contortionist and high-kicking champ, scores solidly. Girl is personable and plenty

talented. Clifford Guest, Australian mimic and ventriloquist, has a neat act with some real good items that hit heavily.

Big Time Crip, American colored monoped hooper, is not so forte. Does a brief and noisy session of tap and rhythm dancing on his one leg. Randolph Sutton, English comedy singer, has an individual and quiet style. Uses his own lyrics and scores well. Len Clifford and Jan, boy and girl, follow with a mild front cloth comedy act.

Eight Globe Girls do a precision dance number and balance on large rolling globes. Number is similar to one staged in the Maurice Chevalier revue, Paris, and also at the Scala, Berlin. Don Alfonso Zelaya, Nicaraguan pianist philosopher, registers enormously with his nifty and original turn. Forced to encores and then has the auditors calling for more. Elly Ardelty, graceful Continental trapeze single, does a corking act sold with easy showmanship.

Max Miller, England's foremost comedian and monologist, is back for a frequent repeat. On for 30 minutes and has the outfronters recalling him. Finishes to a show-stop. The Denvers, boy and girl, close with a daring knife-throwing display that holds several new and thrilling stunts.

Business capacity, with Max Miller an undoubted draw.
Bert Ross.

Chicago, Chicago

(Reviewed Friday Afternoon, May 6)

Truly a big show this week, comparatively dwarfing the last few bills. Abe Lyman and his orchestra featured, the first of several bands lined up for this house. Lyman hasn't been here for some time but is still a favorite, judging by the opening show reception. Introduces the acts with spirit and conducts his large organization in swing and sentimental numbers with veteran showmanship.

Band opens with a swing medley, and the California Varsity Eight, a colorfully costumed and well-trained vocal octet, march in for several selections, finishing with a winning college group. Boys return later to sit in for all ork choir offerings.

Dolly Arden wafts thru an acrobatic-control routine enchantingly and finishes with a sock series of Arabic cartwheels. Makes a fetching appearance. Rose Blane, orchestra's song swingstress, lets loose with *It's the Gypsy in My Soul* and *Josef, Josef* to sound response. A good salesman.

Lyman next conducts the boys in a well-blended version of *Melancholy Baby* and brings on Nick Long Jr. and his funny partner, Danny Kaye, for one of the high spots in the bill. Nick, curvaceous and footloose dancer, more than holds his own with highly competent work. Danny, a newcomer, does a mad Russian stodge and swings out vocally to *Dinah*. Once he acquires more polish there should be big things on the way for this chap.

Eddie Holly, Lyman's new band tenor and obviously a beginner, has an appealing voice and personality. He went over well here, doing three numbers and finishing strong.

Ti-Pi-Tin, another ork number, brings forth their better musical and vocal points, and Walter (Dare) Wahl and his partner, next to closing, had little trouble stopping the show. Their funny acrobatic antics and hand-balancing session is strong, clean entertainment.

"Red" Pepper, band's rotund trumpeter, steals a few spots during the proceedings with blazing choruses from his foggy instrument.

Business was good downstairs first show opening day. On screen, a better Paramount musical, *Cocoanut Grove*.
Sam Honigberg.

Roxy, New York

(Reviewed Friday Evening, May 6)

Nothing to get excited about on the bill this week—in fact, most exciting item is a badminton match. Bill is headlined by Loretta Lee and includes Pat Henning and Betty Raye, Myrtle and Pacaud, and badmintoners Don Vaughan and Ken Davidson.

The shuttlecock slammers, along with the ping-pongers, have come into their own as cafe and stage attractions, and this particular brand of racquet wielding, in our opinion, makes the more acceptable form for theater consumption because of its greater opportunity for

flash and its simpler requirements for following the course of the game. Joe Tobin precedes the match with a short spiel about the game and the players, and then referees and comments on the game in progress. It is fast and somewhat exciting and the commentator's interpolations help build up the suspense.

For pure entertainment value the deucing duo of Henning and Raye have probably the most to offer. Their turn defies classification, containing everything and being rather disjointedly thrown together; but there are enough punchy morsels to be found in their (mainly Pat's) melange of dancing, acrobatics, mandolin playing, archery and comedy to remind one of a youngster watching a three-ring circus. Blond looker Betty executes and sells a solo tap creditably and is more than okeh as a decorative foil.

Myrtle and Pacaud provide a Continental novelty touch, doing a slow adagio and posturing workout made distinctive and attention-holding because their bodies are entirely covered with glittering silver or metal dust coating. Most of their stuff is standard adagio holds and lifts with a touch of ballet, but the beautiful turns of the girl are really standout. As a whole, offering is quite eye-filling without reaching the spectacular.

With quite a radio rep (CBS) to uphold, Loretta Lee does not fall down on her assignment. Her vocalizations are, naturally, almost perfect for her type of work, and in addition she evinces a marked personality and ability to sell a song in the flesh. She registers with a trio of numbers that take in as many styles. Opens with a colorful rumba, *A Trip to Hawaii*, assisted by a sextet of gals who add to the visual effect by performing subdued rumba steps around her as she warbles; the beautiful Cole Porter ballad, *In the Still of the Night*, and goes off with a swiny, shouty *Dinah*.

The Gae Foster Girls actually present the closing act. They have been called upon to perform many novel routines but their current is their most ambitious. Twenty-four of them open with a slow tap routine but soon seat themselves at butterfly baby grands, banked in three tiers, and pound out melody, harmony and bass to *Please Be Kind, Ti-Pi-Tin* and *Rue de la Paix*. In the latter they even attempt a bit of accompanying tapwork while tickling the ivories. Loretta Lee chimes in for a finale flash.

Picture showing, *Four Men and a Prayer* (20th Century-Fox).

House fair last show opening night.
George Colson.

Music Hall, New York

(Reviewed Thursday Evening, May 5)

Filling in the week before the super-special, *Robin Hood*, comes in, this week's show is a pleasing combo of a lightweight comedy, *Joy of Living* (RKO Radio), and a good novelty stage show, along with a Walt Disney short, newsreel, Dick Leibert's organ number and a symphony orchestra overture.

The overture is Tchaikowsky's *Capriccio Italien*, which is an airy, frolicsome piece. Etno Rapee directed the huge orchestra thru the lively paces and the patrons seemed to like it immensely.

As for the stage show proper, it is a four-number affair that starts with *The Little Shepherd*, a pastoral scene that brings the ballet girls fluttering out as gentle fairies or something and then has Arthur Mahoney dancing the shepherd role. Jane Sproule is on for a very effective toe dance that is aided enormously by good lighting.

The second part is called *Negro Heaven* (adapted and arranged by Anthony R. Morelli) and opens with a Negro mother putting her child to bed with a lullaby about heaven. The curtains part to reveal the glee club in a revival meeting being exhorted by their minister (Hudson Carmody). Behind a scrim drop and with bright stars in the background, the scene is pleasingly pictorial. Sally Ellis is billed and is probably the woman who played the mother. *Spring Antics* is the third scene and has Tommy Trent doing a Punch and Judy show that is surprisingly entertaining. He finishes with a marionette bit in full view of the audience, the lights later being doused to reveal the puppet illuminated.

The last number of the show is a colorful Spanish fiesta that starts with the Los Rancheros, three men, singing engaging authentic Spanish tunes that switch to a Latin version of *Ti-Pi-Tin*

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Special credit should go to Eugene Braun for the consistently fine lighting this house has enjoyed right along.

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As is generally the case, the vaude acts in the inevitable cabaret scene run away with the evening's honors. The leading acts, Joe Termini and Cookie Bowers, both Americans, chalk up show-stops.

Termini has added two people to his former single offering and the innovation is plenty successful. He wows them with his mugging and comedy antics while playing violin, guitar and banjo, and his aids, Jean Hamilton, a personable whistling songstress, and Joe Clayton, harmonica playing comedian, both find a ready mark. A clever and original act built for laughs.

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Skating and ice acrobatics are best demonstrated by Biana Schenk, Chris Hierle, Madge Austin, Colin Ford and Randi Gulliksen, the last mentioned a lovely who does fine work and is a ringer for Sonja Henie. David Davies thrills with sensational barre jumping. Two good comedians with effective methods are Jack Whitehouse and Fred Arramore. Skating on stilts gets good play from agile Rene Rougemont.

Alpine settings and the usual yodelers look the real thing and there is plenty of singing in the show. Ray Theobald's augmented ork wins admiration. Show has everything necessary to make a hit and will play the bigger houses on two-week stands.

Bert Ross.

A Night at Lake Placid

(Reviewed at the Columbia Theater, Alliance, O., Friday Evening, April 29)

Unusual revue, conceived by Eddie Kelley, former Olympics skater, replete with new ideas. A synthetic dry ice is substituted for the real stuff.

Kelley has built the revue about himself, assembling a youthful ensemble of femmes who are handling the difficult skating routines with ease. An effective skating resort drop lends much to the presentation, as does a tuneful musical score.

A young six-girl line in sport garb opens with a hockey routine that gets the action off to a fast pace. "Red" Kelley, as Madame Fifi, injects comedy with his burlesque skating turn. Charlos, an accomplished miss, does creditably with an acrobatic-control routine on skates. Garry, banjoist, coaxes hot music from the instrument to the liking of the audience, bowing out to some eccentric clowning.

Kelley, with the aid of a plant, gets a lot of laughs with a beginner's skit. Jean Frelick thrills patrons by jumping over barrels three high on skates. Charlos returns for a swell Russian routine, and Jennie and Eddie (Kelley) do some fancy skating. Louis Lee steps out front to croon softly, her *Confessions Medley* being her best.

"Red" Kelley comes on for figure skating and the Baron and the Baroness present hokum comedy, with the Baron doing some great juggling, keeping up a continual line of chatter. Kelly steps

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into the spotlight for some speed skating, and the line joins him with a fast military skate routine, Kelley closing with torrid spins.

Let's Make a Night of It (Universal) on the screen. Rex McConnell.

Name Shows for Bon Air, Chicago

CHICAGO, May 7.—Bon Air Country Club, opening for the season May 25, will be one of the most ambitious summer-spot ventures in this territory in years, judging by completed plans. Bill Johnson is spending between \$75,000 and \$100,000 in remodeling the club and enlarging the stage.

Phil Tyrrell, of Sligh & Tyrrell, who is booking the spot, placed for the initial four-week show Little Jackie Heller, Barto and Mann, Hudson Wonders, Margie Knapp, Elaine and Barrie, Paula Stone and a line of 16 girls from Billy Rose's Casa Manana. Consolidated Radio Artists sold Jack Denny's Band for four weeks, with options. Mutual network will air the music nightly.

Joseph Spagat, formerly of the Congress Hotel's Casino, will be in charge of food service.

Cushman Testing \$300-a-Day Unit

LINCOLN, Neb., May 7.—Several spots on the A. H. Blank Circuit in Nebraska and Iowa have been set by Wilbur Cushman, Beverly Hills, Calif., booker, for his 30-people girl show.

This area is being tested by the unit for \$300 daily, which is apt to become the basic price for Blank Circuit activities. Cushman, in the past, has been booking 18-people units for \$150 daily.

L. A. Paramount Fleshless

LOS ANGELES, May 9.—For the first time in many years the Paramount Theater dropped flesh shows, replacing the band and Fanchon & Marco units with an extra B feature. Only two theaters remain in the downtown area showing vaude, the Orpheum and the Million Dollar.

Reason for dropping shows was high operating costs. A reduction was granted by Local 47 in scale for band, but when management tried to get the stagehands to shave the scale it was refused.

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WIGS BEARDS MAKE - UP

FREE CATALOG

F. W. NACK 209 N. State St., CHICAGO, ILL.

Loew's State, New York

(Reviewed Thursday Evening, May 5)
Less glamorous than preceding personal-appearance bills, current program starring the singing cop of stage, screen and radio, Phil Regan, and rounded out by Buster West and Lucille Paige, Monroe and Grant and the Happy Felton bunch of musikers and entertainers, is a much saner and much more "real vaude" layout than many more expensive ventures.

Crowded opening-night house attested with warm applause to the homely truth that just plain, ordinary good entertainment makes for a happier patron than a Marquee Magnet with very little else to offer. Too, outside of Regan, the bill is somewhat surfeited with comedy, which might explain to an extent the generous response.

Monroe and Grant, using the complete act here that includes the stalled truck and explosion opening bit, are more than adequate curtain raisers. Their daring and grotesque antics and bouncing on the trampoline (the freight half of the truck) are excellently received and serve as a swell warmer-upper for the rather showless Irish tenor.

Regan, fortified with but one stock in trade, his voice, is found already placed in center stage singing *One Song* as the curtains part and thereafter has very little to say or do to garnish his presence, resorting only to a couple of hurried off-and-ons between groups of numbers. But that doesn't detract from his singing or his reception, for the Hibernian gets off every one of his tunes to sock salvos. Besides the sweetly flowing rise and fall of his clear Irish tenor, Regan can also boast of remarkable power and sustenance to his high notes. He added *Irish Eyes* for good measure to his pop tunes.

Buster West and wife, Lucille Paige, assisted by an unbilled male, provide pleasing and entertaining comedy and dance, containing the best parts of both single turns prior to the merger. As it is now, Buster gives out with foolish patter and daffy steps and the missus is near tops in her acro-control specialties. The eccentric dance style is carried off very well, too, as a double, their country bumpkin dance being especially notable. The biz with the radio mike is a new and heavy laugh-getting addition. Turn is fast and dependable in every department—dancing, singing and comedy—only possible weak link being a talking bit by Lucille.

The Felton brand of stage-band en-

tertainment most nearly approximates the intimacy of a floor-show offering seen to date. There is nothing in the band or in its several specialists that is different or outstanding, but the trick must lie with Felton's manner of presentation. The big fellow is a natural crowd pleaser. He paces his bunch with unassuming zest, impressing that he's out there trying to please with what he's got, good or bad. Felton also plays up with a bit of originality, two stand-bys of stage bands, the musical cocktail wherein he weaves in one instrument at a time and each playing a different tune, and the musical contest between the sweet and the swiny. The Three Reasons, girl harmonizers, achieve something different in the way of blending by incorporating a low contralto voice. They featured in the verse to *Merry Widow Waltz* and the original version of *Loch Lomond*. Sammy Sanders, electric guitarist, does a contagious vocal novelty, *Butcher Boy*, singing the last half with Italian lyrics.

Screen has *Girl of the Golden West*. House well packed for last show opening night.
George Colson.

Orpheum, Los Angeles

(Reviewed Wednesday Evening, May 4)

One of the best bills to hit the boards here in several months. Held over by request, Bob Parrish, colored warbler, scored again this week. Boy has a natural stage personality, plus a voice that should put him near the top. His best effort was a number from *The Desert Song*.

Joe Morris and partner, Louise Squire, got the laughs. Morris starts off by breaking into his partner's song number by arguing with an usheret. Morris knows his audience and his stuff has a punch that few Orpheum comedians have touched recently.

The Shriner Twins and Mary did a tap routine combined with hoop-rolling that was effective. Their best number was a phosphorescent dance with a blue light effect, an eye-filler.

The Galli Sisters play a return date here. These kids appeared on Cantor's air show a couple of months ago. Their first time at the Orpheum found them going in for so-called spectacular arrangements, but this time they do straight popular songs and get much better audience reaction.

Gillette and Richards do a straight classic dance, with the femme going haywire a la Gypsy Rose Lee with a few strip-tease antics. Nice act with plenty of applause appeal.

St. Onge Trio, trapeze and ring artists, closed with a series of difficult stunts. They add a little more than usual to the stock closing acrobatic turn.

Dean Owen.

Finsbury Park Empire,

London

(Week of April 25)

Fair vaude program at this popular London vaude spot.

Constance Evans, acro dancer, contortionist and high-kicking champ, scores solidly. Girl is personable and plenty

talented. Clifford Guest, Australian mimic and ventriloquist, has a neat act with some real good items that hit heavily.

Big Time Crip, American colored monoped hooper, is not so forte. Does a brief and noisy session of tap and rhythm dancing on his one leg. Randolph Sutton, English comedy singer, has an individual and quiet style. Uses his own lyrics and scores well. Len Clifford and Jan, boy and girl, follow with a mild front cloth comedy act.

Eight Globe Girls do a precision dance number and balance on large rolling globes. Number is similar to one staged in the Maurice Chevalier revue, Paris, and also at the Scala, Berlin. Don Alfonso Zelaya, Nicaraguan pianist philosopher, registers enormously with his nifty and original turn. Forced to encores and then has the auditors calling for more. Elly Ardely, graceful Continental trapeze single, does a corking act sold with easy showmanship.

Max Miller, England's foremost comedian and monologist, is back for a frequent repeat. On for 30 minutes and has the outfronters recalling him. Finishes to a show-stop. The Denvers, boy and girl, close with a daring knife-throwing display that holds several new and thrilling stunts.

Business capacity, with Max Miller an undoubted draw.
Bert Ross.

Chicago, Chicago

(Reviewed Friday Afternoon, May 6)

Truly a big show this week, comparatively dwarfing the last few bills. Abe Lyman and his orchestra featured, the first of several bands lined up for this house. Lyman hasn't been here for some time but is still a favorite, judging by the opening show reception. Introduces the acts with spirit and conducts his large organization in swing and sentimental numbers with veteran showmanship.

Band opens with a swing medley, and the California Varsity Eight, a colorfully costumed and well-trained vocal octet, march in for several selections, finishing with a winning college group. Boys return later to sit in for all ork choir offerings.

Dolly Arden wafts thru an acrobatic-control routine enchantingly and finishes with a sock series of Arabic cartwheels. Makes a fetching appearance. Rose Blane, orchestra's song swingstress, lets loose with *It's the Gypsy in My Soul* and *Josef, Josef* to sound response. A good salesman.

Lyman next conducts the boys in a well-blended version of *Melancholy Baby* and brings on Nick Long Jr. and his funny partner, Danny Kaye, for one of the high spots in the bill. Nick, curvaceous and footloose dancer, more than holds his own with highly competent work. Danny, a newcomer, does a mad Russian stooge and swings out vocally to *Dinah*. Once he acquires more polish there should be big things on the way for this chap.

Eddie Holly, Lyman's new band tenor and obviously a beginner, has an appealing voice and personality. He went over well here, doing three numbers and finishing strong.

Ti-Pi-Tin, another ork number, brings forth their better musical and vocal points, and Walter (Dare) Wahl and his partner, next to closing, had little trouble stopping the show. Their funny acrobatic antics and hand-balancing session is strong, clean entertainment.

"Red" Pepper, band's rotund trumpeteer, steals a few spots during the proceedings with blazing choruses from his foggy instrument.

Business was good downstairs first show opening day. On screen, a better Paramount musical, *Cocoanut Grove*.
Sam Honigberg.

Roxy, New York

(Reviewed Friday Evening, May 6)

Nothing to get excited about on the bill this week—in fact, most exciting item is a badminton match. Bill is headlined by Loretta Lee and includes Pat Henning and Betty Raye, Myrtil and Pacaud, and badmintoners Don Vaughan and Ken Davidson.

The shuttlecock slammers, along with the ping-pongers, have come into their own as cafe and stage attractions, and this particular brand of racquet wielding, in our opinion, makes the more acceptable form for theater consumption because of its greater opportunity for

flash and its simpler requirements for following the course of the game. Joe Tobin precedes the match with a short spiel about the game and the players, and then referees and comments on the game in progress. It is fast and somewhat exciting and the commentator's interpolations help build up the suspense.

For pure entertainmet value the deucing duo of Henning and Raye have probably the most to offer. Their turn defies classification, containing everything and being rather disjointedly thrown together; but there are enough punchy morsels to be found in their (mainly Pat's) melange of dancing, acrobatics, mandolin playing, archery and comedy to remind one of a youngster watching a three-ring circus. Blond looker Betty executes and sells a solo tap creditably and is more than okeh as a decorative foil.

Myrtil and Pacaud provide a Continental novelty touch, doing a slow adagio and posturing workout made distinctive and attention-holding because their bodies are entirely covered with glittering silver or metal dust coating. Most of their stuff is standard adagio holds and lifts with a touch of ballet, but the beautiful turns of the girl are really standout. As a whole, offering is quite eye-filling without reaching the spectacular.

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(Reviewed at the Columbia Theater, Alliance, O., Friday Evening, April 29)

Unusual revue, conceived by Eddie Kelley, former Olympics skater, replete with new ideas. A synthetic dry ice is substituted for the real stuff.

Kelley has built the revue about himself, assembling a youthful ensemble of femmes who are handling the difficult skating routines with ease. An effective skating resort drop lends much to the presentation, as does a tuneful musical score.

A young six-girl line in sport garb opens with a hockey routine that gets the action off to a fast pace. "Red" Kelley, as Madame Fifi, injects comedy with his burlesque skating turn. Charlos, an accomplished miss, does creditably with an acrobatic-control routine on skates. Garry, banjoist, coaxes hot music from the instrument to the liking of the audience, bowing out to some eccentric clowning.

Kelley, with the aid of a plant, gets a lot of laughs with a beginner's skit. Jean Frelick thrills patrons by jumping over barrels three high on skates. Charlos returns for a swell Russian routine, and Jennie and Eddie (Kelley) do some fancy skating. Louis Lee steps out front to croon softly, her *Confessions Medley* being her best.

"Red" Kelley comes on for figure skating and the Baron and the Baroness present hokum comedy, with the Baron doing some great juggling, keeping up a continual line of chatter. Kelly steps

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WIGS BEARDS MAKE-UP

FREE CATALOG

F. W. NACK 209 N. State St., CHICAGO, ILL.

into the spotlight for some speed skating, and the line joins him with a fast military skate routine, Kelley closing with torrid spins.

Let's Make a Night of It (Universal) on the screen. Rex McConnell.

Name Shows for Bon Air, Chicago

CHICAGO, May 7.—Bon Air Country Club, opening for the season May 25, will be one of the most ambitious summer-spot ventures in this territory in years, judging by completed plans. Bill Johnson is spending between \$75,000 and \$100,000 in remodeling the club and enlarging the stage.

Phil Tyrrell, of Sligh & Tyrrell, who is booking the spot, placed for the initial four-week show Little Jackie Heller, Barto and Mann, Hudson Wonders, Margie Knapp, Elaine and Barrie, Paula Stone and a line of 16 girls from Billy Rose's Casa Manana. Consolidated Radio Artists sold Jack Denny's Band for four weeks, with options. Mutual network will air the music nightly.

Joseph Spagat, formerly of the Congress Hotel's Casino, will be in charge of food service.

Cushman Testing \$300-a-Day Unit

LINCOLN, Neb., May 7.—Several spots on the A. H. Blank Circuit in Nebraska and Iowa have been set by Wilbur Cushman, Beverly Hills, Calif., booker, for his 30-people girl show.

This area is being tested by the unit for \$300 daily, which is apt to become the basic price for Blank Circuit activities. Cushman, in the past, has been booking 18-people units for \$150 daily.

L. A. Paramount Fleshless

LOS ANGELES, May 9.—For the first time in many years the Paramount Theater dropped flesh shows, replacing the band and Fanchon & Marco units with an extra B feature. Only two theaters remain in the downtown area showing vaude, the Orpheum and the Million Dollar.

Reason for dropping shows was high operating costs. A reduction was granted by Local 47 in scale for band, but when management tried to get the stagehands to shave the scale it was refused.

Reviews of Acts

Jackie Cooper

Reviewed at the Keith Memorial Theater, Boston. Style—Variety. Setting—In two (full stage). Time—Ten minutes.

The kid is grown up into a likable youngster. Current excursion, at 16, is appetizing as a variety turn.

Lad shapes up as quarter-back material, hefty but well distributed. Comes on stage ribbing his former ill-at-easiness. Stuff is insignificant, but it gets the idea over. Uses an imaginative stooge cousin to show up his talents against Mickey Rooney. The curtain parts to reveal a drum set-up. Snarers out *Dipsy Doodle* and *Dark Town Strutters' Ball*, backed by Eddie Rosenwald's house ork.

Next bit is to work up audience for a time tap dance. Stooge cousin comes to life when a sissy-looking guy comes on stage for a couple of word exchanges. Encore has Cooper doing the jail scene from *The Champ*. Just enough of it to get over with a punch.

Patter used is okeh thruout. Manages well to keep the faces well-greased with laughter or smiles.

Applause big.

S. J. P.

Small-Time Cavalcade

Reviewed at Billy Rose's Casa Manana, New York. Style—Old-time variety combination. Time—Twenty-two minutes.

When Rose opened his Casino de Paree about four years ago he introduced, as a finale, a small-time cavalcade that became an instantaneous hit.

For the first show of his variety summer policy Rose brings back the cavalcade idea. It is a procession of "small time" acts reminiscent of the old family-time vaude days, each act doing the highlight of its turn and being preceded by a man who sings of the yearnings of these typical small timers to play Broadway. This establishes the spirit.

Miller and Miller, two men doing a corny jingle tap; a veteran Swiss bell ringer, a tall and short male comedy acro team, a comedy prima donna and hoke violinist, a two-girl musical bottle act, an elderly man and lady singing team, and five fat girls as kewpie dolls then follow in rapid succession, winding up with all of them on for the finale.

Without scenic embellishments, the act is not as strong as it could be (since old-time scenery and props are necessary to resurrect the corny old-time atmosphere); but it manages to get over nicely as it is, anyway.

P. D.

Ruth Petty

Reviewed at Billy Rose's Casa Manana, New York. Style—Singing.

Miss Petty is a good-looking blonde announced as making her New York debut here after successes in Chicago.

She is a blues and rhythm singer of the vigorous type that takes a song and hammers it across. Opened with one about Southland, followed with *That Moon's Here Again* and then, as a special number, offered a medley of three old-time ditties in swing tempo.

Her delivery can hold attention and her appearance helps put the act across. Altho not unusual, she is certainly above average and should develop right along. Incidentally, she doesn't appear to be the Ruth Petty who worked with Johnny Perkins for years in vaude.

P. D.

West Does \$32,500 in Hub

BOSTON, May 7.—Mae West's personal appearance at the Keith Boston (April 28-May 4) grossed a big \$32,500, below the \$48,000 figure set by Eddie Cantor for six days, beginning Thanksgiving Day, 1936. Miss West's act was okehed in its entirety by city censor John J. Spencer.

Joey Faye Doing Shorts; Other Burly News Notes

New York:

JOEY FAYE has other ex-burlesquers, all formerly featured on the old Columbia Wheel, as co-players in a new short for Educational. Among them are Eddie Hall, Jack Shutta and Douglas Leavitt, with Billy K. Wells, former burly bookwriter, doing the pix script. And, in another short for Warners, with Wini Shaw in the cast, he will have Rags Ragland. . . . GYPSY NINA is now in her third month at the Club Nomad, Atlantic City. . . . DOLORES DAWN, of the Eltinge cast, selected by Paul Hanson, photographer, for commercial art poses.

BOB FERGUSON and Mary Murray opened at the Republic May 6. Hazel Miller and Bob Birch held over for their seventh consecutive week. Pat Evans doubled week of April 29 between tap and acro specialty and showgirl ranks in an Audrey Allen ensemble. . . . PAULA LIND, Marie Voe and Barry Brothers new at the Eltinge May 6.

Miccio Plans Showboat

TONY MICCIO'S Hudson River burly showboat to be christened the Yankee. Departing point, 125th street and North River. Present plans call for three trips Saturdays and Sundays. Show to comprise 10 principals and 16 eye-fuls for dancing and posing. . . . GEORGIA SOTHErn moved into the Star, Brooklyn, with Margie Hart exiting. . . . BOB ALDA and Phil Silvers held over indefinitely at the Casino, Toronto. . . . HANK HENRY and Marjorie Royce back from three weeks at the Casino, Toronto, with a new member of the family, Sophie, a cocker spaniel, and a knowledge of Chinese bingo, opened at the Star, Brooklyn, May 6, when Stinky Fields and Tommy Raft exchanged houses, former going to the Eltinge from the Star and latter vice versa for a return to Brooklyn. . . . CRYSTAL AYMES celebrated a birthday May 7 backstage of the Republic. Diamond ring gifted by Irving and Rose Sellg.

Ann Corio for Italy

ANN CORIO, following her current extra-attraction tour in burly and vaude houses, leaves May 28 on the Conte Di Savoia to spend two months in Italy.

Co-passengers will be Emmett Callahan (husband) and Miss Corio's ma. . . . MAY REED, new principal at the Star, Brooklyn, first time here in three years, during which she was with Popkin & Ringer houses on the Coast. Last appearance here was at the Eltinge. . . . JEAN CARROLL birthday partied May 4 at the Triboro, where Gladys Clark opened May 6. . . . JEAN LEE with Jean Carroll opened at the Republic May 6, and Helen Capierre, dancer, returned via a four weeks' contract. . . . JULIE BRYAN extra-attractioned May 5 week at the Casino, Toronto. . . . NAT MORTAN'S recent placements for banquets and socials included Barbara Doane, Betty Rowland, Doris O'Grady (O'Hoolihan), Jay Leta, Lucille Ray, Joan Carroll and Jacqueline Joyce.

Allen Stages Circus Number

AUDREY ALLEN, producer at the Republic for week of May 6, introduced a circus number for the opener in which 13 of the 16 dancers and showgirls became whirling Arabs and acros. Conspicuous were Joyce Kelly, Pat Evans, Tecla Tolane Clark, Audrey Welles, Pearl Shutta, Sue White, LaVonne Allen, Peggy Miller (captain), Mimi Osborne, Jerry McKay, Peggy Cole, Lucille Dixon and Joan Dove. . . . BOB GOLDBERG, ork leader, underwent a kidney operation May 3. . . . DOTTIE DARLING, Eltinge showgirl, still another bedspread crocheter to enter the contest started by the 10 line girls. . . . FRED WALKER, comic, signed for three years under management of Mark Leddy. Opened in vaude May 6 at the Jamaica Theater, with Oscar Davis as teammate. . . . STEVE MILLS, Wen Miller, Jack Shaw, Al Pharr, Olga Brace, Bert Marks, Jane Dobbins and Jean Mode constituted Jules Leventhal's second week's stock players at the Hudson, Union City, N. J. UNO.

Chicago:

MONA LLESLIE, held another week at the Rialto, is penciled in for the 606 Club, which is now using Peaches Strange and Zorita. . . . MARION MILLER replaced Sally Keith at the Rialto. . . . MILT SCHUSTER reports that the Gayety, Minneapolis, closed for the season Thursday and that its producer, Bobby Pegrim, will spend her summer vacation in Hot Springs, Ark. . . . JUNE ST. CLAIR opened at Harry's, New York, May 11 for two weeks with an option. . . . ADA LEONARD, now at Colosimo's, spent a vacation with her folks in Kansas City. . . . GAYETY, Baltimore, closed for the season May 7.

Hirst Circuit Folds for Summer

NEW YORK, May 7.—Hirst circuit is about washed up for the summer at least, with plans for next season in a highly nebulous state. Hirst began the season with 27 houses, but this number has gradually dwindled to only one, theaters going stock or films for the summer.

Sole remaining Hirst stronghold is his own Trocadero, Philadelphia, which he will continue to operate. One-nighters are also out.

More Rosenberg Bookings

NEW YORK, May 7. — Phil Rosenberg announces the following bookings for the first part of May: Amy Fong, Palace, Buffalo, the 5th; the Republic, here, the 13th, and the Star, Brooklyn, the 20th; Fred Binder and Jack Rosen, "Hello" Jake Fields, Floyd Hallicy, Thelma White, Sunny Lovett, Milt Bronson, Joyce Breazelle and Pat Paige, the Howard, Boston, May 9; Bob Ferguson, Mary Murray, Jean Lee and Jean Carroll, the Republic, here, the 6th; Irving Selig, Gladys Clark and Rochelle Forrest, the Tri-Boro, here, the 6th, with Bennie (Wop) Moore going in on the 13th.

Dawn DeLees, Sherry Britten and Eddie Lloyd play the Bijou, Philadelphia, May 6; the *Brown-Skin Models* unit shows at the Gayety, Washington, the 8th; Sammy Weston, Bobby Vail, Lester Mack, Jack LaMont, Winnie Garrett and Vickey McNeely, in Baltimore, the 8th; and at the Hudson, Union City, that day, Steve Mills, Bert Marks, Jane Dobbins, Al Pharr, Jean Caton, Olga Brace, Evelyn Taylor, Wen Miller and Jack Shaw.

San Fran Burly Out

SAN FRANCISCO, May 7. — Capitol Follies, former burly house, has reopened as flicker spot showing sex pictures, booking *A Baby Is Born*. Eddie Skolak back as manager. House has been dark eight weeks.

Skolak plans to put flesh back into the Capitol June 4, opening with standard burlesque along lines of stock houses thruout the country. He will use an Eastern cast.

tillating revue designed to attract the passing yokels.

Straying from the beaten path of bad dancing, the chorus outdoes itself on this bill with an attempt at a precision number a la Rockettes. Why they should try to emulate a terpsichorean feat that is on a par only with itself is too much even for the imagination. They are infinitely better, by comparison, in the other production numbers.

Filling the bill on the comic end are Peanuts Bohn and Charlie Raft, with Lew Denny as straight. The three work together well in several alleged comic skits that have grown bald with age. Peanuts, with his hanging lip and circus tent pants, is still an old favorite who gives the audience plenty of lowdown humor that they seem to like. Denny, too, has been treading the boards for lo these many years and is popular with burly attendees.

The strippers include Dolores Dawn, Annette, Irene Cornell and Juanita Bates, billed as "Miss St. Louis of 1937." All were deft in their peeling tactics, with Annette and Dolores copping the honors in encore calls. Miss St. Louis, a stripper of high degree, disrobes with the finesse of a debutante—and did the oglers love it! Irene Cornell, who merely fills in with the undressing ensemble, does specialty contortion dances that are extremely graceful and well deserving of the applause she is given.

Supporting is Charlie Banks, colored tap dancer, whose hoofing is quite enjoyable but whose gags smell to high heaven. He insists, tho, on doing a talking routine thruout his entire number to no great advantage to himself. If he only stuck to dancing, his performance would be quite commendable.

Chet Atland, tenor with a passable voice when he isn't trying to act before the mike, is fairly pleasing with renditions of *Love Is Like a Cigaret*, *One Song* and *Cheek to Cheek*.

Despite the many shortcomings and shabby humor, the cash customers were very generous with their applause and, from general indications, enjoyed the show and probably will be back for more soon.

Sol Zatt.

Reviews

Old Howard, Boston

(Reviewed Wednesday Afternoon, May 4)

The circus, baseball and mellow weather are omnipotent this week, but the burly fans continue to plant their shekels at the Howard b. o. Besides, Ann Corio, maybe aided by recent news splashes, returns for we've forgotten how many times this season.

Corio is still the stripper par excellence, altho now she doesn't have to mulct them long before they clamor for more. Lass has showmanship, best exemplified in a candy kiss throw-out from a beach sand pall as she parades the foots and puts meaning into her tune, *Give Me a Little Kiss, Will Ya, Huh?* Applause went deep into the following production number. Second undrape shows the famous Corio contours to satisfying advantage.

June Marshall is sure-fire strip fave here. She's refreshing, obliging, and keeps moving for an interesting look-see. Appealing as a straight; also capable at reading lines.

Princess White Wing is a luscious-looking brunet, decked out in Injun costume. *Rio Rita* production number, with a Sioux country background in which she features a tomahawk war dance and the line a ranger number, is effective thruout. She does an adequate

strip. When she gets going she'll be a provoker. Okeh as a straight woman.

Joyce Breazelle is the featured dancer, versatile with toe, bubble, Spanish, high-kick routines. An accomplished danseuse. Works straight okeh.

Billy Hagan catches on quick as the comedian. He's got his business down pat and makes every bit work its way to the fore. Standard stuff is made into belly fodder. The baseball sketch is the best. Fred Binder and Jack Rosen are the other comics. They wasted a lot of good time by not taking advantage of what they had. The slap-stick sketch, *Kitchen*, was their best. More of this stuff and burly would benefit. Good buffoonery.

Billy Read, sepla bass, warbled *Chloe, Old Man River* and *I'm an Old Cow Hand From the Rio Grande*, in which he goes to town with talented hoof snatching. Has enough vocal power and personality to sing sans the mike.

Kane Brothers, acro, tap, tumblers, offer their wares rhythmically and for intermittent applause. One of the boys, Sammy Burns, accomplishes a double-back and forward somersault without stopping. A real feat.

Milt Bronson and Floyd Hallisy are straights. Phil Bayon okeh on the production warbling.

Line (16) are all one size and okeh. *Girls in Blue* (136 minutes), an Issy Hirst show produced by the Howard's Eddie Ryan. Dance routines by the Howard's Dorothy Knapp. Striking costumes, good settings, a good show for your money.

Sidney J. Paine.

Eltinge, New York

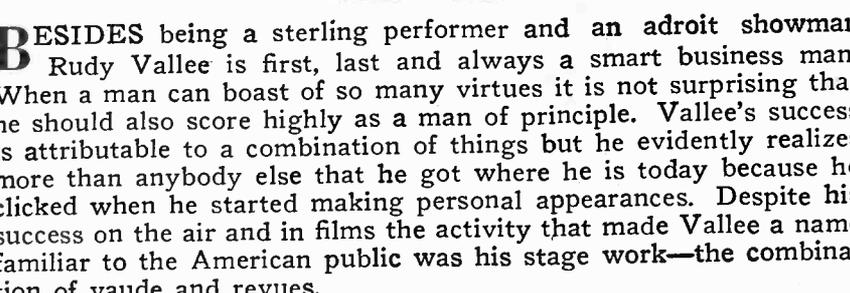
Still masquerading under the es-cutchon of *Follies*, the Eltinge impresarios are at it again with another

The Versatile, Sophisticated Lady of the Dance and Song

IRENE CORNELL

Held Over at the ELTINGE, New York City, Week of May 6

Thru Sugar's Domino



BESIDES being a sterling performer and an adroit showman Rudy Vallee is first, last and always a smart business man. When a man can boast of so many virtues it is not surprising that he should also score highly as a man of principle. Vallee's success is attributable to a combination of things but he evidently realizes more than anybody else that he got where he is today because he clicked when he started making personal appearances. Despite his success on the air and in films the activity that made Vallee a name familiar to the American public was his stage work—the combination of vaude and revues.

Most of the bigwigs of the performing fraternity in radio and films received their training and won their initial successes on the stage in one field or another. Many of these gentry have conveniently forgotten the debt they owe to the stage and the selfsame mist of glamour that has enveloped them has also hidden from them the point of view that should place the stage in its proper light as the foundation for success in all performing fields. It has not been so with Vallee. At the height of his fame and at a point in his career when the money was coming in thick and fast Vallee sat down on what might have well been considered a hot seat—the presidency of the American Federation of Actors. Not to get publicity, as some nitwits might have presumed, but to do his share to raise standards for the underdog and to help achieve economic security for a class that has always been handed the dirty end of the stick.

The latest demonstration of Vallee's devotion to principle was given recently when he succumbed to the plea of MGM and contributed a piece to the magazine, MGM Stortstory, which the film company publishes at regular intervals to plug its shorts department. In the latest issue of the periodical a page is devoted to a statement by Vallee, boosting the stock of shorts and comparing them favorably with second features as an alternative to fill out the running time of the average picture show. There was no necessity for it at all; it is doubtful whether a handful of performers would see the Vallee piece because its distribution is limited to exhibitors but Vallee's devotion to the cause of the performer and his sober estimate of the value of stage shows caused him to end his piece as follows:

Personally, I have always held that a combination of stage and screen entertainment comprises the ideal theater program, tho perhaps my view may be somewhat prejudiced. If flesh entertainment can no longer be considered feasible on a national scale, then its most logical substitute, I am convinced, is a group of well-chosen shorts rather than a second long and generally inferior feature picture.

Even in boosting shorts Vallee helps the cause of the performer because a revival of activity in the shorts market cannot possibly avoid providing more work for the vaude type of actor. It is generous and gracious on Vallee's part that he should have expressed himself as favoring vaudefilms, even in this apparently inconspicuous way. After all, men must be judged in the final analysis by the inconspicuous things that they do. Vallee's words read by exhibitors all over the country in a promotion piece put out by a film company cannot fail to help the cause of flesh shows. In behalf of those who will benefit we thank him. The business can use many more like him—for the good of the actor as well as the business.

WE PICK out of this week's mailbag an interesting letter penned by a performer in whom certain thought processes started operating as the result of a piece that recently appeared here on the subject of stagehands and musicians and the influence of their unions on the present condition of the stage-show industry. We withhold our correspondent's identity on our own volition and also because the reaction to it might prove embarrassing to him as he wildcats around the country. His name will be supplied, however, to those who show an honest interest—and there are many who should. He writes:

It was interesting to note your mention of the stagehand incident in the current issue (he refers to the action of Boston unionists taking space in the local papers to thank Charles Koerner, RKO executive, for espousing stage shows in his Boston theaters) and altho I seldom venture a suggestion as to one great factor in the decline of stage shows, it seems time to write observations culled from the years (since 1920) thru big and small time from the Palace on down and now to the present raft of night clubs where there remains plenty of work because no outrageous demands are made by the IATSE—at least in the majority of spots. But as for theaters, My, Oh! My, what didn't they do? Compare any stagehand's salary on a yearly basis with a performer's and the result is ludicrous. The former's obligations are none except union dues. Working conditions, glorious; no experience or intellectual attributes necessary—any average, healthy man could be taught a stagehand's qualifications in two weeks. No traveling expenses; overtime for sitting around and on top of that a fat salary not at all consistent with the duties involved.

On the other hand (well, you know anyway) the performer's task—wardrobe, routine worries, agents' fees, traveling expenses, music, photos, advertising, high hotel rates, irregular bookings, etc. The whole thing is a laugh that burns to tears when taken seriously. If stagehands worked for a reasonable salary—say \$40 for a five-day week—many theaters would revert to shows, but so long as they persist in trying to tell managers that there can be no show without them they'll wait like the rest of us—and like it.

I have no personal grievance against any of the fraternity but honestly believe in what I have written.

WWL Can't Drop Union Musicians, Weber Claims

NEW YORK, May 9.—Joseph N. Weber, president of the American Federation of Musicians, this morning stated that there was no provision in the contract between the AFM and New Orleans Station WWL indicating that the latter might drop union musicians because other local stations failed to abide by the Federation's dictum. Weber statement was made apropos of a wire sent by Vincent F. Callagan, general manager of WWL, saying, "Since January 17 WWL has been the only radio station in New Orleans to employ a union orchestra and is therefore taking advantage of its contract and is notifying union that existing contract will be terminated May 19."

According to Callagan, WWL has spent over \$5,000 in 15 weeks for live music and will consider re-engaging union musicians if other stations do likewise. Meanwhile station will rely on CBS pipings.

Fed Judge Reverses FCC License Ruling

WASHINGTON, May 9.—Justice Groner, of the U. S. Court of Appeals, today reversed and remanded a Federal Communications Commission denial of the Pottsville Broadcasting Co.'s application for a local daytime station in Pottsville, Pa. FCC examiner had recommended the grant, but commission reversed examiner's report on ground that issuance of corporate stock subscriptions was contingent upon permission from Pennsylvania Securities Commission. Other FCC objections were that principal stockholder was not a resident of Pottsville, therefore unfamiliar with needs of community, and that his interest in station was "primarily for investment purposes."

Question of Pennsylvania commission originated in testimony of applicant at FCC, and court found mutual error in assumption because Pennsylvania law not to that effect. As to question of non-residence the court admitted that it was first time to ever have this point brought up. Decision read that FCC decisions in past gave no clear-cut policy on this score and court hesitated to enter academic question of policy. However, Justice Groner pointed out that a fast policy in this respect "might seriously hamper the development of backward and outlying areas." Reversal made at appellant's cost.

Lou Irwin Takes CRA Coast Reins

LOS ANGELES, May 9.—Lou Irwin, artists' representative, in opening offices here also takes over representation for Consolidated Radio Artists in Southern California. Pact, which is retroactive to May 1, abrogates existing deal between Consolidated and Rockwell-O'Keefe. Latter agency was handling the Consolidated roster in this territory on a split commission basis.

Irwin will handle bookings for Consolidated bands here apart from his own acts, which include the Ritz Brothers and Ethel Merman. Rockwell-O'Keefe continues its activities here as usual, with Ed Fishman manager of the Coast office.

Armitage Out as N'Orleans FTP Boss

NEW ORLEANS, May 7.—Another chapter was written in the stormy book of the New Orleans Federal Theater Project this week when Walter Armitage, director, suddenly resigned "without reason." The director, just completing his first year, quit in the middle of the project's production of *Art and Mrs. Bottle*, in which he took leading male part as well as directing.

"Mr. Armitage has been in the habit of resigning on the average of once a month," Mrs. Leo Spofford, State director, said today. "We've been trying our best to keep him, but this time we have accepted his resignation. It is temperament and temperament alone."

"The troubles that we have had with that project!" Mrs. Spofford continued. "Delegations all the time. Complaints, (See ARMITAGE OUT on page 26)

Pegler Again Attacks IA; Pours Vitriol on Bioff

NEW YORK, May 7.—The latest newspaper attack on the leadership of the International Alliance of Theatrical Stage Employees occurred May 3, with Westbrook Pegler, columnist of *The World-Telegram*, pouring the verbal vitriol on George E. Browne, Willie Bioff (with emphasis) and alleged "gangster" tactics and excessive initiation fees imposed by IA.

Asserting that Bioff has several times been enmeshed by the long arm of the law and is a former associate of notorious Chicago gangsters, Pegler also disclosed alleged racketeering activities of Thomas E. Malloy and Louis Alterie, former Chicago officials who were "rubbed out."

Dealing with the Hollywood scene and Bioff, however, Pegler states that Bioff, with his alleged record, is hardly a fit person to be Browne's personal representative.

"There is a feeling that somehow Mr. Bioff is not the type," states the columnist, "that a more suitable man easily could be found to administer the affairs of thousands of workers in a very wealthy union."

FTP Tri-State Tours Set for Chi Project

CHICAGO, May 7.—Harry Minturn, local Federal Theater head who returned from a New York conference last week, revealed ambitious touring and local production plans for the rest of the year. Under the present set-up 10-week tours will be arranged for local groups to take in one and two-night stands in Illinois, Wisconsin and Iowa. Three units will be routed, giving each stand three productions. Early this year an experimental tour was tested in Illinois towns and met with enough success to warrant an extension thruout the tri-State area. Plays already presented include *Boy Meets Girl*, *Ah Wilderness* and *Criminal-at-Large*.

Locally, several productions are being prepared for early presentation. With *Big White Fog* and *Spirochete* well under way at the Great Northern and Blackstone, respectively, rehearsals of the second ballet of the season are nearing an end and will come into the former house next month, to be followed by a modernized version of *Mikado*, featuring an all-Negro cast.

The Blackstone will probably get as its next tenant St. John Ervine's *Anthony and Anna*, which has not been (See FTP TRI-STATE on page 30)

Playwrights' Theater Offers Very Dark Cloud

NEW YORK, May 9.—*Dark Clouds*, a pseudo-social drama in two acts, by Alexander Greendale, was presented last Friday by the Playwrights' Theater at the Nora Bayes and closed the following day for lack of both play and customers.

Based on the internal hostility of an (See PLAYWRIGHTS' THEATER page 29)

ADVANCE MAN

For old-time Hypnotic Road Show, 15 people. This is undoubtedly the finest show of its kind on the road today. Complete line of paper, beautiful lobbies, sound trailers, strong outside ballies. This show really breaks b. o. records. Agent must be first class, bill, post, write publicity, have car, sober and reliable with A-1 reference and must have experience handling this type of show. No other need apply. State all in first. Wire or letter. Pay your own; we do the same. (Alzeeta, wire collect.) Address communications to

CHARLES A. NELSON
Secretary, Capitol Theater, Dallas, Tex.

Wanted Quick

Medicine Lecturer for Modernized Medicine Show under canvas. Must be sober, dependable and know how to get the money from every angle in the business. Long season. **NINA B. SCOTT'S JACK RABBIT MINSTRELS & AMUSEMENTS**, Reidsville, N. C.

WANTED--BOSS CANVASMAN

White or colored. Must keep up equipment. Romie come home. Wire

EARL D. BACKER'S FAMOUS MINSTRELS
Hickory, N. C.

Southland Spotty For Backer Troupe

SPARTANBURG, S. C., May 7.—Famous Minstrels, tent show owned and operated by Mr. and Mrs. Earl D. Backer, tonight make a long leap out of this State to Bluefield, W. Va. Backer organization, now on its third annual tour and in its 13th week of the current season, has found business more or less spotted in the Southland. All-colored show works under a 60-foot top with three 30s and a 20, with accommodations for 2,000 patrons. Show plays all-week stands.

Manager Backer handles his own contracting. George Dennis and Homer Lee Bowens are the billposters, with Bill Wright handling the lithographs and cards and George Anderson heralds. Show moves on three Chevrolet trucks with 24-foot trailers, one 21-foot bus and a 14-foot bus. Office truck is a two-ton Studebaker. Advance crew of four travels in a Ford V-8, toting a trailer.

In the acting line-up are Leonard Rogers, stage manager; Sid Perrin, J. Albert English, Hawaiian Henry, Oscar Lee Jones, Almedia Briscoe, Lily Mae Sloppy, Frank Keith, Nip and Tuck, Stoney Red, "Spark Plug" Jones, George Dennis, M. L. (Bodiddly) Lloyd, Homer Lee Bowens, Bobby Gene Rogers, Bessie Dennis, Vivian Lee, Almedia Powell, Claudine Vaughn, Virgie James, Louise Stoney and Geneva Ambrister.

Band, under the direction of Fat James, has the following: Slim Harris, Sugar Decatur, Sammy Lee, Eugene Sloppy, Haven Reese, Richard Anderson, Albert Ambrister, James (Dad) Powell and Buster Johnson.

Mrs. Earl D. Backer is secretary-treasurer and handles the front box; Magdeline Gibson, front door; Pearl Bowens, reserves; Irene Scales, taker, and Gracie Lee Miller, Mary Williams, Annette Martin and Mildred Hacum, usherets. John Jessie Logan is boss canvasman with a crew of six.

Show does a street parade on opening days.

Heffner-Vinson Hi-Lites

MURFREESBORO, Tenn., May 7.—Show began fifth week of season here Monday. Only one night lost since opening, that at Fort Valley, Ga. Lot was under water and only other available one was too soft, so Jimmie Heffner passed up the town.

Rhythm Boys, under direction of Ralph Herbert, broadcast a 30-minute program over WKEU, Griffin, Ga. Mildred Harris Chaplin and Dorothy La Guinn were also on the air.

Members of show were guests of Barfield's Cosmopolitan Shows at Dalton, Ga., when both shows ran on adjoining lots.

Hoxie Tucker was busy entertaining home folks when we played Somerset, Ky., recently.

Paul and Dixie Herbert are sporting a new car.

Band was kept busy last week with dances after the show at Crossville, Cookeville and Tullahoma, all in Tennessee. It is rumored that the Tullahoma dance had something to do with late parade next day at Lewisburg, Tenn.

Ralph Herbert keeps busy with his movie camera, catching scenery and points of interest, as well as members of the show.

Betty Noble was forced to leave the show by illness and is home in Somerset, Ky., for a rest.

Most of the show spent Sunday's lay-off in Nashville, but Joe (Morgan) Eunick reported a pleasant week-end in Murfreesboro. Joe is still wondering who sat on his trumpet.

Jack Hutchinson and Bill Wagoner, ahead of the Roe Nero Show, visited with us at McMinnville and Tullahoma.

AL PITCAITHLEY.

Managers-Players!

All managers and performers are invited to contribute news items to this page. It is our aim and purpose to make this department as interesting and helpful as possible. We can do that only if we have the co-operation of the managers and players in the field. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

Van Arnam Funmakers Invade Va. and W. Va.

YORK, S. C., May 7.—John R. Van Arnam's *Radio Funmakers* played to only fair business last week, three days of which were in Georgia and three in South Carolina. Weather was good, but it did not offset poor working conditions. Cotton mills are either working only one or two days a week or are closed, and farmers with 7 cent cotton are in bad shape.

Show is following three circuses, and will play Virginia and West Virginia during May. Following circuses is okeh with us, since this show is nothing like a circus.

Billy Henderson is waiting and counting the days until he will be in New York State. He has many friends in Chatham, N. Y., where he put on a minstrel some years ago.

Frank Brosseau's name was spelled wrong last week. Frank, being from Montreal, wants folks up that way to know he is coming. We play towns on the border, and Frank says the name Brosseau is powerful in Canada. Hollis G. S. Fant's name was also jumbled in last issue. He's our trumpeter. Kenneth (Doc) Haines, former member of Van Arnam's Minstrels, joined the Hagenbeck-Wallace Circus band, but was called home after two days because of his wife's sickness.

Wing Saunders has filled a long-felt want on this show and is doing a fine job of boss canvassing.

Ira Haines' band on the Barnett Bros. Circus has several musicians who used to be on this show.

Helen Brown and her Six Sallorettes are going great here.

Our orchestra leader, Danny Sharpe, has his band in fine shape and all we are waiting for is business.

BILLY O'BRIEN.

Billroy Briefs

RALEIGH, N. C., May 7.—Coasting along nicely, according to all indications. Quite a few "jukin" parties for so early in the season and am surprised we haven't seen some handwriting on the blackboard before now.

Wonder who the young ladies were who walked about five miles to get home a few days ago? Not mentioning any names, but Doris Dance and Marie Colman seem to be enjoying themselves on here during our short time out. That also goes for Johnny Finch, who just can't figure out which chorine to fall for.

So many visitors on the show that it's hard to remember every name, but anyway they include Rusty and Gladys Scott, Tommy Dickey and orchestra, including featured vocalist Jackie Kay; K. R. Purcell, Burlington publicity man, who has followed our show in every town in North Carolina; David Lovelle and mother, Mrs. Dave Biggs, and Mrs. Harvey Biggs.

Someone almost missed a performance in Lincolnton last Saturday night and is still following the manager around trying to get him in a good humor.

Art and Edith Farley have a new trailer.

WAYNE BARTLETT.

Miles Little Framing Rep

KANSAS CITY, Mo., May 7.—Miles Little, after buying a new top, engaging a cast and leasing a week's rep of plays, began rehearsals in the ballroom of a local hotel this week. Troupe opens here May 16. Cast includes J. A. Pursel, Miles Little, Joan Lytell, Estella Pursel, Betty Zane, Rosalie Cuburn, Art LeTourneau, Dave Drummitt, Richard Ward and Connie Keys. Blackie Speer has charge of the outfit.

Biehl Sisters Losers in Fire

NEODESHA, Kan., May 7.—Biehl Sisters' Stock Co. suffered the loss of its tent outfit by fire Monday night of this week after their opening performance here. It is said the fire was started by sparks from a railroad engine. Performers' wardrobe was saved.

No plans for the future announced, altho Manager Cleve Terhune left late this week for Kansas City, Mo., to make a deal for a new tent and equipment.

Cannon Shots

BOYDTON, Va., May 7.—Business is still holding its own for us and is slightly on the upgrade, but E. S. Holland, agent, came in and reported several shows hitting tough sledding.

A new light plant has been added, but the pride and joy of Manager Cannon, master of the keyboard, is a new special-built baby Wurliitzer.

Enjoyed a short visit on the Bombo lot with friends Julian Babb, Henry and Merce Neiser. Others caught nosing around were Manager Cannon, Mabel McIntyre, Patsy Reed and Jimmie Johnston.

Visiting troupers this week were Mr. and Mrs. Francis De Vere and son, Billy; Mr. and Mrs. D. C. Tomlinson, Pete and Dortha De Vere and Mr. and Mrs. Paul Liniger, of the pic-vaude outfit of that name.

By blowing concert last night and everyone, even some ambitious chorines, helping tear down, we got down in 40 minutes to avoid a terrific storm. Then it passed over and the joke was on us.

BUDDY CANNON.

Jack Kelly Gets Going

LAINGSBURG, Mich., May 7.—Jack Kelly's two units, in rehearsals here since April 25, opened the tent season May 5 for the annual trek of Michigan. Cast of No. 1 unit includes Paul Weiss, Gene Bradley, Sam Thomas, Bill Cornish, Tom Gordon, Johnny Watson, Dot Farley, Marie Belmar, Babe Smith and Carolyn Bradley. Cast with the No. 2 unit includes Ross Robertson, Ann Johnstone, Fred Ewen, Frank and Ida Lee and others. No. 1 show opened here and second unit opened at St. Charles, Mich. No. 1 show has new top and considerable new equipment.

Phil Heyde Gives Up Canvas Musical Idea

OLNEY, Ill., May 7.—Phil H. Heyde, local showman who had planned to launch a musical comedy troupe under canvas here early this month to appease the flesh demands of the oil workers in the newly sprung oil fields hereabouts, has given up the idea.

He states that altho his recent ads in *The Billboard* brought him more than 700 replies, he couldn't get the people he desired. He had lined up a seven-piece ork, a number of principals, a producer, but experienced difficulty in signing chorines. Heyde says he may revive the idea at a later date.

ARMITAGE OUT

(Continued from page 25)

charges, actors complaining they were being discriminated against. In fact, we rather dreaded the casting of new plays because we knew there would be visits to headquarters and that Mr. Armitage would be up there trying to defend his side and the others fighting to have their own way. Sensations all the time, that's what it has been."

Hastily FTP officials have arranged for new schedules and think now that, thru local civic body support, things will run smoothly for the rest of the season. *Ah Wilderness* is next carded vehicle, with Edward Dillon, selected as acting director, setting his opening date for May 16. The federal group will also be joined later in the summer by the Group Theater of New Orleans, a non-pro troupe, in a joint presentation of a New Orleans version of *One-Third of a Nation*. Gerhardt Lindemulder, Group director, will stage it.

Armitage had little to say other than he had given his life to the drama and "couldn't stand this sort of thing any more." He says he is on his way to Hollywood to form his own theater.

Plans for the 1939 season of the local project will be announced in a few weeks, officials said.

Rep Ripples

BETTY ZANE, formerly with Denny's Comedians in Colorado, has signed with the tent show which Miles Little is rehearsing in Kansas City, Mo. . . . ED C. WARD'S Princess Stock Co. has quit Arkansas to begin a swing over its regular summer territory in Missouri. . . . PAULA ISLEY will be featured with Abe Rosewall's *Barretts of Wimpole Street*, now rehearsing in Tulsa, Okla. . . . JESS AND LEOTA SUND have joined up with the Tilton-Guthrie troupe for the summer. . . . JOE AND STELLA CHENOWETH will again put in the canvas season with the Justus-Romain Show. . . . PERCE HALL and Nell Kempton are sojourning in Kansas City, Mo. . . . TED NORTH PLAYERS have been booked for a two-week stand at Emporia, Kan., opening May 9. . . . P. C. FRANKLIN, veteran trail blazer, will pilot the Carl Devere troupe this season. . . . DORIS HUGO, until recently with the Sid Kingdon Players, has signed with Ward Hatcher for the tent trek. . . . BUDDY AND LOIS LEAVELL have joined the Shankland organization in Illinois. . . . FRANK SMITH PLAYERS, after a week in Cape Girardeau, Mo., have invaded Kentucky. . . . HARRY DELANEY will do his stuff this season with the Eddie and Mona Hart Players. . . . LAWRENCE AND DEBORAH DEMING stopped off in Kansas City, Mo., last week en route from Texas to join the Hal Stone Players for the canvas swing. . . . HARVEY HAVERSTOCK, who for the last several months has been playing Texas houses with a magical presentation, will launch his Comedians under canvas soon. . . . HARRY HUGO, still merry-go-rounding in Nebraska, is making preparations to launch his tent season May 23. . . . RAY HOWELL, former rep comic and manager, is now operating a theater in San Angelo, Tex. . . . ERNEST (TOBY) VEVEA has rejoined the Majestic Showboat to do comedy and direct. . . . WALLY AND BETTY WALLACE have closed a long season with the Balthazor Players in South Dakota to sign with the Neal Stock Co. in Western Kansas.

MEL SCHWARTZ and his 6-year-old son, Marvin, comedy team with the Berkell Players last season, will split up in June, when Mel begins handling character and lead roles for the Mutual Players in Indianapolis and Marvin takes his comedy act on a tour that will carry him to Memphis, New Orleans, El Paso, Phoenix and Los Angeles. . . . MAURICE LUCKETT has returned to his home in Eddyville, Ky., after four months with the Monroe Hopkins-Hilla Morgan Show in Texas. . . . DON L. BERAN is readying a small dramatic outfit at Wausau, Wis. . . . KEN'S FUN SHOW, playing small towns in New York State, reports business as fair. . . . BOB ROBINSON pencils from Hollywood: "Still out here in Cinemaland doing just fair. Working in pictures sometimes, like all the others here. However, in a few weeks there will be a lull in picture biz, and besides the birds are singing and you know what that means to a rep actor. So me for some good outfit and back to the sticks for the summer. Be seen' you in Pumpkinville." . . . ARTHUR RINDS, erstwhile rep actor, has accepted a commercial position in Haverhill, Mass. He will also toot his clarinet at a summer park there. . . . MR. AND MRS. LEO HANNON (Virginia Richmond) are now at their dance and dine pavilion at Ayer, Mass.

Boyes Returning to Lincoln

LINCOLN, Neb., May 9.—Chick Boyes, here last week, is setting the preliminaries before bringing in his tent rep company for a summer's run on the West Lincoln lot, where he has been several seasons. He was accompanied here by Paul Delman, combo song, character, ticket box and advance man. Boyes' show is one of the best known rep companies in Nebraska, having been the target last season for much free newspaper publicity in papers thruout the State.

McOwen-Moody Merge Shows

TECUMSEH, Neb., May 7.—Mrs. Frieda McOwen, who successfully managed the Original McOwen Stock Co. for the past several seasons, has joined hands with Ralph Moody, manager of the Hazel McOwen Stock Co., and the two shows will merge as one unit for the summer. Troupe is slated to open here May 21.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

LESTA concluded his Florida season with a week in the Patio Grill of the Roosevelt Hotel, Jacksonville, and is currently a feature of the floor show at Bamboo Gardens, Washington, with Baltimore and Philadelphia to follow.

PHIL D'REY ventriloquist, has moved into the Southern Dinner Club, Shreveport, La., for a month's stay after a six-week stand at the Heidelberg Hotel Roof, Baton Rouge, La. . . . **S. S. HENRY**, who has baffled his magic friends with his secrecy on his whereabouts in recent years, is now working his magic and sand pictures in Southern hotels and niteries. He recently finished a stint in Hot Springs, Ark. . . . **GUY LEWIS GERBER**, Cincinnati magish, entertained members of the Kiwanis Club at the Netherland Plaza, Cincy, Monday noon of last week (2). . . . **JEAN FOLE**, Pittsburgh pantomystic now current at Peyton's night club in the Smoky City, is booked for one of the night shows to be staged in conjunction with the IBM Convention in Cincinnati next month. "I still believe (even now)," pens Jean, "that you were right in trying to have both the SAM and IBM conventions in Cincinnati the same week. But 'prophets are,' etc." . . . **MARQUIS** postals from Pendleton, Ore.: "Greetings from under a 10-gallon Stetson." . . . **LYNN SEARLES**, who recently forsook college for a magical career, has just finished a week's engagement at the Parkview Hotel's grill and cocktail room, Gouverneur, N. Y., and moved on to another spot in Northern New York. . . . **MADAM PINXY**, Windy City vent expert, is editor and publisher of *The Pecos News*, official organ of the Professional Entertainers' Club, Chicago. . . . **JARVIS THE MAGICIAN** has been engaged as a special kiddies feature for the Silver Bros.' Circus this season. He is using two assistants. . . . **BRANDINO**, after winding up the season with Owen Bennett's *We've Got Everything* unit, is now working clubs for the Burton Theatrical Exchange, Indianapolis, assisted by Dotty Eddens. . . . **WILL ROCK**, Detroit magician, has consummated a deal with Jane Thurston whereby he acquired a number of large illusions from the late Howard Thurston's show. He spent two days at the old Thurston headquarters in Whitestone, L. I., last week, rehearsing the illusions. On April 29 he journeyed to Newark, N. J., with Al Baker, Swartz, Grant and other New York magi to catch the magical revue presented by the New Jersey Magicians' Society. "Baker's closing vent act left tears of emotion in my eyes," writes Rock, "I loved it."

TOMMY MARTIN is visiting his folks in Nashville for a few weeks before accepting further bookings. He reports that he enjoyed a good winter season, working all but one week since leaving the hospital in Cincinnati last August, where he underwent an appendectomy. . . . **LORING CAMPBELL** and wife, after concluding their regular winter lyceum and assembly tour of 32 weeks, are sojourning at their home in Hollywood. They are set to take in the magic convention in San Jose, Calif., in July and plan to take it easy this summer, altho they have a number of dates booked in that territory. The Campbells recently had the pleasure of catching the Blackstone, Virgil and Marquis shows in the West. Since opening in September they have played 30 States, giving nearly 400 performances in as many towns. . . . **VALLEY CONJURERS**, Springfield, Mass., held their eighth annual banquet at the Hotel Kimball, that city, April 30, with nearly 200 present, including city officials and SAM assemblies from Providence, Boston; Albany, N. Y.; Northampton, Mass.; and Bridgeport, Conn. Those who entertained were Ed Quinn and his Merry-makers, Marie Gosselin, Dorothy Reno, Perry Paquette, Robert Gibbons, Junior Joens, Alden Dillenback, Al Delepote, Al Rapsarda, George Ellsworth, Doc Cagnon, Jack Selden, W. Harold Howatt, Silent Mora, Bridgeman and Kling and Joyce and Martha Ackerman. Dr. I. R. Calkins and U. S. Grant served as emcees. . . . **R. M. (DOC) GODWIN** (Mr. Q), who returned from the Hawaiian Islands two months ago, has reorganized his hypnotic show for an extended swing thru Louisiana, Mississippi, Alabama, Georgia and Florida, after which the troupe is slated to embark for Cuba and South America. In the

present roster are W. S. Robertson, Russell Henry, John Daniel, Charles Nelson, Russell Henry, Alvia (Red) Campbell, Eli Campbell, Florence Godwin, Margaret O'Brien, Mildred Prewitt; Aritta Ria, window sleeps, and Gloria Graves, featured "buried alive girl." . . . **MO-HAMMED IBRAHIM**, formerly featured for four years with the late Howard Thurston's show with his under-water burial stunt, is now working Detroit lots with the Roscoe Wade Carnival Co.

NEW PLAY

(Continued from page 17)

Doucet, who offers the same vaudeville act that she has been offering for years. Turning the woman's supposed charm into acutely annoying jitters, making no effort to do anything but her usual routine, swallowing most of her lines and shrieking the others, she descends on the play like a demented airbrake and literally screams it to pieces. The other unfortunates involved do not much better, with the exception of that sterling player, Edgar Stehli, who is criminally wasted as the butler. Philip Ober and Edward Fielding also do pleasant work.

The staging is credited on the program to John M. Worth, who is really a sort of directorial cameleopard, being a composite of Harry Ellerbe, Mrs. Girvan Higginson and Antoinette Perry. Mr. Ellerbe walked out during the Boston tryout when he failed to see eye to eye with the management, and Miss Perry was called in as a last-minute despairing gesture. It was no use.

There may be one eye on the sparrow, but the other is on the ghost of Cain's warehouse.

WASHINGTON SPOTS

(Continued from page 21)

the eyeful with some pleasant songs.

The Lotus (Chinese-American), with a good supper and dancing business, is currently billing small revues. Bill Strickland's Orchestra is continuing a veteran record and the acts are better than most. This week's aggregation had two acts worth notice: Five Ames Sisters, who are young and nicely costumed and feature acrobatic dancing, and Harry Jackson and his pal, Jerry, who keep up with the current Charlie McCarthy craze. Jerry is a dummy who looks like an older McCarthy, and in addition, is able to walk. Jerry has a good impersonation of Durante. Act draws applause for encores.

The Bamboo Gardens (Chinese-American) is newer than the Lotus and not as well established, but offers streamlined service and a better view of the floor show. This week Lesta is mystifying patrons with cards and trick ropes, while De Carlos and Granada supply some smooth ballroom numbers. De Carlo and Granada periodically play the various night spots in town and usually deliver satisfying entertainment. Frances Black, acrobatic dancer; the Two Texans, man and woman cow songs, and Mary Martin, swing singer, complete this week's bill. Leo Lessee, formerly at the Mayfair Cafe, is the accomplished emcee and keeps the show moving at a good pace. Russ Cullen's Band, leaving this week for a boat engagement, will be replaced by third saxophone Lew Franco (not from Spain), who is organizing a new Sidney unit for the spot. *Edgar Jones.*

Minstrelsy

By BOB EMMET
(Cincinnati Office)

OLD-FASHIONED MINSTRELSY returned to Atlanta April 29 when Billy Beard, veteran blackface, presented the Optimist Club's production with a company of 70 singers, dancers and comedians. Show drew a capacity audience. A 20-piece orchestra was under the direction of Walter Sheats.

HI GILL cards from Des Moines that he is out of the show game at present but expects to re-enter it soon. Says he is currently working in a cow-bell factory.

ROSTER OF NBC Minstrels, aired over Station WENR, Chicago, each Wednesday at 9:30 p.m., comprises Jean Arnold, interlocutor; Bert Swor and Lew Lubin, principal end men; Bill Thompson and Vance McHune, end men; Jack Baker, tenor; Edward Davies, baritone; Earl Roberts, feature banjoist, and Harry Kogen's Orchestra.

TOM WATERS and William J. McKenna were high-lighted in the Kiwanis Minstrel, *Spin-a-Four*, at Shamokin, Pa., April 25 and 26.

JACK EMMET writes: "Dear namesake, I have been reading in *The Billboard* about minstrel yodelers and yodeling cuckoos, and feeling a little cuckoo myself, I submit the following:

Oh, I'm a yodeling yodeler,
I'll have you all to know;
I come from dear old Maxwell street,
In the town of She-caw-go;
I yodel in the spring time,
I yodel in the fall,
But with a bowl of onion soup
I yodel best of all.

"DO YOU REMEMBER," asks Al Tint, "when George Flint played Howell, Mich., with Loat Silvers' New York Minstrels? (Why did that window fall?) When Gean Jerald, formerly with Van Arnam's Minstrels, gave away a blanket on candy sales one night in the State of Vermont? That argument when Harry La Toy wanted mail, banner and candy privileges? When George Wall, cornetist, decorated the highway with coat hangers after close of season? When Hughie and Roy did a wire act with Al G. Field's Minstrels and wired home for money? When Frank Florentine heard the block-and-tackle squeal back of the Opera House at Mt. Gilead, O., and the trunk was too heavy? (So was the sheriff.) When Nat Danzic made a certain comic on De Rue Bros.' Minstrels change his routine every night?"



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Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Pughe Derbyshow Goes 1,488 Hours

BOSSIER CITY, La., May 7.—George W. Pughe Derbyshow closed here Wednesday night after 1,488 hours. Mary Rock and Larry Decorrado copped first prize money; Gladys Maddox and Marvin Ellison, second, with Joe Rock and Hilda Ludwig runners-up. Wind-up was viewed by over 4,000 fans.

According to Pughe, the show was one of the most successful he has ever conducted, largely due to the fine support of the Lions' Club, the sponsors, and the co-operation of the city and parish officials. Not a single penny of legal money was spent during the engagement, he reports.

Pughe and his wife, Eddie, left yesterday for Kilgore, Tex., where they open a new show soon. Show will move from here intact in three baggage cars, with practically the same personnel and set-up slated to go in Kilgore, which is located in the heart of the East Texas oil fields.

Seven Teams, One Solo Keep Balto Show Going

BALTIMORE, May 7.—Baltimore Derby Show, which started here February 21, is still going, with seven teams and one solo remaining. Still in the running are Johnny and Marie Groves, Jean Collier and Bob Turner, Al and Ruth Smith, Lee and Marge Sullivan, Marshall Roberts and Mary Kamar, Bill Fort and Minnie Ferenzi and Jerry and Edna Green. Sally Neally is the solo.

Music is furnished by Russ Cassidy and orchestra, with Eddie Begley and Billy Cavanaugh emceeing, assisted by Jimmie Ferenze and Mickey Sheehan, comedians. Three broadcasts are made daily over WCBM. Contest is kept keyed to a high pitch by double-action whirlwind sprints of seven heats and special events.

Ruth Smith was "frozen alive" in ice Monday night, May 2, and Marshall Roberts and Mary Kamar were married on the floor the following night. Jim (King Kong) Coffey is still bringing down the wrath of the crowds and contestants on his head by his strict judging. Mike Alch, handling his first show as trainer, is doing a good job.

Recent visitors to the show were George L. and Bill Rutty, Mr. and Mrs. Jay McCloskey, Frenchy Reed, Sammy

Lee, Warren Jewel, Frosty O'Hara and Ray Alvis.

Lenny Paige has left the show to go to Savannah, Ga., and Sammy Lee, Frenchy Reed, Eddie Hoerr, George and Maxine Grant, Buddy Saunders, Al Leyman and Mary Landiso have left for Aurora, Ill., to join up with Charlie Hayden.

Show Draws 151,294

FORT WORTH, Tex., May 7.—Roller Derby held at the Will Rogers Memorial Coliseum here April 5-26 drew 151,294 people during the 21-day run. S. R. O. crowds attended while the special low admission prices were in effect, but at the finale when higher prices were charged attendance fell off considerably. However, officials announced derby would return here in October. The derby moved from here to Oklahoma City.

LEE SONDRERS writes that he heard recently that Angie Ager died suddenly a few weeks ago and that Ruth Carroll was recently killed in an auto accident. *The Billboard* has not had a report on these deaths. We would appreciate a verification or denial of the report.

JIMMIE HORAN postals from Pipestone, Minn., that he is now working at the Black Cat Club, that city, and will probably be there all summer.

KENNY GRUWELL pens from Alhambra, Calif., that he misses the old gang, but hopes to be back in the running soon. Kenny would like to read a line in this column from his ex-partner Opal Williams and all the kids who were in shows with him.

W. BILL STEIN letters that he has leased his Beverly Hills, Calif., home and is moving to his new ranch house in the San Fernando Valley.

PLEASE DO NOT ask us to publish addresses in this column. If you wish to communicate with a person send your letter to him in care of *The Billboard*, 25 Opera place, Cincinnati.

EDDIE MILLER, managing a skating rink and boxing arena in Milford, O., writes that the Business Men's Association will sponsor a walkathon there soon.

TOM AND BETTY DAY, now residing in Hollywood, announce the arrival of another son and say they would like to read a line here on old marathon friends.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Alton, Jack, 20c
Behce, Mrs. Rose, 4c
DeCentines, Pete, 3c
Cole, Jack, 17c
Edwards, R. W., 25c

Women

- Alcoves, Mrs. Pauline
Alderson, Mrs. Helen
Allen, Margaret
Andrews, Mrs. John
Appley, Mrs. Red
Ashley, Mrs. R. P.
Atkins, Jackie
Bailey, Mrs. Glorai
Baker, Mrs. Mildred
Bales, Mrs. Helen
Banba, Mrs. Martha
Barbee, Lillian
Barr, Anna
Bass, Jack
Beall, Mrs. Laura D.
Beasley, Doris
Bedford, Mona
Bedoni, Mrs. Nellie
Beebe, Lee
Bell, Crystal
Bender, Virginia
Bennett, Mrs. Cleo
Berry, Mrs. E. V.
Beutel, Betty
Beverliema, Smiles
Bierly, Lou Ann
Binson, Mrs. Nina
Bistany, May
Blake, Etta Louise
Boone, Bulah
Boyd, Anna
Boykin, Elizabeth
Branch, Walla B.
Breese, Mrs. W. M.
Bridges, Myrtle
Briggs, Jacqueline
Bright, Alice
Bromley, Mrs. Merle
Brooks, Mrs. Gladys
Brooks, Mrs. Juanita
Brown, Billie L.
Brown, George Bell
Brown, Mrs. R. B.
Brown, Mrs. Thelma C.
Bumk, Maxine
Bryant, Lella Marie
Buckanan, Mrs. C. T.
Bullock, Mrs. Selma
Bunnell, Betty
Burbank, Betty
Burgett, Mrs. C. T.
Burket, Margaret
Burrough, Mrs. Susie
Burton, Vera
Cambell, Mrs. Bessie Leighton
Camel, Callie Mae
Carlshe, Jeannette
Carlshe, Dolly
Carson, Mrs. Don
Carlson, Dot & Flo
Carlson, Florence
Carr, Mrs. Betty
Carter, Juanita M.
Carter, Mrs. Mary
Carver, Ella
Cerra, Francis
Chancey, Mrs. Maile
Chapman, Helen
Christ, Mrs. Fred
Ciresi, Ruby
Clark, Mrs. George
Clark, Mattie
Coffey, Mrs. Clementine
Coffin, Mrs. Gene
Cole, Aftanue
Cole, Gertrude
Collingson, Mrs. Joe
Connelly, Lenore L.
Conrad, Juanita
Cook, Mrs. Don
Copeland, Mrs. Dick
Core, Mrs. Betty
Covour, Mrs. John
Craddock, Mrs. Pearl
Craige, Mrs. Bertie
Crawmer, Mick
Crow, Mrs. Meunio
Cummings, Mrs. Nell
Cunningham, Muzie
Curtis, Mrs. Myrtle
Cutler, Mrs. Rose
Czudek, Mrs. Stella
Dae, Dorothy
Daisy, the Horse
Dallas, Rose
Daugherty, Mrs. Butch
Davenport, Mrs. R.
Davis, Mac
Davis, Mary Jane
Day, Mrs. Agnes
Dean, Dimples
Demcoe, Mrs. M.
Demoss, Leona
DeForest, Betty
DeGasterly, Mrs. Marie
De La Plata, Rita
DeLes, Dawn
DeZamba, Mrs. Irene
Deelee, Mrs. Joan
Delotch, Sea Bell
Demetro, Mrs. Rosie
Desmonde, Lillian
Diana, Lady
Dignan, Mrs. Fred
D'Oriv, Mrs. Joseph
Dobbs, Joyce
Driscoll, Juanita
DuBois, Jeanlea
DuMont, Cleo
Dumedin, Queenie
Dunfee, Mrs. Earl
Dutcher, Mrs. Bertha

- Lamb, Mrs. Tony
Lauders, Mrs. Frank C.
Lauders, Mrs. Peggy
Lanier, Natetta
Layne, Leah
Layton, Mrs. Ruth
Lee, Diana
Lee, Evelynne
Lee, Mrs. Chas.
Lee, Sonya
Leonard, Bernice
Lester, Esther
Levitch, Lebelie
Lewis, Anna
Lewis, Nora
Lidth, Evelyn
Lieberman, Mrs. R. B.
Liedtke, Mrs. Vernon
Little, Mrs. C. T.
Lockwood, Peggy
Lombard, Lois
Louis, Mrs. J. A.
Lovell, Susie
Ludwig, Mrs. C. B.
Lyman, Mabel
Lynch, Mrs. Milly
McCain, Lou
McCarroll, Mrs. Robt.
McCartier, Katherine
McCrea, Mrs. Jardine
McDonald, Mrs. Ethel
McGregor, Marie
McKeand, Jean
McKenzie, Mrs. E.
McLane, Mrs. Mae
McNally, Mrs. R.
McNeece, Mrs. L.
Mack, Alberta
Mack, Bootsie
Mack, Mrs. Margaret
Main, Betty
Malawha, Madame
Marks, Jaefine
Martin, Bunny
Martini, Mrs. Joe
Muskern, Trixie
Mason, Nellie
Mathers, Mrs. Clifford
Matsumoto, Amelia
Maurell, Mrs. Earnest
Maw, Dorothy
Maye, Doty
Medley, Mrs. Thomas
Meducia, Child of the Sea
Messenger, Majorie
Miller, Heloise
Miller, Mrs. A. B.
Miller, Mrs. Fossie
Miller, Mrs. Phil
Mills, Mrs. Adele
Mills, Mrs. Doris
Mitchell, Mrs. Mary
Moffett, Edna
Monahan, Mrs. Dave
Monerief, Dale
Moore, Evelyn
Moore, Marion
Moore, Mrs. Kittie
Moore, Mrs. Sam
Moseley, Marie
Murphy, Mrs. A. H.
Murphy, Mrs. Jimmy
Muse, Bettie Bell
Myers, Mrs. Allen
Myers, Mrs. Robt.
Mylon, Marcia
Nagle, Mrs. I. W.
Napple, Mrs. Chas.
Nelson, Adele
Newman, Mrs. N. E.
Norman, Ruth
Norton, Helen
O'Connor, Frances
O'Day, Mrs. Hope
O'Dell, Odella
O'Dell, Della
Olberg, Carol
Oldham, Mrs. Henry
Oles, Sue
Oliver, Polly
Orma, Grace
Osborne, Helen
Owen, Elaine
Owens, Mrs. Chas.
Owens, Virginia Lee
Paddock, Mrs. B.
Paschall, Mrs. Aline
Patt, Vera
Patton, Alberta
Pence, Mrs. W. L.
Penneyuff, Lela
Perry, Jean
Peshong, Mrs. Josephine
Peshong, Mrs. Wm. J.
Peters, Mrs. Bertha
Peters, Mary Ellen
Peters, Mrs. Maude E.
Peters, Mrs. Pete
Petrowski, Thelma
Phelps, Mrs. W. J.
Phillips, Juanita
Phinney, Margaret
Pierce, Leona E.
Pinson, Esther
Pittiford, Majorie
Polk, Mrs. Ollie
Ponzio, Vera
Puckett, Mrs. Eula
Quinn, Joan
Ragan, Madeline E.
Raimsey, Mrs. Shanpon
Raye, Mrs. J. L.
Raymond, Mrs. Geo. G.
Reed, Helen
Reiser, Billie
Regay, Billie
Reitz, Ethel
Reilly, Mrs. Lloyd
Reynolds, Vera
Rice, Mrs. Maile
Ridom, Ruth
Riegel, Jeanne
Ridey, Mrs. Jack
Robinson, Mrs. Edan
Robinson, Laura
Robinson, Mrs. Lester B.
Rockford, Hazel
Rocco, Hazel
Rogers, Catherine
Rogers, Marjorie
Rosenberg, Queenie
Rossi, Mrs. Mary
Rudick, Mrs. Estelle
Russell, Kay
Russell, Olive
Ruth, Texas
Saylor, Marion
Scott, Mrs. John R.
Scott, Mrs. Betty
Scott, Myrtle
Seaton, Mrs. Helen
Sells, Mrs. C. W.
Sevnour, Lucille
Shaffer, Janette
Shannon, Peggy
Shawnee, Signa
Sheppard, Lillian
Shriver, Mrs. Eugene
Silliman, Mrs. Myrtle
Singleton, Mrs. Tessie
Sinko, Louise
Sirwell, Madam
Sisco, Lena
Sistr, Alice
Small, Mrs. E. F.
Smith, Eyo Lee
Smith, Madam Fanchon
Smith, Wenona
Smith, Willie Lee
Soret, Mrs. J. A.
South, Mrs. Earl (Pat)
Stanley, Margie
Star, Billie
Stephens, Mrs. G. L.
Sterchi, Mrs. E. B.
Sterchi, Mrs. Artie
Stilz, Chianna
Stirk, Cleopatra
Stirk, Mrs. Stanley
Stokes, Mrs. Ruth
Strom, Lois
Strout, Mrs. Alma
Swaine, Mrs. Daisy A.
Swertzer, Marie
Swink, Lila
Tarhar, Mrs. Lois
Taylor, Mrs. Irene
Teadora, Leona
Terrill, Mrs. Tom
Thebe, Marion
Theresa, Madam
Thomas, Mrs. V. B.
Thomason, Mrs. H. E.
Thony Miss—Pat Lady
Tolley, Billie
Traider, Rae
Tramo, Dorothy
Trevandy, Anna
Trota, Lillian
Try, Mrs. Vincent
Twiggs, Gwen
Ulcar, Mrs. Bab
Van Allen, Melusa
Van Noy, Mrs. Pansy
Van Wie, Mrs. Mabel
Vaughn, Mrs. Gertrude
Vain, Rosa Lee
Velar, Pat
Vernon, Mrs. Bertie
Von Luckner, Peggy
Wagner, Mrs. Eddie
Wallace, Mrs. J. F.
Wallace, Mrs. Mina
Wallis, Mrs. Joan
Ward, Leeta
Ward, Mayme
Ward, Mrs. Edna
Warren, Edna
Washburn, Lottie
Wasserman, Mrs. S.
Waters, Ethel
Walkins, Maxie
Weadon, Mrs. Zelma
Weber, Mrs. Earl
Webster, Hazel
Weideman, Mrs. T. F.
West, Mrs. Joe
Westlake, Mrs. Aileen
Wheclock, Mrs. Ray
White, Mrs. Hatchie
Whittinghill, Mrs. Ruth
Wilkins, Mrs. G. C.
Williams, Dorothy
Williams, Katie
Williams, Rebecca L.

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Rising, Mrs. Teddy
Ristey, Helen
Roberts, Mrs. Fred
Roberts, Mrs. May
Robinson, Alma
Robinson, Mrs. Edan
Robinson, Laura
Robinson, Mrs. Lester B.
Rockford, Hazel
Rocco, Hazel
Rogers, Catherine
Rogers, Marjorie
Rosenberg, Queenie
Rossi, Mrs. Mary
Rudick, Mrs. Estelle
Russell, Kay
Russell, Olive
Ruth, Texas
Saylor, Marion
Scott, Mrs. John R.
Scott, Mrs. Betty
Scott, Myrtle
Seaton, Mrs. Helen
Sells, Mrs. C. W.
Sevnour, Lucille
Shaffer, Janette
Shannon, Peggy
Shawnee, Signa
Sheppard, Lillian
Shriver, Mrs. Eugene
Silliman, Mrs. Myrtle
Singleton, Mrs. Tessie
Sinko, Louise
Sirwell, Madam
Sisco, Lena
Sistr, Alice
Small, Mrs. E. F.
Smith, Eyo Lee
Smith, Madam Fanchon
Smith, Wenona
Smith, Willie Lee
Soret, Mrs. J. A.
South, Mrs. Earl (Pat)
Stanley, Margie
Star, Billie
Stephens, Mrs. G. L.
Sterchi, Mrs. E. B.
Sterchi, Mrs. Artie
Stilz, Chianna
Stirk, Cleopatra
Stirk, Mrs. Stanley
Stokes, Mrs. Ruth
Strom, Lois
Strout, Mrs. Alma
Swaine, Mrs. Daisy A.
Swertzer, Marie
Swink, Lila
Tarhar, Mrs. Lois
Taylor, Mrs. Irene
Teadora, Leona
Terrill, Mrs. Tom
Thebe, Marion
Theresa, Madam
Thomas, Mrs. V. B.
Thomason, Mrs. H. E.
Thony Miss—Pat Lady
Tolley, Billie
Traider, Rae
Tramo, Dorothy
Trevandy, Anna
Trota, Lillian
Try, Mrs. Vincent
Twiggs, Gwen
Ulcar, Mrs. Bab
Van Allen, Melusa
Van Noy, Mrs. Pansy
Van Wie, Mrs. Mabel
Vaughn, Mrs. Gertrude
Vain, Rosa Lee
Velar, Pat
Vernon, Mrs. Bertie
Von Luckner, Peggy
Wagner, Mrs. Eddie
Wallace, Mrs. J. F.
Wallace, Mrs. Mina
Wallis, Mrs. Joan
Ward, Leeta
Ward, Mayme
Ward, Mrs. Edna
Warren, Edna
Washburn, Lottie
Wasserman, Mrs. S.
Waters, Ethel
Walkins, Maxie
Weadon, Mrs. Zelma
Weber, Mrs. Earl
Webster, Hazel
Weideman, Mrs. T. F.
West, Mrs. Joe
Westlake, Mrs. Aileen
Wheclock, Mrs. Ray
White, Mrs. Hatchie
Whittinghill, Mrs. Ruth
Wilkins, Mrs. G. C.
Williams, Dorothy
Williams, Katie
Williams, Rebecca L.

- Wilson, Mrs. Belle
Wilson, Mrs. Goldie
Wilson, Mrs. Helen
Winn, Mrs. Agnes
Worman, Mrs. R. C.
Wrice, Lillie
Yancey, Mrs. Beeman
Zimmerman, Selma
Yonoksi, Mazie
Young, Mrs. Harry
Canady, Del.
Caunon, Johnnie
Cantara, S. J.
Carew, James
Carl, Frank A.
Carl, George
Carnes, Bill
Carnic, Clown Cop
Carnovale, Prof. Charles
Carpenter, Johnny
Carroll, Simon
Carroll, Leo
Carroll, Jimmy
Carroll, S. J.
Carter, Charles
Cartledge, C. R.
Carty, O. V.
Cary, John
Casabin & Kelly
Casey, Jack
Casey, John Joseph
Castle, John R.
Cato, Henry A.
Cavanaugh, George Lee
Cayton, Bruce
Ceil, J. P.
Chamberlain, Doc
Chambers, S. B.
Charon, Billie
Chase, J. P.
Childer, Roy & Flo
Childs, Roy
Chisman, Harry
Christie, W. R.
Christy, Kenneth
Cietz, Harry
Cimino, Joe
Claire, Billie
Clark, Chas. Barry
Clark, C. J.
Clark, Larry
Clark, M. P.
Clarke, Texas Joe
Clark, James H.
Clark, Vaughn E.
Claus, Leo
Clayton, J. E.
Clayton, The, Free
Clyde, J. W.
Cobb, Howell
Cobb, Wallace
Cobb, Euby
Cockrel, Geo. R.
Cody, Bill
Cody, Cowboy Jack
Cody, J. M.
Coffey, Judge Jim
Coffin, Will H.
Cohn, Charles
Cohn, Martin
Cole, C. O.
Cole, Ted
Coleman, Max
Collaie, Harry
Collier, Jack
Combs, F. E.
Concello, Arthur
Coner, Al H.
Congo, Chief
Conley, Joe
Conlon, J. J.
Conn, Sammie
Conn, Charles
Conway, Red
Coon, George
Cooper, Grenville
Corban, Sam
Corbett, Mooney
Corey, "Curly"
Corey, Joe
Covell, Everett
Cornelius, Wm.
Cornell, Frank
Cora, Eric
Corriell, Earl
Costa, Bob
Costang, Reuben
Cotthran, Bill
Courteaux, Charlie
Cover, Al H.
Cowell, Arthur
Cozy, Doc
Cregor, Thernmon
Crenshaw, Arville
Crenshaw, Tarzan
Cretchers, John
Crini, Prof. B.
Cruttenden, Wm.
Crosdy, W. J.
Crowe, Bill
Crumley, Earle
Cuddy, J. L.
Cullivan, Philip
Culp, Virgil
Cummings, Fred S.
Curry, Jim
Curtis, Al Ponce
Curtis Jr., Geo. H.
Curtis, Kid
Cushing, Frank H.
Cutere, Franchy
Outright, Carl
DuCona, Art
Dule, John
Dalton, Hillis
Dalton, Wm.
Daly, Ray
Daniel, Earl
Daniels, Billy Dale
Daniels, Grover
Daniels, Mickey
Dardenalla & Baile
Darnell, Hank
Darr, Grey Stock Co.

- Dashingtons Dog & Monkey Circus
Davenport, B. C.
Davenport, Tom
David, Jack
Davids, Archie
Davidson, Eugene
Davidson, Morris
Davis, Col. Chas
Davis, Earl
Davis, "Crash"
Davis, Henry I.
Davis, Lee
Davis, Louie
Davis, Roy E. (Skippy)
Davis, R. W.
Davis, Walter
Davis, W. W.
DeCinze, P. A.
DeFonghe, Cecar
DeHoma, Albert
DeMelo, Charley H.
DeMille, Don
DeRex, Gene
DeRiski, F. D.
DeShon, Mortimer
Dean, Chester
Dearo, Bert
Dechenne, Clarence
Decker, Frank W.
Deen, Ralph
Deen, Lewis
Deering, Walter O.
Delaney, Harry
Delarous, Aerial
Demetro, George
Demostre Jr., Bob
Den, Daniel
Denham, E. H.
Dennis, Charles
Dennis, Gene
Dennison, Flo & Jo
Denson, Bill
Dent, C. R.
Deutschman, Borah H.
Devers, Dal
Dewitt, Andres
Dexter, Bob & Pat
Dial, W. T.
Diamond & Prosser
Diaz, Pete
Dickerson, W. E.
Dickinson, Edward A.
Dickson, Raleigh
Dickson, W. D.
Dillon, Jack
Dillon, R. L.
Dinnon, Andrew
Disko, Dick
Dixie Game Cooks, Orchestra
Dixie Dandy Dog & Circus Act
Dixon, Boyd
Dixon, Edd & Babe
Dixon, Howard M.
Dobs, Robert E.
Dodson, M. G.
Doebber, W. N.
Doile, Pat
Donaldson, Chrl
Donnelly, J. W.
Donner, Ray V.
Donoghue, Charles F.
Doran, Buck
Douglas, Vern
Downing, Willie
Doyle, B.
Drill, Charles
Duby, Harry
Duffy, Bruce J.
Duncan, Dallis
Dunken, Earl, Mgr.
Dunlap, Geo.
Dunlap, Dr. Ted
Dunn, Jack
Durand Bert
Durante, Al
Durham, Frank
Durke, Dave
Earl, Jack & Betty
Eagle, Chief Ed
Eagle Eye, Geo.
Early, J. B.
Ecker, Red
Edgar, Geo.
Edwards, Buck
Egan, Joe S.
Eiler, R. C.
Elbert, Red
Elcort, Slim
Elrege, Willie
Ellis, Cotton
Ellison, Jimmy
Elton, Billy
Emmett, J. R.
Enginger, Whale Show
Engledow, Frank
English, Couz
English, Walter
English, W. H.
Enoch, Ray
Epstein, David
Emel, H. S.
Esbacher, Bill
Esliek, H. N.
Estill, Geo. B.
Ethridge, John
Etzler, S. S.
Evans, Albert J.
Evans, Charles Stanley
Evans, George H.
Evans, Little Joe
Evans, Tom
Evans, Wiley E.
Evits, Geo. E.
Evans, C. H.
Fair, W. M.
Fairleigh, J. S.
Fantauna, J. J.
Farner, Allen
Farnell, James
Farrow, E. E.
Faust, Ike
Fapstino, Ray
Fay, Jack
Faye, Pat
Felix, Nabor
Felmat, Doc
Felton, Harry E.
Fendrick, Hossie
Ferguson, H. R.
Fetterling, Dr. A. L.
Fields, Phil
Fine, Al
Finn, Dave
Finmeran, Edw. M.
Fireside, I.
Fisher, Albert W.
Fisher & Graham
Fix Jr., John T.
Fleming, Cody
Fletcher, F. E.
Fleisher, George & Mary
Flinnikin, Pat
Flippo, G. V.
Flores, Consuello
Florjan, J.
Pollett, Bob
Fonda, Gordon
Ford, Curly Leo
Ford, Prof. O.
Ford, Geo. O.
Ford, Jimmy X.
Forrest, Tommie
Forrester, Tex
Forrester, Thomas
Poster, Chas. E.
Poster, Doc C. E.
Poster, Geo. E.
Fox, Carl
Fox, John S.
Curley
Fox, Major
Fra-Divelo Magic
Fraddock, Henry
Francis, Dave
Francis, John
Frank, Celeste
Frank, Miller J.
Frank, Tony
Franko, J.
Franks, W. E.
Franklin, Dan P.
Fredericks, Freddie
Fredericks, Thomas
Frederon, Jack Leon
Freer, Doc
Freeman, John A.
French, Bill
Fritts, Will
Fry, T. Vincent
Frye, Dorsey James
Fulman, J. B.
Pura, R.
Purati, Frank
G-B Novelty Co.
Gabe, Carl
Gaines, Larry
Gaither, Woodie
Gannon, Johnnie
Galland, Eddie
Gamble, Eddie
Gaphney, Ed
Gardner, Ed
Garrison, Wayne
Gates, John E.
Gawford, Cliff
Geddiss, Geo.
George, Pete
Gibson, Bert S.
Gibson, David Jesse
Gibson, Donald I.
Gibson, P. H.
Gilbert, Jack
Gilkinson, Tommy
Gilliam, Eddie
Gilligan, J. W.
Gilluan, Leonard L.
Gilmore, Jol
Gilmore, Pat
Gisler, Duck
Gisler, Charles E.
Giot, Smiling Sid
Glines, J. P.
Gloffo, Steve
Glossere, Benjamin
Goldberg, Arthur
Golden Gate
Golden, George
Golden, Marrow
Golden, Nathan
Golden, Robert
Goldizen, John
Goldstein, Al
Goldstine, Ted
Goldstein, Goldie
Goldstein, Morris
Gonsalves, Walter
Goodlette, Tony J.
Goodwin, Arthur J.
Hogan, Chas. R.
Hogan, Jimmy
Hoke, Chief
Goodwin, Doyle A.
Goody, Ray
Goralick, Sam
Gordon, John
Gordon, Jack
Gordon & Krinsky
Gore, Edward
Gore, Toppus
Gorman, F. P.
Gorman, Jack
Goues, Bert R.
Gouldsburg, Paul
Gourfain, Harry
Gow, Charley
Graham, Hal Shows
Granger, Johnny
Granger, J. C.
Grant, George
Gravitvo, the Great
Gray, Geo. F.
Greaver, Willie
Green, Charles
Green, Thelbott
Green, Joe
Green, Johnnie
Green, Olan
Green, Sammy
Greie Rodeo Co.
Grendol, Joe
Grey, Paul
Gronaon, Doc
Grofo, Miller
Gross, Ben
Gunn, Andy
Gunn, Harry P.
H. M. Specialty Co.
Haden, C. L.
Hagen, S. J.
Hale, R. S.
Hall, Billie & Al
Hall, Berette
Halley, Leo
Hamasaki, F. S.
Hamel, Earl B.
Hamilton, W. D.
Hammitree, Bob
Hammond, Capt. Earl
Hammond, Roy
Hampton, Charlie
Haney, George
Haney, Ott
Hannaford Jr., Roger
Hanson, Chet
Harbin, B. H.

- Harcro & Marie
Harding, Jim
Harick Co.
Harlem Blues
Harmon, Chasers
Harper, Al (Red)
Harper, Whitey
Harrill, Capt.
Harrison, Alligator
Harrington, John L.
Harris, Dale V.
Harris, Doc
Harris, Geo.
Harris, Harry & Mitsu
Harris, Nelson A.
Harris, Wm. B.
Harris, W. R.
Harrison, Buck
Harrison, Harry
Harrison, Howard
Harrison, Robert R.
Hart, John B.
Harter, Ray A.
Hartgram, Lloyd
Harwell R. W.
Haski, Frank
Hassan, George Curley
Hatfield, Joe
Hausner, Sam
Hauson, Louis T.
Haverstick, Geo.
Hawerton, Ira
Hawkin, Ray
Hawkins, Arnold
Hawkins, Ralph H.
Hawkins, Sam E.
Hayden W. T.
Hayes, R. C.
Hayes, Toby
Heacock, Walter
Heath, Wm.
Heartzburg, Amos
Heck, Luther C.
Hector, Heck (Frenchy)
Heffington, H. G.
Heinemann, E.
Heldt, Joe (Slim)
Heller, Al
Heller, Harry
Helms, D. W.
Henderson, J. M.
Henderson, Jans
Henderson, J. B.
Henderson, Lew
Henderson, Whitie J. C.
Hendon, Charles
Hendrix, Cecil Wm.
Hendricks, Jimmie
Henri, Mont
Henry, Cashley
Herington, Bill
Hernon, H.
Heron, James
Herman, Bennie
Herring, Frank C.
Hershey, George L.
Hershey, Ray Barney
Hervey, J. Russell
Hess, George
Hether, W. H.
Heth, Floyd R.
Heywood, Irwin
Bones
Hicks, Rob
Hicks, D. C.
Higgins, Herman
Higgins, Walter
Alonza
Hilderbrand, Elmer
Hildebrand, Frank B.
Hill, Harry Cyclone
Hill, Hi Henry
Hill, Jim (Girl Show)
Hinds, Bill
Hines, Murray
Hinkle, Milt
Hinn, Conrad
Hires, Kieth
Hitzel, J. J.
Hobson, Homer
Hobson, Jack
Hock, Edward H.
Hodges, Joe
Hoffman, Frank
Hoffman, Woodrow
Hogan, Chas. R.
Hogan, Jimmy
Hoke, Chief
Holland, Jimmie
Hollowell, Jack
Holmes, Coney
Holston, Jack
Hopkins, Monroe
Hopper, John Ivan
Horn, Russel O.
Horton Jr., W. M.
Houghton & Houghton
House, Rob R. M.
Housh, Ned
Houser, Pearly
Houser, Sam
Howard, Fred
Magician
Howard, Lew
Howard, Mysterious
Howe Bros.' Side Show
Howell, Bob & Wynne
Hubbard, Paul
Huber, the Great, Magician
Huffman, Peter
Huffman, Robert
Hull, Burt
Hull, Jimmie
Hull, Jimmie
Players
Hunt, Gordon
Hunt, Harry Kid
Hunt, Herman
Hunt, Tom & Lola
Hunter, Bill
Hurley, Louis
Huston, J. W.
Huston, Ted
Hutchinson, Johnnie
Hyde, Dean
Hymie, Nail Joint
Ingleston, Corporal Bob
Inman, Maurice
"Smitty"
Ireland, Val
Island, Johnny
Earl
Itofe, Felix
Jack Jr., Johnnie
R.
Honey, Ott
Hannaford Jr., Roger
Hanson, Chet
Harbin, B. H.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Jaquet, Frank
Jamamoto, Jimmie
James, Dupree
Jameson, E. C.
Jansen, Jimmy
Jarvin, Alonzo
Jean Jeannette
Jefferies, P. S.
Jennings, Fred
Jewell, Clifford
John, Ely
Johns, Bunny
Johnson, Arthur
Johnson, A. F.
Johnson, Doc Bob
Johnson, Dr.
Johnson, Harvie
Johnson, Jesse
Johnson, Leland
Johnson, Newt M.
Johnson, Reben
Johnson, R. C.
Johnson, Robt.
Johnson, Louie
Johnson, Ennis S.
Johnson, Lloyd G.
Johnson, Walter
Jolly, A. C.
Jones, Ben R.
Jones, Carl D.
Jones, Chas. F.
Jones, Clyde
Jones, Mandel
Jones, Roy B.
Jordans, Six
Jordans, Sensational
Julius, Harry B.
Jupp, Richard
Kaler, Ray
Kali, Bobby
Kankelberg, A. C.
Kanapo, Halo
Kaplan, Harry
Karns, Geo. W.
Kaufman, Sol
Kay, George
Kaylo, Albert
Keeler Jr., Geo.
Keeler, John
Keesacker, Bernie
Keller, Albert Slim
Kelly, Jack
Kelly, J. C.
Kelly, Slim
Kent, Richard
Kepley, Jesse
Kingman, P. S.
Kilgo, Robert
Kines, Andrey
King, John
King, Wylie
Kimp, "Yellow"
Kinnee, Junior
Klutz, Charles
Knapp, Jimmie
Knauff, Earl D.
Knebel, Jack
Knight, Richard J.
Knipe, Larry P.
Koban, Kaichi
Koblitz, Steve
Kochel, Jack
Koculic, Michael
Kolb, G. A.
Kob, Matt
Kong, Leo
Korie, Eddie
Kramer, Astrologer
Kramer, Sid (Larry Lee Orch.)
Krans, Kenneth
Kressels, the Four
Kreus, F. H.
Krieger, Edward
Kringle, John
Krohn, Ed
Kukul, Doc
Kumalae, Howard
Kunde, Adolphine
LaBelle-Ray Troupe
LaFay, Ralph
LaHood, John
LaMar, Eugene
LaMar, Col. Leon
LaMar, Paul
LaMont, Chubby
LaMont, Jevon
LaRose, H. A.
LaRose, Thomas
LaRue, Bobby
LaVola, Don
Lamb, Floyd
Lamb, Howard
Lambert, Leonard
Lamont, Chas. R.
Lanson, Burt
Lane, Frank B.
Lane, Frank B.
Lancaster, L. B.
Landis & Schroeder
Lankford, Walter
Lash, Wm.
Laswell, Thomas
Latto, Al
Laughlin, Elmer
Laughlin, George
Laughhead, O. B.
Lauther, Carl J.
Lavalie, Russell
Lavan, Harry
Lavine, Mike
Lawder, Stanley
Laves, Arthur
Lawrence, Samuel
Lawson, Willie
Lazone, Elmer
Lee, Buck
Lee, David
Lee, Frank J.
Lee, Francis
Lee, Lambert
Lee, Powder River
Lee, Jack
Leesman, L. W.
Lehmbeck & Layman
Leidman, Wm.
Lemuels, Wm. E.
Leonard, Jack
Leonardos, the
Lensch, Oswald
Leo's Side Show
LePaul, Paul
Lerov, Ray C.
Lepper, Geo.
Leslie, Burt
LeTouneau, W. G.
Levey, Ben
Levey, Sam
Levin, Billy
Levine, Sam
LeVolo, Pat
Lewis, Casy
Lewis, Edgar
Lewis, Fredrick
Lewis, F. G.
Lewis, Hugh
Lewis, J. Ira
Lewis, Kid
Lewis, S. Kiney
Lieberman, Sam

Liggett, Bert
Lilly, W. E.
Linton, Alex
Linstrom, Henry
Lippincott, T.
Lipsky, Morris
Little, Beaver
Little, Burton
Livingston, Earl
Lixie, R. J.
Loar, Paul
Lobaugh, James M.
Lockboy, D. D.
Lollar, Ray
Lone, Dr.
Long Andy Tattoo Artist
Long, Chester
Long, Issag A.
Long, Leon
Longford, Jack
Loomis, Glenn
Lopez, Pedro
Losh, Al
Louis, Charlie
Louis, Doc L. R.
Louis, T. A.
Love, Harold
Love, Jack
Love, Ray
Love, Don
Love, Jim
Lowen, Michael W.
Lowrey, John Lee
Lowring, Needles
Lushy, Bob
Lynn, Stock Co.
Lyons, Harry
Lytell, Doc Harold
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MacCarroll, Joe T.
MacGough, Bill
MacAddie, Fritz
MacArter, R. C.
MacCarthy, Charles
MacCarthy, Geo. T.
MacClaster, Dale
McClanahan, "Oklahoma Charlie"
McCoy, Lewis
McCoy, Red
McCrory, Edw. D.
McCullen, Doc
McCullin, W. M.
McDaniel, Thom J.
McDowell, Carl E.
McFarland, J.
McGary, Joe
McGee, Lester
McGee, P. L.
McGill, Leo
McGrath, Walter
McGrath, Leo
McGregor, Willie
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McKenzie, Harold
McKinnon, Boom
McKnight, Smiling
McMaster, Fred
McMillan, S. S.
McMurdoo, W. W.
McNally, Ralph
McNeese, Joe
McPherson, E. C.
McQuiston, Harry
McWilliams, Paul
Mackfee, L.
Main, Jack Del
Mainard, Red
Maitland, Charles
Mallory, Harry
Mansur, Shady
Manton, Leo
Manson, Peter J.
Maples, Bruce
Marcella, Chester
Marco, Al
Mareno, Joe
Margulis, Ira Wolf
Marjo & Carmen
Marinko, Andrew
Marks, Dave
Mamon, Kiser
Marquis, George
Mars, Robt.
Martin, Buddy
Martin, Jack
Martin, Jake
Martini, Joe
Martinez, F. S.
Mathews, F. S.
Mathews, Pop
Mateland, Charlie
Mathews, Cap.
Marks, Dewey
Mars, Grover
Marshall, James E.
Martin, Chuck
Mathews Jr., Wm. H.
Maxwell, A. R.
Mayer, Cliff
Maves, Prof.
Livingston
Meade, Pete
Meadows, Theodore
Meeker, Frank
Melville, Freddy
Mench, Charlie
Menze, Roy
Mercy, Frank
Merriwells, The
Merton, Pop
Messer, Ivan
Meteors, The Three
Metropolitan Show
Meyers, Bob & Arleen
Meyer, Clint V.
Meyzerhoff, Henry
Mezzacappa, Tony
Middleton, Karl
Miguel, Charlie
Miguel, John
Miller, Alberty
Miller, Chris H.
Miller, Howard
Miller, Kokomo
Miller, J. & B.
Miller Jr., Bobby
Miller, John, Show
Miller, Marvin
Miller, Paul H.
Milligan, Ted
Minkin, Sam
Minton, Redford
Miss. Fun Show
Mitchell, Adams
Mitchell, Alex
Mitchell, Aubrey E.
Mitchell, Bob
Mitchell, Charley
Mitchell, Clyde
Mitchell, Frank
Mitchell, Frank J.
Mitchell, G. L.
Mitchell, Jimmy

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Pierce, P. J.
Pierce, Doc
Pierce, Roy A.
Pietro, Anthony
Pine Ridge Follies
Pinkston, J. W.
Plask, Philip
Platt, Benny
Poe, Billy
Pomoreno, Tony
Pony, Chief Bill
Pope, Frank C.
Porel, Jake
Porte, Jack
Potter, Billy
Potts, Ralph
Powell, S. B.
Powers, Bob
Praher, Henry II.
Prather, Norman
Preston, R.
Pee Concessions
Pringle, Louis
Printer, Lewis F.
Prishell, Edward
Proctor, Geo.
Pugh, Pop
Putman, Arthur
Quigley, Wm.
Quinn, Eddie
Ragan, Jackie
Ragland, Leroy J.
Ramer, Al
Raines, Grover
Rannels, Albert
Rasha & Rhona
Rasor & Lewis
Ratnes, Jas. & Celia
Ratburn, Lou
Ravell & Jeanette
Raves, Frank
Ray, Prof.
Ray, Rubin
Raymond, Geo. G.
Raymond, Walter
Reed, Edw.
Reed, Cliff
Rebman J. Dr.
Recklars, Joseph H.
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Redmon, Russ
Redwolf, Chief
Reece, Larry P.
Reed, Carlton H.
Reed, Stan
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Reeves, John
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Reisart, Allen
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Reno, Paul
Rey, Val
Reynolds, Jerry
Reynolds, P. C.
Rhodes, T. A.
Rhymes, Dutch
Rice, Alabama
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Richards, Geo. G.
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Riley, Cecil
Rimmer, Billy
Rinehart, Geo.
Ringens, Pee Jay
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Ritters, Jack
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Ross, Rambling Red
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Ross, Sammy
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Roussel, Frank
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Rovel, Perl
Ruddy, George N.
Rudiger Jr., Albert
Rundick, J. Ben
Running Elk, Chief
Russ, Charles & Marie
Russell, Henry C.
Russell, Reb
Russell, Tess
Ruth, Bob
Rutledge, Shorty
Ryan, Billy
Ryan, Jack O.
Ryan, Joe
Sabbot, Chas.
Sagan, M.
Sager, Frank & Gladys
Saint, Dr. Edward
Sakobie, James
Samuels, Al
Sanders, Joe L.
Sanberg, Johnnie
Santazama
Sanders, Max
Sanderson, Elmer
Sanford, Dave
Sanger, Tom
Saunders, Bernie
Satecamp, M. A.

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Sawyers, Russ A.
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Schultz, Frederick
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Scott, L. O.
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Seifer, Howard L.
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Sellers, George Lee
Sells, Jacob & Jackie
Serrans, Johnnie & Sesinger Goll Water Show
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Sexton, Thos.
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Seymour, W. O.
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Spears Jr., Georgie
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Spirides, Geo.
Spring, Ed
Spring, Tony
Squires, Geo.
St. Charles, Carl
St. John, Tex
St. Johns, Art
St. Leon, George
Stalker, Buckskin
Stanley, Charlie
Stanley, Clifford
Stanley, J. Jack
Stanley, Louis J.
Staring, Starns
Startzel, W. H.
Stearns, Geo.
Steanburg, Wm.
Steebe, Erich
Steele, Bob
Steele, Geo.
Steffen, John O.
Steinke, Lester S.
Stern, Allen L.
Stern, Bill
Stere, Toney
Stere, Toney
Stevens, Antonio
Stevens, G. W.
Stevens, Leo
Stevens, Tom A.
Stewart, Drew L.
Stewart, Webb
Stewarts, Royal
Stilman, Francis
Stirk, Stanley
Stone, Al (Mond)
Stone, Harry Block
Stone, Si
Stratton, Lou
Stubblefield, J. B.
Stumpf, C. L.
Sturandarant, Charles
Suchi, George
Sugden, John
Sullivan, P. J.
Sullivan, Texas
Sullivan, Thos. J.
Summers, James E.
Sumner, Anne Co.
Sutherland, Jos. E.
Sutherland, Henry P.
Sutons, Musical
Swanson, C. O.
Swanson, George
Swasegood, E. B.
Sylvia, Clarence
Sylvan, Wm.
Symons, Bert
Tangini, B. A.
Tarboe, Mat M.

Tassell, Barney
Taylor, Jimmy Bud
Taylor, Joseph
Taylor, Pee Wee
Terrell, Tom
Terry, Hubert
Teska, Adam
Teese, Ben
Thibaut, Gene
Thomas, Bernard E.
Thomas, C. W.
Thomas, F. L.
Thomas, James L.
Thomas, James L.
Thompson, Buch
Thompson, James
Thompson, Frank
Thompson, Lee
Thornston, Charlie
Tietjens, Wm.
Till, Walter L.
Tilton & Guthrie Show
Tilson, Jack
Todd, Bobbie
Todd, Wilson R.
Togo
Toibert, Milt Tent Show
Tompkins, Charles
Tompkins Girl Show
Townsend, Cal
Tracy, Arthur
Tracy, Tony
Tramp, Edmund
Trapp, Al
Travers, Allan
Trexler, Paul R.
Trivaudy, Alfred
Trueblood, C. D.
Trusdale, Lyman P.
Turner, J. S.
Turner, S. O.
Tyler, Otis
Ucar, Benjamin
Usher, Whitey
Van Horn, Robt.
Vannase, Charles O.
Vann, J. M.
Van Zandy, Harry
Vardell, Frank & Mina
Varga, D. J.
Vaughn, Otis
Vautell, Dog & Andre, Jack
Vautell, Monkey Circus
Vayles, J. T.
Velazco, Emil
Venable, Bill
Vintur, the Flying
Vino, Val
Vijet, J. Van
Violeta
Vitch, Prof. L. Lee
Voght, John C.
Von Rigel, Robt.
Waddell, Karyl P.
Walb, Jack
Waldo, Jack
Walker, Everett
Walker, Harry
Walker, Richard C.
Wallace, Blackie
Wallace, Hi
Wallace, H. L.
Wallace, Jerry
Waller, Fats
Walters, Herb
Walton, Boots
Waltrip, A. E.
Ward, Jack T.
Ward, Ted
Warren, Tommy
Washburn, Harry
Waters, Frank
Watkins, Ira J.
Watson, Andy
Watts, Cotton
Webb, Joe B.
Webb, Frank
Webb, H. D.
Webb, Senter & Webb
Webb, T. W.
Weber, Joe
Webkes, Karl
Weirs, J. C.
Weick, R.
Weiner, Harman
Weiner, Sam
Weiss, Herchel
Weissman, John
Welch, Arthur
Wells, Clarence
Wells, Earl Albert
Wells, W. M.
Welsh, Chas. J.
Wenzel, P. F.
Werts Novelty Co.
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Westfield, J. H.
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Weston, Alvin J.
Westwood, Bill
Whaley, Silas
White, Arthur
White, Bob, Trio
White, F.
White, Jack
White, Kenney
White Jr., Robt.
Whitney, Pincushion
Whittier, A. D.
Whitrow, Frank
Wikit Bird
Wiley, Oscar
Wilhelm, Eugene
Wilkinson, W.
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Women

Men

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Women

PLAYWRIGHTS' THEATER (Continued from page 25)

is singularly good. Joseph Martell and Annette Arp, however, deserve special commendation for their realistic acting as gangster and mother. Others included Howard Fensten, Anthony Black, Robert Gardet, Lea Vail (who does a commendable bit but could improve her diction) and Nathan Bradman. The Playwrights' Theater is a cooperative group, six months old, which has yet to find its mark on Broadway. Sal Zatt.

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.

Gives Advice To Magi Who Plan Fla. Trek

Washington. The past winter season Florida was invaded by an army of free-lance performers, including more than a baker's dozen of the magic fraternity. This included good, bad and indifferent magic workers. All are entitled to live, but the price-cutting competition that results from the concerted action of these acts trying to book the same spots leaves the final take something less than to be desired. This is the old story, but it has some ramifications that might be cleared up. Some of the acts I mention went to Florida for a vacation. Their primary object was just to make ends meet so that they might remain in the South for the winter. Working haphazard dates for what they can chisel out of the hotels and clubs definitely burns up territory for legitimate magicians and does nothing to enhance the value of genuine magicians who are working in Florida. This probably all sounds like sour grapes, but I assure you that such is not the case, because, with few exceptions, we were fortunate enough not to encounter this cutthroat situation chiefly because we operated on a booked route. There is a real field for magicians in the Florida resort hotels, yacht clubs and night spots, but some of the towns are rapidly being burned up by "coffee and cakes" workers trying to get booking at the expense of spoiling the territory for real acts. The real harm is done not by the fact that they manage to get a cute-rate date but in the fact that the spot they work is dead for magicians for the rest of the season. The club manager decides that this act's work is representative of magic in general and decides to lay off of magicians. A decision that is more often than not completely justified when one considers what he got. It all adds up to the fact that magicians rate a dime a dozen in Florida managers' and bookers' opinion. About the only remedy would be an appeal to the Florida-bound magicians

Saranac Lake

JOHN C. LOUDEN

Our latest guest-patients are Vera Hanlon, of Elmhurst, L. I., formerly employed with Warner Bros., New York; Josie Barrows, formerly of the vaude team of Josie and Willie Barrows; Arline Villone, of Rochester, N. Y., formerly play reader for Gustav Blum, New York producer and agent.

Ford Raymond is leaving Saranac Lake for California, where he will continue the cure.

Sylvia Abbott held open house last week and had as visitors her mother, Mrs. Mary Lieberman, of Bensonhurst, N. Y., and brother, Leo. Sylvia is coming along nicely.

Murray Friedman left the lodge last week to spend a two weeks' vacation with his folks in Brooklyn. Murray has made a great comeback.

Minna Morse enjoyed a visit from her husband, Ben, last week. Minna is now in the up-patient department and enjoys an occasional meal in the dining room and a movie once a week.

Herman Levine, Will Rogers Memorial Hospital executive, of New York, spent the week-end here on business.

Edith Lemlick had a little setback, but she is up and around again and doing well.

Lee Rinzler celebrated another birthday last week and received many presents. She is making excellent progress.

Teddy Bodwell enjoyed the company of his parents, Mr. and Mrs. Frank Bodwell, and his sister, Barbara, of Brooklyn. They were well pleased with Teddy's looks.

Patients showing improvement and put on more exercise are Peggy McCarthy, Minna Morse, Isabella Rook, Sylvia Abbott and Robert Burk.

Jack Flamm passed away last week. For details see Final Curtain, this issue.

Check your health to avoid the cure and write to shut-ins here, there and everywhere.

for next season to try to impress upon them the futility of jumping around indiscriminately on a bread-and-butter basis. Why not let each act stick to its own field, not geographically but technically. School workers for the schools, hotel and club workers in their own channels and so forth. All would come out with a 100 per cent financial improvement at the end of the season and magic would be sustaining the prestige it rates as entertainment in the eyes of the bookers and the public.

W. F. HEAMAN,
Business Manager for Lesta.

Danville, Ill. What's the matter with show business today? That is a common question with showfolks. Here might be at least a partial answer. A carnival owner hires a man to work his fool head off for him. He does his best, and later the owner lets his man travel a few hundred miles ahead of the show. Then, without rhyme or

Goes Ahead But He Is Left Behind

reason, he has his "Little Boy Blue" wire the general agent to let the press agent, banner man, promoter, bill advertiser, bill passer, free-ticket distributor and all-round advertiser—all six jobs combined in one—go at once. Mind you, the employer doesn't discharge the handy man directly, but has his "Little Boy Blue" do it, and no provision is made for salary for the week, altho it's Wednesday when word reaches him by way of the North Pole. That's the trouble today, too many of that kind of men are trying to be showmen. It happened to me today—and is my face red!

CHARLES SCHWEITZER.

RAG OPRIES

(Continued from page 3)

showed a still further gain, measuring up as the best season the tents enjoyed since the birth of the decline. It is estimated that 180 tent shows, exclusive of so-called med opries working under canvas, traveled America's highways last year to carry flesh entertainment, and in most instances the only flesh entertainment, to the country's rural communities.

Outlook Bright for '38

The 1938 tent season bids fair to outdo 1937 in the number of shows on the road. With the Kansas City, Mo., tent show talent placement bureaus reporting the heaviest demand for tent repertoire performers in many years and with the general outlook a bit rosier than in some time, approximately 200 managers are expected to launch under-canvas attractions this season. An entirely different economic set-up is used in figuring the outlook for the tent shows and the attractions, both indoor and outdoor, playing the larger cities and major industrial centers. The average tent-show manager is not directly concerned with the industrial strifes affecting big-city amusement enterprises. He is chiefly interested in the welfare of the farmer and the natives of the rural communities. If the weather is good crops show a tendency to hit par and the outlook for crop and live-stock prices are promising, pointing to a profitable season for the farmer, the tent-show manager is thoroughly optimistic and happy. One major item which has buoyed his hopes this season is the vast subsidies which the government has promised to dump into the laps of the American farmers. Give a tent-show manager the assurance that the ruralites will have money and he has self-assurance enough that he'll get his.

Tent Shows Big Business

The average big-city dweller and those agents, managers and performers who make metropolitan theatricals have no more than a nodding acquaintance with the tent-show industry. It is doubtful if more than 10 per cent of the country's moviegoers, vaude enthusiasts and legitimate stage fans have ever cast a glimmer on a real honest-to-goodness tent-theater organization, much less having watched an actual tent-show performance. For this reason it is difficult for

many of them to grasp the magnitude of the tent-show industry. To tell them that the tent-show business is vastly larger than Broadway and what is left of the road-show field is apt to bring scoffs, but it's a fact, and the figures aren't even close.

It is estimated that in 1937, 17,280,000 Americans paid the vast sum of \$8,640,000 for tent-show entertainment during the average 32-week outdoor season. In addition these 17,280,000 tent-show fans expended another \$1,728,000 for prize candy packages, soft drinks, pop corn and novelties sold by the show's butchers. The 180 tent shows on the road last season employed some 3,200 actors, musicians, mechanics and canvasmen with a total salary list for the average season of 32 weeks approximating \$2,058,000. In addition to the latter expenditure, the tent-show managers paid out vast sums for city, county and State licenses, lot rentals and State and federal admission tax fees, not counting the expenditures for motor equipment, canvas, wardrobe, scenery and general tent-show paraphernalia.

In past years tent shows, with few exceptions, played week stands exclusively. In recent years, however, the larger aggregations have switched to one-night and three-day stands. This change to shorter showing dates has naturally necessitated a change to more convenient transportation methods. While in the past most of the larger shows made their jumps by rail, frequently owning their show cars, the greater convenience, practicability and economy offered by motor transportation has caused them to switch over to that form of travel until today not a single railroad tent show remains on the road.

Shows Are Motorized

In 1937 some 900 motor trucks and trailers with a valuation of \$450,000 were employed in transporting tent shows about the country. This is in addition to the other motor equipment to be tent shows, such as advance cars, sound and bally trucks and the passenger automobiles owned by the performers themselves, which figures would exceed those placed on the shows' truck equipment.

A decided change has been effected in tent-show presentations in recent years. In years gone by tent-show offerings were more or less standard, with each presenting some form of dramatic offering interspersed with between-the-acts vaudeville. The "concert," or after-piece, presented at a slight additional fee, usually a dime, was generally given over to the cavortings of a blackface or toby comedian, backed by a line of vaudeville specialties. While most of the smaller tent shows, particularly those in the West, Southwest and the North Central States, still play week stands with pretty much the same type show, a number of the larger one-night and three-night-stand attractions of the South and Middle West have attempted to swing to something more modern with the hopes of attracting the natives of the larger communities.

Uncle Tom Is Dead

These larger canvas attractions, employing anywhere from 30 to 80 people, usually offer a tabloid version of some musical comedy hit of the past, with the concert, usually featuring some name, given over to a revue-type presentation, employing a line of from 8 to 12 girls and a swing orchestra. These larger canvas caravans confine themselves to one and three-night stands and route into the larger towns. The average tent shows playing week stands change their programs nightly, offering plays with a small-town audience appeal, supplied largely by playwrights who concentrate chiefly on the tent-show field. *Uncle Tom's Cabin*, once a highly popular one-night under-canvas attraction north of the Mason-Dixon line, has practically passed out of the picture, with only an occasional small show still offering it as part of a week's repertoire.

While the average season for tent shows in the cooler climes is around 32 weeks, those in the more temperate zones, particularly the Southwest, have more lengthy runs. The Monroe Hopkins Players, for instance, recently concluded a four-year stock engagement under canvas in Houston. The Jimmie Hull Players also have played extended stock runs in various Texas cities and are now in their fourth year without closing. Harley Sadler's Own Show, one of the best known "rag opries," is another to enjoy extended under-canvas engagements in the larger Texas cities, where the Sadler name is practically a household word.

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Vol. L MAY 14, 1938. No. 20

show ever to hit the road is Billroy's Comedians, piloted by Billy Wehle, which launched its 14th season at Valdosta, Ga., several weeks ago. The Billroy troupe plays under a top 100 by 210 feet, with accommodations for some 4,500 patrons. Outfit is hauled by 20 pieces of rolling stock. This is exclusive of the show's advance cars, a caterpillar tractor, a 26-passenger bus and the actors' personal cars. Manager Wehle carries a staff and cast of some 61 people, plus a working crew of 22. On its last tour the Billroy organization played for 54 consecutive weeks and on the tour previous to that ran 62 weeks before retiring to the show's quarters at Valdosta, Ga., for a vacation and reorganization.

Performers' salaries on tent shows range anywhere from \$12 a week, single, with cakes, up to \$85 a week, joint, and pay your own. Average salary, however, is around \$40, double. Some of the names carried by a few of the larger organizations will frequently draw around the \$75-per-week mark, single, and in a few instances will cut in on the profits of the show, in addition to their salary. Most tent-show performers eat and sleep on the lot. Some of the larger organizations, however, insist upon their people sleeping at hotels and eating in restaurants, the managers feeling that this policy has a tendency to create good will for the show with the town's business people.

The First Tent Show?

An argument as to which was the first showboat ever to hit the river towns usually winds up with someone citing Noah's cruise. The launching of the first tent show is about just as vague. Some claim the Chase-Lister Co. was the first to show under canvas back in the spring of 1902, others say it was the Dick Sutton troupe, which is said to have made a canvas trek in 1886, and only recently the United Press carried a news item crediting the Frank Ginnivan Stock Co. with being the oldest tent-show organization. So figure it out for yourself.

FTP TRI-STATE

(Continued from page 25)

produced in this country before. Another show in rehearsal is an original play which has been submitted to the New York headquarters for clearance.

Both houses this summer will be open Wednesday and Saturday matinees with kid plays and will operate at low admission prices. Great Northern will use a Negro cast in *Big Black Sambo* and Blackstope will house a modernized version of *Rip Van Winkle*.

The Final Curtain

ALLAN—J. Barry, 71, for 50 years a night club entertainer in the maritime provinces, recently in Frederickton, N. B., after a month's illness. He was a member of the Orange and Odd Fellow lodges.

BALLANTINE—James W., father of Lucille Ballantine, who formerly appeared on the RKO Circuit with Paul Pierce as Ballantine and Pierce and now associated with Leo B. Salkin, Chicago agent, April 30 in Chicago of a heart ailment. Also survived by his widow, Lillie.

CROWE—Mrs. Arthur W., 57, vaudeville performer for 15 years, April 30 in a Baraboo (Wis.) hospital. Survived by her husband and son.

CURRAN—Annie G., 63, former concert contralto, April 28 at her home in Detroit. She was born in Fenlon Falls, Ont., and studied under Dr. Shook, noted Toronto music teacher. Survived by her husband, Dr. W. Stewart Curran. Services April 30. Body was cremated.

DECK—Walter J., 50, for 30 years librarian for the Cincinnati May Festival and bass singer in the chorus, May 3 at his home in Cincinnati. Survived by two sisters, Mrs. Fred Procter Jr., Cincinnati, and Mrs. E. Heidecker, Florida.

DIAMOND KITTY, well-known fat woman, last season with Rubin & Cherry Exposition, May 5 in Miami of a heart attack. She was managed by E. V. McGarry.

DROUGHT—Susan Emma, member of a Metropolitan Opera concert company on tour 25 years ago, April 29 at her home in Port Huron, Mich., after a long illness. She graduated from New England Conservatory of Music, spent four years in Europe studying voice, taught voice culture in the American Conservatory of Music, Chicago, and in Danville College, Danville, Va. Survived by a sister, Mrs. Lena Welsh, Chicago.

EDLER—Francis Walter (Pop), 63, former musical comedy and vaude director and co-director of the Edler School of Dancing, Wichita, Kan., May 5 in that city following an operation. A native of Vienna, he was instructor in the Vienna Academy of War, graduate of Vienna Real Schule and studied at the Vienna Conservatory. Edler directed the orchestra at Orpheum Theater, Wichita, in 1923, leaving that post to open the dance school which he operated up to the time of his death. He belonged to musician unions in Jacksonville, Denver, Dallas and Wichita, and was a member of Masons, Elks and Maccabees. Survived by his widow and adopted son. Services and burial in Wichita.

EDWARDS—Mrs. Myrtle, 71, mother of Mrs. Viola Hayes, connected with Gold Medal Shows, April 23 at her home in St. Louis after a short illness. Also survived by her husband, Dee, a son, Claude Seise, and another daughter, Zella Talbot. Services April 25 and burial in Frieden Cemetery, St. Louis.

FISHER—John, 69, veteran stagehand at Royal Alexandria Theater, Toronto, and member of the IATSE, April 29 in St. Michael Hospital, Toronto, after a short illness. Services and burial May 2.

FLAMM—Jack, 43, vaude agent, April 30 in Will Rogers Memorial Hospital,

Saranac Lake, N. Y. Survived by his widow and son, his mother, two brothers and two sisters. Burial in New York.

FORREST—Belford, 60, former screen comedian and playwright, May 1 in a Hollywood hospital. Known professionally as Fenton Ford, he appeared in a number of Hal Roach comedies in silent days and later appeared in Shakespearean roles in England and South Africa. Forrest wrote the plays *On the Third Day*, *Lost Sheep and Sing*, *Sweet Angels*, and was a faculty member of the American Academy of Dramatic Arts, New York. He graduated from Trinity College, Dublin. Survived by his widow, Lura, and a son, Robin.

FULLER—Edward, 77, playwright, April 29 in Jefferson Hospital, Philadelphia, after an illness of several months. He served a six-year term as dramatic critic for *The Boston Post* after 1885 and wrote two plays, *The Invaders* and *The Price of Silence*. In 1919 he retired from associate editorship of *The Philadelphia Inquirer*.

GLICK—George W., 68, for 22 years co-owner with M. V. Johnson of Casino dance pavilion, Geneva-on-the-Lake, O., April 28 in Cleveland after a long illness. He founded and for many years operated Glick's Dancing Academy, Cleveland. Survived by his widow and daughter. Services and burial in Cleveland.

HARDS—Ira A., actor and retired theatrical producer, May 2 at his West Norwalk, Conn., home. He made his debut at the Empire Theater, New York, 1893, under the late Charles Frohman, with whom he remained until 1903. Four years after his start in America, Hards opened at the London Adelphia Theater in *Secret Service*. After the War he began staging New York plays, among which were *The Hole in the Wall*, *Intimate Strangers*, *Queen o' Hearts*, *Dracula*, *Adam and Eva*, *The Bishop Misbehaves* and *Young Alexander*. His last, in 1936, was *Arrest That Woman*. He also founded the Westchester Playhouse, Mount Kisco, N. Y., for a summer stock company project to develop young actors and actresses. He was a member of the Lambs' Club for 35 years. Survived by his widow, Mrs. Ina Hards, and a daughter, Mrs. Gordon Sayville, Montgomery, Ala.

HARRIS—Oscar H., 55, for the past two years a member of the cast in *The Swanee Minstrels*, a production of the vaudeville division of the Massachusetts Federal Theater Project, May 1 in Boston City Hospital of coronary thrombosis. He was born in Philadelphia and was known professionally as Harry Harris. At one time Harris was a songwriter and was connected with New York music publishing houses in sales promotion capacities. He also appeared in vaudeville as a singer and belonged to the American Federation of Actors. Survived by his widow, Anna Walker Harris. Body was sent to Philadelphia for services and burial in Judath Cemetery, that city.

HILL—Lorraine, wife of Clarence Hill, former San Francisco motion picture executive, in that city May 4. Survived by her husband and four children.

HOSKYN—George H., veteran actor, April 29 in St. Regis Hotel, Chicago, of heart failure. He had been appearing with the Federal Theater Project at the Blackstone Theater, Chicago, but recently was forced to retire from rehearsals of *Spirochete*, company's current offering, because of poor health. Born in Coventry, England, Hoskyn was an actor for 50 years, starting at the age of 12 in the music halls of England, and had appeared in vaude, burlesque and dramatic stock. During his career, he appeared with such stars as Mrs. Fiske, E. H. Sothern, Margaret Anglin and Henrietta Crossman. Following the decline of dramatic stock, Hoskyn handled pageant productions, and at one time, was connected with the Paine Fireworks Co. Survived by his widow, Carrie, and two sons, Harry, Chicago, and Frank, Seattle.

LINDEMAN—William H., 55, wild animal broker, May 4 of gas asphyxiation in New York.

LYNN—John Emerson, 61, former actor and producer, May 2 at his home in Warrensburg, N. Y., after a long illness. At one time he and his wife, Clara Emerson Lynn, teamed in a vaudeville act billed as Jack and Emma Lynn, playing the Boston area. During his career he appeared with George M. Cohan and the *Old Homestead* company, later forming the Jack Lynn Stock Co.,

and touring Eastern States. He retired about 15 years ago. He was a member of the Elks, Shrine and Modern Woodmen lodges. Survived by his widow and a half-brother, Julius Edson, Montpelier, Vt.

LYONS—Michael J. (Mike), 65, manager of Cole Bros.' Circus Advertising Car No. 2, of pneumonia in La Fayette, Ind., May 1. He was formerly boss billposter for Tom Daley on the No. 2 car of Ringling Bros.' Circus, also when show was combined with the Barnum & Bailey Circus. Later he was connected with Sells-Floto and Al G. Barnes shows. His widow, Mazie, survives. Burial in Lawrence, Mass., May 4.

MACY—Mrs. Maude Hall, 57, retired actress, May 1 in Liberty, N. Y. Her stage career started 40 years ago in the New York production of *Niobe*. Under Charles Frohman's management for several years, she appeared in *Sowing the Wind* and *L'Aiglon*, retiring about seven years ago. Her husband, Carleton Macy, is an actor. Also survived by a sister, Mrs. Bessie Tryon.

MANSFIELD—Alfred F., 63, veteran English actor, April 15 in Folkestone, England. He began his theatrical career in *Julius Caesar* in New York at the age of 19. For many years he was associated with the late Sir Herbert Tree and Sir John Henry Martin Harvey, playing leading roles with both actors in their respective companies. Retiring from the stage in 1922, Mansfield became lessee of the Canterbury Theater, England, and was also a prominent official of the dramatic section of the National Association of Boys' Clubs.

MICHAEL—Charles F., chairman of the National Dairy Show, May 4 at his home in Bucyrus, O., after a long illness. He belonged to the Ohio State Agriculture Advisory Board for three years and was in charge of draft horses at the Ohio State Fair. His widow and two sons survive. Services and burial in Bucyrus.

NEAL—Eddie, 51, former vaude trouper, May 1 at his home in Marion, O. A native of East Liverpool, O., he toured the Keith Circuit in a song and dance act for seven years. His widow and two daughters survive. Services and burial in Newark, O.

O'FALLON—Kathryn, 41, wife of Gene O'Fallon, director of the National Association of Broadcasters, April 29 at her home in Denver after a long illness. Also survived by a daughter and four sons. Services and burial May 2.

ROSS—Clark, 55, actor and producer, whose real name was Zabin, May 4 of a stroke at his home in New York. In 1899 he appeared in *Man of Affairs* and later in *Elsie* and *Rolling Stones*. He produced *Love in the Tropics*, *Cynthia* and *Oh, Oh, Nurse*, and in association with Harry L. Cort produced *The Brigand* and *Mashka*. Ross was co-manager of the Federal Theater production *Swing It*. He was also on the vaudeville stage. Survived by his widow, Mrs. Frieda Ross; two daughters, his mother, a sister and brother.

RULEY—D. K., 83, father of Charles M. Ruley, carnival showman formerly with the K. G. Barkoot Shows and for the past three years front man for the Madam Zelma show on Dodson's World's Fair Shows, April 28 at his home in Jonesboro, Ind., after an illness of several months. Services April 30 at Methodist Episcopal Church, Jonesboro, and burial in Riverside Cemetery, that city. Also survived by a sister, Mrs. Julia Bell, Jonesboro, and a brother, Robert, Pensacola, Fla.

SARFIELD—David, 78, for 19 years chief electrician with Coleman Bros.' Shows, May 2 in Hartford (Conn.) Hospital. Survived by his widow, Mrs. Georgia Boucher Sarfield. Pallbearers were William Ofinger, John Valeria, Edward Stone, Strat Passes, John Ready and Paul Smith, of the Coleman Shows. Services at St. John Church, Middletown, Conn., and burial in Salmon Falls, N. H., his birthplace.

SPAHR—Oral F., veteran film man, recently in Pasavant Hospital, Chicago, after a year's illness.

TERRY—Sir Richard, 72, April 18 in a London hospital of bronchial pneumonia. He was noted as composer, organist and musical director and in 1901 was appointed first musical director of the Westminster Cathedral, London, which post he held until his retirement in 1924. He was one of England's greatest authorities on musical research.

WALTERS—Mrs. Theresa, mother of

Rollin Walters, manager of Green's Casino, Pittsburgh, recently in that city.

YOUNG—Harry C., 62, theater owner, recently in Arlington, Mass. He operated theaters in Providence, Worcester, Mass., and Hartford, Conn.

Marriages

BATES-UNDERWOOD—Richard E. Bates, program director for Station WORL, Boston, and Barbara Underwood, Natick, Mass., May 7.

CONN-VAUGHN—Bob Conn, black-face dancing comedian, and Joan Vaughn, acrobatic tap dancer, in Columbus, Ga., April 29.

FLOR-WILSON—Bill Flor, manager of the Roxy Theater orchestra, Salt Lake City, and Lucille Wilson, nonpro, May 2.

GRECO-KURTZMAN—Alfred E. Greco, Youngstown, O., editor, and Lucy Kurtzman, heard over Station WXYZ, Detroit, as Betty Barton in the *Happiness Hour* program, in Grace Episcopal Church, latter city, April 30.

HAMILTON-CUMMINGS—Paul Hamilton, manager of a Skouras theater in New York, and Mildred Cummings, affiliated with the Modern Theater, Boston, in the former city April 4.

JACKSON-KEMPER—A. B. (Bud) Jackson Jr., sports and newscaster for Station KWOS, Jefferson City, Mo., and Helene Kemper, Miss Jefferson City of 1937, in that city May 15.

MacNULTY-O'TOOLE—William MacNulty, of the Showboat staff, Pittsburgh, and Helen O'Toole May 5.

MADISON-LYNCH—Buddy Madison, Pittsburgh, and Peggy Lynch, Willock, Pa., of the staff of Bill Green's Casino, Pittsburgh, in Maryland recently.

PRESS-HOYT—Prof. Michael Press, violin teacher at Michigan State College, and Marjorie Hoyt, Michigan State co-ed and violin teacher at the Wilde Conservatory of Music, in Goshen, Ind., April 20.

REINHART-GLUCK—Jerome D. Reinhart, assistant secretary of the Reinhart Amusement Co., Lyceum Amusement Co. and the Mozart Theater Co., Canton, O., and Gertrude Gluck, cashier at the McKinley Theater, that city, May 1.

HOLLANDER-GARON—Russ Hollander and Pauline Garon, former stage and screen star of the silent era, in Hollywood recently.

TURNER-WOOD—Roy R. Turner and June S. Wood, both of the Liniger Shows, in Rinston, N. C., April 12.

WELLS-GRIMES—Delmo Tiger Wells and Willie Grimes, both of Tiger Well's Circus, in Groveton, Tex., April 26.

Coming Marriages

Henry Korpany, drummer in Martin's Club Petite Orchestra, Pittsburgh, and Aurelia Willis this fall.

Patrick J. O'Neil Jr., ex-vaude and burlesque performer and son of Patrick J. O'Neil Sr., formerly of the O'Neil and Le Roy Theater Enterprise Co., and Eleanor Sackett, nonpro, in Detroit May 28.

Wade Patterson, news commentator at Station KGLO, Mason City, Ia., and Audrey Abel, Coe College beauty queen, Cedar Rapids, Ia., in the latter city June 18.

Births

A son to Mr. and Mrs. John Bastanchury in Cedars of Lebanon Hospital, Hollywood, April 28. Mother is the daughter of N. Edward Beck, exploitation director for MGM.

A son to Mr. and Mrs. Tom Day in Hollywood recently. Parents are former endurance show participants.

A 5½-pound daughter to Mr. and Mrs. Bob Herron in St. Joseph's Hospital, Albuquerque, N. M., recently. Father is a member of Arlie Vanderbilt's Orchestra.

A daughter, Barbara Dale, to Mr. and Mrs. Dale Morgan in Des Moines April 29. Father is announcer for Stations KSO and KRNT.

A daughter to Mr. and Mrs. Donald B. Albert in Columbia Hospital, Milwaukee, May 3. Father is manager of Station WTMJ.

Divorces

Paul Osborn, playwright, from Florence L. Osborn in Las Vegas, Nev., recently.

Tom Lynch

TOM LYNCH, 82, one of the best known figures in circusdom and who, until his retirement in 1936, was engaged in circus work for 62 years, died May 5 at his home in Bridgeport, Conn. Lynch was also well known as the trainer and driver of the celebrated "40-hitch" in the street parades of the Barnum & Bailey Circus.

He was born at Carleton Place, Ont., Can., March 4, 1856, and at the age of 15 ran away from home to work for a stableman in Ottawa. Pursued there by his father, he boarded a train and headed for the United States and reached Philadelphia, then the headquarters of all important circuses.

His first job was as assistant hostler with Rice, Ryan & Spaulding in 1873. In 1874 he was with Barnum's World Fair on Wheels; 1875, Melville, McGinley & Cook; 1876-'79, Howe's Great London. In 1880 Howe's consolidated with Barnum, and Lynch had been associated with Barnum & Bailey and Ringling circuses until his retirement two years ago. For 34 years he was superintendent of baggage stock. He was a member of the Elks, Odd Fellows, Eagles and Moose.

His widow, Rebecca, and a sister, Mrs. Martha McDonald, of Regina, Sask., survive.

ACTS, UNITS AND ATTRACTIONS

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

A

A. B. C. Trio (El Chico) NYC, nc.
 Ace Roller (Miami Club) Newark, N. J., nc.
 Adrian, Iris (Leon & Eddie's) NYC, nc.
 Adrian Sisters (Lido) Ithaca, N. Y., nc.
 Alan & Anise (Cotton Club) NYC, nc.
 Alberta, Marie (Cavaller) NYC, nc.
 Alene & Evans (Tower) Kansas City, Mo., t.
 Alexander, Toddy (1-11 Club) NYC, nc.
 Alfredo & Dolores (Leon & Eddie's) NYC, nc.
 Allen & Kent (Billy Rose's Casa Manana) NYC, nc.
 Althoff, Charles (State-Lake) Chi, t.
 Alvi, Celeste (Bal Tabarin) NYC, nc.
 Alvarez, Fausto (El Chico) NYC, nc.
 Anderson Sisters (Plantation) NYC, nc.
 Andriani Bros. (Riverside) Milwaukee, t.
 Arden, Dolly (Chicago) Chi, t.
 Arnaut Brothers (Savoy) London, h.
 Arnold, Jack (Footlights) NYC, nc.
 Athos, Percy, Follies (Dorchester) London, h.
 Attles, Joe (Plantation) NYC, nc.
 Audobon & Kilpatrick (Village Brewery) NYC, nc.
 Aunt Jemima (Riverside) Milwaukee, t.

B

Bader, Gene (Hofbrau) Long Island, nc.
 Bailey & Marr (Beacon) Winnipeg, Can., t.
 Bailey, Nancy (Maple Grove) Harrisburg, Pa., c.
 Bailey Sisters (Roosevelt) NYC, h.
 Baines, Pearl (Kit Kat) NYC, nc.
 Baker, Bonnie (Roosevelt) NYC, h.
 Baldwin & Bristol (Riverview) Pennsville, N. J., p.
 Ballard & Rae (Queen's Terrace) NYC, nc.
 Banks, Sadie (Old Roumanian) NYC, re.
 Barratt, Maxine (Cafe Continental) NYC, nc.
 Bates, Peg-Leg (Cotton) NYC, nc.
 Beck, John (Footlights) NYC, nc.
 Bell & Grey (Blue Grill Club) Cleveland, nc.
 Bell, Joan & Jerry (Club 75) Omaha, nc.
 Bell's Hawaiian Follies (Orpheum) Los Angeles 11-17, t.
 Bennet, Ethel (Old Roumanian) NYC, nc.
 Beno, Ben: New Albany, Ind.
 Berk, Irving (Roumanian Village) NYC, nc.
 Berman, Henry (New Bedford Rest) Brooklyn, nc.
 Bernie, Al (Chez Paree) Chi, nc.
 Bessinger, Frank, & Jerry White (Radio Franks) NYC, nc.
 Bigelow & Lee (Chateau Moderne) NYC, nc.
 Birse, Daria (Russian Kretchma) NYC, re.
 Bishop, Freddie (Radio Franks) NYC, nc.
 Blane, Rose (Chicago) Chi, t.
 Blue, Three, Notes (Edison) NYC, h.
 Blue, Jack & Murray Garnum (Murray's) Tuckahoe, N. Y., nc.
 Bonger, Art, & Andriana (Gladstone) Casper, Wyo., h.
 Bonner, Carl & Leone (Mt. Royal) Montreal, h.
 Boran, Arthur (Arcola Inn) Arcola, N. J.
 Borg, Inga (Jimmy Kelly's Village Rendezvous) NYC, nc.
 Rower & Ravel (Grosvenor House) London, h.
 Brandell, Edith (Boulevard Tavern) Long Island, nc.
 Brandt, Eddie (New Yorker) NYC, h.
 Brent, Harry (Cavaller) NYC, nc.
 Bristol, Charlie (Black Cat) NYC, nc.
 Britton, Joan (Earle) Washington, t.
 Bromley, Bob (College Inn) Chi, nc.
 Brown, Danny (Caninos Casino) Denver, nc.
 Brown, Evans (Red Gables) Indianapolis, nc.
 Brown, Tom (Hildebrecht) Trenton, N. J., h.
 Browne, Bothwell Girls (Cavaller) NYC, nc.
 Bruce, Carol (New Yorker) NYC, h.
 Burgland, Margot (Castleholm) NYC, re.
 Burns, Teddy, & Pat Holton (Radio Franks) NYC, nc.
 Burns, Jimmy (Radio Franks) NYC, nc.
 Burton, Effie (Club Alabam) Chi, nc.
 Burton, Mary (Club Maxim's) NYC, nc.

C

Cabin Kids, Five (Colonial) Dayton, O., t.
 California Varsity Eight (Chicago) Chi, t.
 Calloway, Cab, & Band (Michigan) Detroit, t.
 Campus Scamps (Edison) NYC, h.
 Cardido & Nena (El Chico) NYC, nc.
 Canova, Judy, & Co. (Tower) Kansas City, Mo., t.
 Cappell, Yvonne (Golden Glow) Cleveland, nc.
 Cappel, Joey (Village Casino) NYC, nc.
 Capps, Kendall (Princess) Bristol, Eng., 2-14; (Royal) Dublin, Ireland, 16-28, t.
 Carleton & Juliette (Shoreham) Washington, D. C., h.
 Carlos & Carito (Havana-Madrid) NYC, nc.
 Carney, Alan (Paradise) NYC, re.
 Carol, Janet (Steuben's Vienna Room) Boston, nc.
 Carlos & Ramon (Marta's) NYC, h.
 Carr, Billy (606 Club) Chi, nc.
 Carroll & Kane (Trouville) NYC, c.
 Carroll, Della (Paradise) London, nc.
 Cassandra (White) NYC, h.
 Carter & Schaub (Jimmy Kelly's) NYC, nc.
 Carter, Noel (Queens Terrace) NYC, nc.
 Casa Loma Orch. (Majestic) Dallas, t.
 Castillo, Carmen (Waldorf-Astoria) NYC, h.
 Cavalli, Katherine (Le Mirage) NYC, nc.
 Chandler, Evelyn (International Casino) NYC, nc.
 Charloteers (Kit Kat) NYC, nc.
 Cerny, Marta (Whirling Top) NYC, nc.
 Chester, Billie (Little Old New York) NYC, nc.
 Chocolateers (Cotton Club) NYC, nc.
 Clare & Sanna Sisters (Earle) Washington, t.
 Clayton & Dunn (Barrel of Fun) NYC, nc.
 Cobey, Lew (White) NYC, h.
 Cole, Kid (Janet of France) NYC, re.
 Cole, Joyce (St. Regis) NYC, h.
 Cole, Marjorie (Bismarck) Chi, h.
 Colligan, Bill (Marie's Crisis) NYC, nc.
 Collis, Eddie (Rhinegardens) Armonk, Westchester, N. Y.
 Confrey, Zez (Shelton) NYC, h.
 Connelly, Harry (Bill's Gay '90s) NYC, nc.
 Continental Trio (Deshler-Wallick) Columbus, O., h.
 Cook, Aileen (Greenwich Village Casino) NYC, nc.
 Cooper, John (Kit Kat) NYC, nc.
 Cortello's Canine Mimics (Loew's Capitol) Washington, t.
 Cortes, Arturo (Dmitri's Gaucho) NYC, nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.
 NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Cortez & Maida (Roumanian Village) NYC, nc.
 Cortez, Pepper (Caninos Casino) Denver, nc.
 Cottrell, Betty (Desert Round-Up) Spokane, Wash., nc.
 Covara, Nico (Edison) NYC, h.
 Covara, Nico (Edison) NYC, h.
 Coy, Johnny (Paradise) NYC, re.
 Craig Jr., Fred (Club Mayfair) Boston, nc.
 Grandell, Bill (Bismarck) Chi, h.
 Crane, Thurston (Belmont-Plaza) NYC, h.
 Crawford & Caskey (Drake) Chi, h.

D

D'Arcy, Jean (McAlpin) NYC, h.
 Daddazio, Pete (Kennedy's Inn) Binghamton, N. Y., nc.
 Dagmar, Bert (Howdy) NYC, nc.
 Dale, Maryon (Le Mirage) NYC, nc.
 Dalton, Jack, & Three Serenaders (Miami Club) Chi, nc.
 Daniels, Jean (Plantation) NYC, nc.
 Daniels, Putney (Furnace) NYC, nc.
 Daniels, Billy (Mammy's Chicken Farm) NYC, re.
 Dare, Phyllis (Earle) Washington, t.
 Dare, Virginia (Half Moon) Coney Island, N. Y., h.
 Dario & Diane (Walton) Phila, h.
 Darling, Jean (Swing) NYC, nc.
 Darrow, Chick (Half Moon) NYC, nc.
 Darryl & Gilbert (Caninos Casino) Denver, nc.
 Datsko, Yasha (Russian Art) NYC, re.
 Davidson & Forgy (Roxy) NYC, t.
 Davis, Benny, Revue (Lyric) Indianapolis, t.
 Dawn & Darrow (Royale Follies) Chi, nc.
 Dawn, Dolly (Taft) NYC, h.
 DeVant, Burton (Leon & Eddie's) NYC, nc.
 Del Rio, Anita (Trocadero) NYC, nc.
 Denis, Zeryle (Tap House) Elmira, N. Y., cb.
 Denning, Ruth (New Kenmore) Albany, h.

Fraze Sisters (Chez Paree) Chi, nc.
 Fuller, Howard, & Sister (Rayott Club) Niagara Falls, N. Y., nc.
 Furman, Ed (Bill's Gay '90s) NYC, re.

G

Gamble, Inez (Club Alabam) Chi, nc.
 Garcia, Antonio (El Congo) NYC, nc.
 Gardner, Grant & Eileen (Orpheum) Champaign, Ill., 6-12; (Alhambra) Milwaukee 13-19, t.
 Garner, Camille (Kennedy's Inn) Binghamton, N. Y., nc.
 Garner, Nancy (Maxine) Brooklyn, nc.
 Garrette, Jeanette (Biltmore) NYC, h.
 Gayle, Jackie (Rudy's) NYC, nc.
 Gaynor, Marilyn (Barney Gallant's) NYC, nc.
 Gaynes, Leila (Club 18) NYC, nc.
 Georgette (Earle) Washington, t.
 Gerily, Julia (Butler's Ye Old Tap) NYC, c.
 Ghezzi, Paul & Nino (Fox) St. Louis, t.
 Gilbert, Ethel (Bill's Gay '90s) NYC, nc.
 Gilbert, Ralph (Caninos Casino) Denver, nc.
 Gilford, Jack (Earle) Washington, t.
 Gilmore, Gita (Caninos Casino) Denver, nc.
 Gilmore, Patricia (La Conga) NYC, nc.
 Glover & LaMae (Stevens) Chi, h.
 Gomez, Vicente (Havana-Madrid) NYC, nc.
 Gonzales, August (McAlpin) NYC, h.
 Gooding, Gladys (Broadway Hofbrau) NYC, c.
 Goodman, Charles (Biltmore) NYC, h.
 Gordon, Frances (State) Columbus, O., re.
 Granados, Asuncion (El Chico) NYC, nc.
 Grand Quartet (Paradise) NYC, re.
 Grant, Rita (Paradise) London, nc.
 Gray, Jack (Parl. Lane) NYC, h.
 Green, Al (Pioneer Nut) NYC, nc.
 Green, Bennet (Barrel of Fun) NYC, nc.
 Green, Jackie (Congress Casino) Chi, h.
 Greenwell, Elsie & Marlie (Boulevard Tavern) Long Island, nc.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Diamond Bros. (Chez Paree) Chi, nc.
 Dias & Diana (Stork) Kansas City, Mo., nc.
 Dimitri & Helen Virgil (El Gaucho) NYC, nc.
 Dolores (Le Mirage) NYC, nc.
 Donahue & LaSalle (Cole Bros.) Circus Chi, s.
 Donata, Maria (Club Tivoli) Juarez, Mex., nc.
 Dornfield (Bismarck) Chi, h.
 Douglas, Dorothy (Duffield Club) Detroit, nc.
 Draper, Paul (Plaza) NYC, h.
 Drew, Charlie (Lombardy Bar) NYC, re.
 Duffy's, Kathryn, All-American Revue (Southwestern Expo. & Pat Stock Show) Ft. Worth, Tex., a.
 Dumont, Valerie (Village Casino) NYC, nc.
 Durkin, Nellie (Cavaller) NYC, nc.
 Dwyer, Gertrude (Barrel of Fun) NYC, nc.

E

Ebony Eight (Radio Frank's) NYC, nc.
 Edwards, Joan (Salon Royal) NYC, nc.
 Elena & Antonio (El Bongo) NYC, nc.
 Elliman, Lois (Pierre) NYC, h.
 Elliman, Lois (St. Regis) NYC, h.
 Ellison Sisters (Rose Bowl) Chicago, nc.
 Elvis, Lilly (Hofbrau) Long Island, nc.
 Emerson's, Tom, Mountaineers (Village Barn) NYC, nc.
 Emil & Evelyn (Royale Follies) Chi, nc.
 Enrica & Novello (Roosevelt) New Orleans, h.
 Eugenio, Martinez, & Joe Negron (Pepper Pot) NYC, nc.
 Eve & Rodolfo (Lobby Cafe) Juarez, Mex., c.
 Everett & Conway: Cincinnati.

F

Fagan, Jack "Nutsy" (1-11 Club) NYC, nc.
 Farrington, Red (Biltmore) NYC, h.
 Faye, Olive (Hollenden) Cleveland, h.
 Fawn & Jordan (St. Moritz) NYC, h.
 Feldkemp, Elmer (Ritz-Carlton) NYC, h.
 Felix, Claire & Tonita (Ivan Frank's) NYC, c.
 Fellows, Midgie (Cavaller) NYC, nc.
 Felton, Happy, & Orch. (State) NYC, t.
 Fennell, Carrie (Footlights) NYC, nc.
 Ferguson, Bobby (Dude Ranch) Berwyn, Md., nc.
 Fliske, Dwight (Savoy-Plaza) NYC, h.
 Fitzpatrick, Jimmy (Statler) Boston, h.
 Flash & Dash (Kit Kat) NYC, nc.
 Floverton, Consuelo (Chateau Moderne) NYC, re.
 Flying Melozoras: Nashua, N. H.
 Flying Whirlos (Village Barn) NYC, nc.
 Folds & Stevens (Duane's) Steubenville, O., nc.
 Fole, Jean (Eddie Peyton's) Pittsburgh, nc.
 Fonda & St. Clair (Lobby Cafe) Juarez, Mex., c.
 Fong, Jue (Southwestern Expo & Pat Stock Show) Ft. Worth, Tex., a.
 Foote, Herbert (Edgewater Beach Hotel) Chi, h.
 Forde, Hal (Fifth Ave.) NYC, h.
 Foster, Allen (Cafe Continental) NYC, nc.
 Frakson (Waldorf-Astoria) NYC, h.
 Frank, Eddie (Place Elegante) NYC, nc.
 Frank & Freddy (Broadway Hofbrau) NYC, c.
 Frankl, Walter (Broadway Hofbrau) NYC, c.
 Franklin, Murray (Zeke's) NYC, re.
 Fraser, John (Radio City Rainbow Grill) NYC, nc.

Gregory, Don (Rudy's) NYC, nc.
 Grenadiers, The (Oriental) Chi, t.
 Grey, Margaret (Jimmy Kelly's) NYC, nc.
 Gross, Jackie (Coronado) Worcester, Mass., h.
 Guerlain, Annette (Footlights) NYC, nc.
 Guy, Barrington (Cafe Creole) NYC, nc.
 Gwen Shaw Girls (Maple Grove) Harrisburg, Pa., c.
 Gyldenkrone, Baron Ebbe (Garbo) NYC, re.

H

Haakon, Paul (Waldorf-Astoria) NYC, h.
 Haig, Ray (Club Mnuet) Chi, nc.
 Hale, Teddy (Kit Kat) NYC, nc.
 Hall, Bob (Drake) Chi, h.
 Hall, Cliff (Cafe Creole) NYC, nc.
 Hamlin, Jackie (Belvedere) Hot Springs, Ark., h.
 Hammond, Earl F. Eskimo Troupe (Ice Follies of 1937) Atlantic City.
 Hanneford, George, Family (Horse Show) Atlantic City 10-14.
 Hannon, Joe, & Accordionettes (Club Petite) Schenectady, N. Y., nc.
 Haphazard & Co. (Colonial) Dayton, O., t.
 Harrington, Pat (Club 18) NYC, nc.
 Harris & Yvonne (Village Barn) NYC, nc.
 Harris, Sylvia (Kennedy's Inn) Binghamton, N. Y., nc.
 Harrison, Spike (Gay '90s) NYC, nc.
 Haskell (885 Club) Chi, nc.
 Hays, Claude (Columbia) Columbia, N. J., h.
 Hayes, Haig & Howe (Bradford) Boston, h.
 Haywood & Allen (Furnace) NYC, nc.
 Hazen, Ruth (Village Casino) NYC, nc.
 Hector & His Pals: (Trocadero) London, nc.
 Hemmer, Carl, Dancers (St. Regis) NYC, h.
 Henning, Pat (Roxy) NYC, t.
 Hersey, Edith & Billy (Chez Ami) Buffalo, nc.
 Heywood, Billie (Cafe Creole) NYC, nc.
 Hickey Bros. (Riverside) Milwaukee, t.
 Hickey, Joe (Radio Franks) NYC, nc.
 Hildegarde (Versailles) NYC, h.
 Hill, Florence (Plantation) NYC, nc.
 Hilliard, Jack (Royale Follies) Chi, nc.
 Hilda & Herbert (Black Cat) NYC, nc.
 Hoctor, Harriet (Billy Rose's Casa Manana) NYC, nc.
 Hodge, Brownie (Tap House) Elmira, N. Y., cb.
 Holly, Eddie (Chicago) Chi, t.
 Holt, Billy (Half Moon) Coney Island, N. Y., h.
 Holtz, Lou (Billy Rose's Casa Manana) NYC, nc.
 Howard, Joseph (Bill's Gay '90s) NYC, nc.
 Howard, Willie & Eugene (Walton Roof) Phila, nc.
 Howard & Daniels (Mammy's Chicken Farm) NYC, re.
 Hudson, Ray & Geraldine (State-Lake) Chi, t.
 Hudspeth, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.
 Hughes, Lybeth (Biltmore) NYC, h.
 Hunter, Julia (Harlem Casino) Pittsburgh, nc.
 Hunter, Georgie (Pepper Pot) NYC, nc.

I

Ice Ballet (Boston) Boston.
 Inky & Blot (Kit Kat) NYC, nc.
 Internationals (Jack Dempsey's Broadway Bar) NYC, nc.

International Revue (Loew's) Montreal, Can., t.
 Jackson, Jack (Dorchester) London, h.
 Jakobi, Anita (Royale Follies) Chi, nc.
 Janet of France (Janet of France) NYC, re.
 Jarvis, Sam (International Casino) NYC, nc.
 Jennings, Don & Sally (Bismarck) Chi, h.
 Jerry & Turk (Colosimo's) Chi, nc.
 Jessel, George, Norma Talmadge & Co. (Earle) Philadelphia, t.
 Jinny, Mammy (Radio Franks) NYC, nc.
 Johnny & George (Club Maxim's) NYC, nc.
 Johnson, Bill (Radio City Rainbow Grill) NYC, nc.
 Johnson, Sid, & Family (Michigan) Benton Harbor, Mich., h.
 Johnston, Mae (Cotton) NYC, nc.
 Jones, Ray (Queen Mary) NYC, re.
 Jones, Owen (Leone's) NYC, re.
 Jordans, Six (State-Lake) Chi, t.
 Jose & Mona (Club Mayfair) Boston, nc.
 Jose & Patricia (Savoy) London, h.
 Joyita & Maravilla (El Chico) NYC, nc.

K

Kamm, Professor (Le Mirage) NYC, nc.
 Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.
 Kai, Momi (Lexington) NYC, h.
 Kanakas, The Three (Mon Paris) NYC, nc.
 Karson, Marie (Wolford) Danville, Ill., h.
 Kay, Ellen (Raulf) Oshkosh, Wis., h.
 Kaye, Danny (Chicago) Chi, t.
 Kaye, Johnny, & Playboys (Wagon Wheel) Houston, nc.
 Keene Twins (Congress Casino) Chi, h.
 Kecey & Margie (Black Cat) NYC, nc.
 Keller Sisters (Rink) Mineola, L. I., N. Y., 4-10; (Dreamland Park Rink) Newark, N. J., 12-19.
 Kemble, Letty (Wivel) NYC, re.
 Kennedy, Ann (Cavaller) NYC, nc.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
 Kenney, Billy (Cortez) El Paso, Tex., h.
 Kent, Florence (Club Roxy) Columbus, O., nc.
 King, Helen (606 Club) Chi, nc.
 King, Marie (Steuben's Vienna Room) Boston, nc.
 King, Wayne, & Orch. (Stanley) Pittsburgh, t.
 Kings, Four (Biltmore) NYC, h.
 Knight, Carolyn (Adolphus) Dallas, h.
 Kobler, George (Maple Grove) Harrisburg, Pa., c.
 Kodeinig, Elsie (Desert Round-Up) Spokane, Wash., nc.
 Kollegiate Kids, 14 (Village Barn) NYC, nc.
 Koupa, Liza (Radio Franks) NYC, nc.
 Kramer, Leon (Zeke's) NYC, re.
 Krueger, Jerry (Club 18) NYC, nc.
 Kyser, Kay, & Band (Paramount) NYC, t.

L

LaMarr, Barbara (Zimmerman's Budapest) NYC, re.
 LaMarr, Henry (Gay '90s) NYC, nc.
 La Marr, Jackie (Hickory House) NYC, nc.
 LaZellas, Aerial (Carnival) Marion, Ia.; (Carnival) Oelwein 8-14.
 Ladell, Vincent (Bossert) Brooklyn, N. Y., h.
 Lambertons, The (Earle) Washington, t.
 Lane, Bobby (Earle) Washington, t.
 Lane, Kathleen (Lincoln) NYC, h.
 Laurie, Jack (Little Old New York) NYC, nc.
 Law, Jackie (Cliequot Club) Atlantic City, nc.
 Lawlor, Terry (Belmont Plaza) NYC, h.
 LeVan, Shuffles (Three Star Inn) Fortville, N. Y., nc.
 Lee, Bob (Wivel) NYC, re.
 Lee, Cela (La Marquise) NYC, nc.
 Lee, Loretta (Roxy) NYC, t.
 Leff, Lorraine (Biltmore) NYC, h.
 Leonard, Luke (Broadway Hofbrau) NYC, c.
 Leonard, Ada (Colosimo's) Chi, nc.
 Leonard, Eddie (Shore Boat) Bronx, N. Y., nc.
 Leslie, Lee (Jimmy Kelly's) NYC, nc.
 Leslie, Mona (606 Club) Chi, nc.
 Lester, Ted (Wivel) NYC, nc.
 Lewis, Helen (Crisis) NYC, nc.
 Lewis, Ann (Plantation) NYC, nc.
 Lewis, Dorothy (International Casino) NYC, nc.
 Leystan, Jack (Chicken Coop) Grand Rapids, Mich., nc.
 Liberto & Owens (Paradise) NYC, re.
 Lind, Christina (Belmont Plaza) NYC, h.
 Lit, Bernie (Club Rival) Baltimore, nc.
 Lloyd, Shirley (Famous Door) NYC, nc.
 Lockett, Lou (Club Tivoli) Juarez, Mex., nc.
 Lombardo, Guy, & Orch. (Palace) Cleveland, t.
 Long, Avon (Plantation) NYC, nc.
 Long Jr., Nick (Chicago) Chi, t.
 Loper, Don (Cafe Continental) NYC, nc.
 Lorraine, June (18) NYC, nc.
 Lorraine, Billy (Bill's Gay '90s) NYC, nc.
 Loy, Thida (New Kenmore) Syracuse, N. Y., h.
 Lucas, Nick (Fox) St. Louis, t.
 Lydia Harris (Pepper Pot) NYC, nc.
 Lyman, Abe, & Band (Chicago) Chi, t.

M

McClelland, Reed (Weylin) NYC, h.
 McCoy, Bob (Biltmore) NYC, h.
 McCoy, Clyde, & Orch. (Fox) St. Louis, t.
 McCullough, Gene (Paradise Club) Yuma, Ariz., nc.
 McLean, Ross (New Yorkers) NYC, h.
 McMahon, Larry (Village Barn) NYC, nc.
 McNamee Sisters, Four (Paradise) NYC, nc.
 McNamara, Joe (Savoy-Plaza) NYC, h.
 Mabley, Jackie (Plantation) NYC, nc.
 Madison, Rudy (Gay '90s) NYC, nc.
 Mahon & Rucker (Palais de la Mediterranee) Nice, France.
 Manish, Sid (Queen Mary) NYC, re.
 Mann, Margie (Maple Grove) Harrisburg, Pa., c.
 Mann, Peggy (Village Barn) NYC, nc.
 Manning, Len & Mitzl (Colonial) Dayton, O., t.
 Manning, Otis (Brown) Louisville, h, nc.
 Manolita & Gitanilla (Marta's) NYC, nc.
 Mapes, Bruce (International Casino) NYC, nc.
 Mara, Vanda (St. Regis) NYC, h.
 Maree & Pals (Lyons Music Hall) Seattle, Wash., nc.
 Marine, Florida (Wivel) NYC, re.
 Marinos, Los (Trocadero) NYC, nc.
 Mario & Florida (St. Regis) NYC, h.
 Marlynn & Michael (Radio City Rainbow Grill) NYC, nc.
 Marquis, Rosalind (Chez Paree) Chi, nc.
 Marquises, Three (La Marquise) NYC, nc.
 Martin, Joe (Casa Grande) Cincinnati, nc.
 Marilyn Dean (Adolphus) Dallas, h.
 Mathey, Nicholas (Russian Kretchma) NYC, re.
 Mayfield, Kathryn (Queen Mary) NYC, re.

Medrano & Donna (Pierre) NYC, h.
 Mele, Vi (Ritz-Carlton) NYC, h.
 Melvin, Jack (Queen's Terrace) Woodside, L. I., N. Y., nc.
 Merrill, Lorena (Howe) Akron, h.
 Merryl Sisters (Terrace Gardens) Rochester, N. Y., nc.
 Metcalf, Peggy (Queens Terrace) Woodside, L. I., nc.
 Michon, Michel (Russian Kretchma) NYC, re.
 Mickelson, Mickey (Marie's Crisis) NYC, nc.
 Mignone (Earle) Washington, t.
 Miller, Beth (Roumanian Village) NYC, nc.
 Minute Men, Three (Lexington) NYC, h.
 Mirkin, Barry (Club Mayfair) Boston, nc.
 Modiska & Michael (Rainbow Inn) NYC, re.
 Moffett, Adelaide (Ambassador) NYC, h.
 Mona, Jean (New Yorker) NYC, h.
 Monroe & Adams (Tower) Kansas City 6-12, t.
 Monroe & Adams Sisters (Tower) Kansas City, Mo., t.
 Monroe & Grant (State) NYC, t.
 Montes, Nena (Dimitri's Gaucho) NYC, nc.
 Monti, Mill (St. Regis) NYC, h.
 Moore, Iris (Greenwich Village Nut) NYC, nc.
 Moore, Lela (Colonial) Dayton, O., t.
 Moreno, Consuelo (Casa Valencia) NYC, nc.
 Morgan, Grace (Mansfield) NYC, h.
 Morgan, Helen (Billy Rose's Casa Manana) NYC, nc.
 Morgan, Johnny (Boulevard Tavern) Long Island, nc.
 Morison, Alex (St. Regis) NYC, h.
 Moro Trio (El Chico) NYC, nc.
 Mura, Corina (Waldorf-Astoria) NYC, h.
 Murray, Leon (Earle) Washington, t.
 Morris, Sammy (Old Roumanian) NYC, c.
 Mortons, Gerry, The (Savoy-Plaza) NYC, h.
 Musical Stylists, Three (Chittenden) Columbus, O., h.
 Myers, Timmie (Moonlight Cafe) Chi, nc.
 Myrtle & Pcaud (Roxly) NYC, t.
 Myrus (College Inn) Chi, nc.

N

Naldi, Claudia (Radio City Rainbow Room) NYC, nc.
 Nazarenko (St. Regis) NYC, h.
 Nero, Alexander (Wivel) NYC, re.
 Nesbit, Evelyn (Butler's Ye Old Tap) NYC, c.
 Nessley & Norman (Ye Olde Tavern) Ft. Wayne, Ind., nc.
 Newton, Peggy (Hickory House) NYC, nc.
 Nichols, Howard (Grosvenor House) London, h.
 Niessen, Gertrude (Cafe de Paris) London, nc.
 Normita (El Chico) NYC, nc.
 Norre, Lee (Swanee Club) Houston, Tex., nc.
 Norton's Personality Girls (Kennedy's Inn) Binghamton, N. Y., nc.
 Novak, Wilma (Butler's Ye Old Tap) NYC, c.

O

O'Dare, Barney (High Hat) Peoria, Ill., nc.
 O'Hara, Eileen (Oasis) Seattle, Wash., nc.
 O'Hara, Grace (Hollywood) Phila, nc.
 O'Neill, Peggy (Cavalier) NYC, nc.
 O'Neilis, Sensational (Varsity) Columbia, Mo., t.
 Obenor, Millie (Corktown Tavern) Detroit, c.
 Odem, Sussie Virginia (Wivel) NYC, re.
 Olsen & Johnson (Palace) Chi, t.
 Omar (St. George) Brooklyn, h.
 Orla, Nena (Marie's Crisis) NYC, nc.
 Ortega & Martinez (Havana-Madrid) NYC, nc.
 Osborn, Irma (Swing) NYC, nc.
 Oshins & Lessy (Famous Door) NYC, nc.
 Owen, Guy (International Casino) NYC, nc.

P

Pace, Bob (Adolphus) Dallas, h.
 Page, Grant (Black Cat) NYC, nc.
 Palmer, Gladys (Mammy's Chicken Farm) NYC, nc.
 Pan-American Revue (Majestic) San Antonio, Tex., t.
 Pammer, Helen (Boulevard Tavern) Long Island, nc.
 Pan-American Revue (Paramount) Austin, Parker, LaRue (Northwood Inn) Detroit, nc.
 Parker, Lew & Co. (Earle) Washington, t.
 Parkerson, Lew (Savoy-Plaza) NYC, h.
 Parks, Bernice (Famous Door) NYC, nc.
 Parks, Susan (Kennedy's Inn) Binghamton, N. Y., nc.
 Parraga, Graziella (La Rue) NYC, re.
 Parsons, Kay (Post Lodge) Larchmont, N. Y., t.
 Peaches (606 Club) Chi, nc.
 Pedro & Luis (Lasses White Minstrels) Louisville, Miss.
 Pepper, Mack (Chez Maurice) Dallas, nc.
 Pepper, Red (Chicago) Chi, t.
 Peppers, Three (Hickory House) NYC, nc.
 Peppino & Camille (Adolphus) Dallas, h.
 Peppy & Peanuts (606 Club) Chi, nc.
 Perry, Mitzi (Wivel) NYC, re.
 Peters Sisters (Cotton) NYC, nc.
 Petty, Ruth (Billy Rose's Casa Manana) NYC, nc.
 Petty, Ruth (Walton Roof) Phila, h.
 Plank, Sebastian (Hofbrau) Long Island, nc.
 Plante, Texas (Torch Club) Cleveland, nc.
 Platt, Betty (1-11 Club) NYC, nc.
 Plaza, Trini (Dimitri's Gaucho) NYC, nc.
 Poe, Evelyn (Club Mayfair) Boston, nc.
 Pous, Jack (Ringside) Ft. Worth, Tex., nc.
 Pritchard, Emma (75 Club) Omaha, nc.

Q

Quintas & Mona (The Cavern) Nogales, Sonora, Mex.

R

Ral, Jean (Dorchester) London, h.
 Ralph, Wynne (Le Mirage) NYC, nc.
 Ramos, Hilda (Havana-Madrid) NYC, nc.
 Rand, Sally (Auditorium) Baltimore, t.
 Randall, Connie (Adolphus) Dallas, h.
 Randolph, Amanda (Cafe Creole) NYC, nc.
 Ray, Betty (Roxly) NYC, t.
 Ray, Iris (Pepper Pot) NYC, nc.
 Ray, Millie & Vera Gordon (Casa Grande) Cincinnati, nc.
 Ray, Jill (Club Rival) Baltimore, nc.
 Raye & Naldi (Radio City Rainbow Room) NYC, nc.
 Rece & Drina (Edison) NYC, h.
 Red Barn Players (Brevoort) Chi, h.
 Reed, Ruth (Chez Maurice) Dallas, nc.
 Regan, Phil (State) NYC, t.
 Reid, Ruth (Ringside) Ft. Worth, Tex., nc.
 Rexole, Johnny & Co. (Oriental) Chi, t.
 Reyes, Paul & Eva (St. Regis) NYC, h.
 Reyes, Lucha (Havana-Madrid) NYC, nc.
 Reynolds, Helen (Shrine Circus) New Haven, Conn.
 Rhea, Frances (Hollywood Casino) Providence, R. I.
 Rhodes, Dorothy (Kit Kat) NYC, nc.

Rhythm Fals (Harlem Casino) Pittsburgh, nc.
 Rice, Don (State-Lake) Chi, t.
 Richards, Harold (Belmont-Plaza) NYC, h.
 Richards, Lynn (Half Moon) Coney Island, h.
 Richie, Allan (Park Central) NYC, h.
 Rines, Joseph (St. Regis) NYC, h.
 Rio & Rita (Steuben's Vienna Room) Boston, nc.
 Rios, Rosita (Rainbow Room) Rockefeller Center, NYC.
 Rochale, George (Glen Park Casino) Williamsville, N. Y., nc.
 Rogers, Jerry LeRoy (Velvet Grill) Lackawanna, N. Y., nc.
 Rogers, Lola (Half Moon) Coney Island, N. Y., h.
 Roland, Rose (Stork Club) Norwood, R. I., nc.
 Rolando & Verditta (Blue Moon) Milwaukee, c.
 Rogers, Eddie, & Bert Haley (1-11 Club) NYC, nc.
 Rogers, Helen (Swing) NYC, nc.
 Rollickers Trio (Seelbach) Louisville, h.
 Roltner, Bob (Adelphia) Phila, h.
 Roper, Rita (Palmer House) Chi, h.
 Rosalean & Seville (Muehlebach) Kansas City, Mo., h.
 Rose, Jack (Place Elegante) NYC, nc.
 Ross, Benny (Paradise) London, nc.
 Ross, Wally (State) Columbus, re.
 Rossiliano, Milla & Sigmund (Club Tivoli) Juarez, Mex., nc.
 Roth & Shay (Circus Fenyes) Budapest, Hungary.
 Rubinstein, Erna (Zimmerman's) NYC, re.
 Rudolph, Teresa (Graemere) Chi, h.
 Rugal, Yvette (Colisimo's) Chi, nc.
 Russell, Ruth (Village Brewery) NYC, nc.
 Russian Gypsy Trio (Gay Village) NYC, c.
 Ruvel & Marcea (Jimmy Kelly's) NYC, nc.
 Ryan, Jerry (Gay '90s) NYC, nc.
 Ryan, Patricia (Adolphus) Dallas, h.

S

St. Clair & Yvonne (Boulevard Tavern) Long Island, nc.
 St. Clair, Irene (Mayfair) Boston, h.
 St. Clair, June (Harry's New York Cabaret) Chi, nc.
 Salazar, Hilda (El Bongo) NYC, nc.
 Samuels, Al, & Co. (Colonial) Dayton, O., t.
 Sandoval, Nena (Waldorf-Astoria) NYC, h.
 Satz, Ludwig (Roumanian Village) NYC, re.
 Saulters, Dorothy (Kit Kat) NYC, nc.
 Savva, Marussia (Russian Kretchma) NYC, re.
 Saxon, Bea (Club 18) NYC, nc.
 Schooler, Dave (Fox) St. Louis, t.
 Scott, June (Colosimo's) Chi, nc.
 Scott, Jean (Leon & Eddie's) NYC, nc.
 Seal, Peggy (Trocadero) London, nc.
 Sedgewick, Edna (Drake) Chi, h.
 Sedley, Roy (Club Maxim's) NYC, nc.
 Seelan, Peggy (Trocadero) London, nc.
 Severin, Billy & Joy (Riverside) Milwaukee, t.
 Shandor (Buckingham) NYC, h.
 Shapiro, Ted (Oriental) Chi, t.
 Shatlen, Anna (Roumanian Village) NYC, re.
 Shaver, Buster, & Olive & George (Beverly Hills) Newport, Ky., cc.
 Shaw, Ralph (Hollywood Supper Club) Rockford, Ill., nc.
 Shaw, Aloha (Shore Boat) NYC, nc.
 Shaw, Helen (Old Roumanian) NYC, c.
 Shepard, Helen (Greenwich Village Nut) NYC, nc.
 Sherman Bros. & Tessie (Bennett) Binghamton, N. Y., h.
 Shore, Willie (Hi-Hat) Chi, nc.
 Shutta, Ethel (Roosevelt) New Orleans, h.
 Simmons, Lee (Plantation) NYC, nc.
 Simmons, Gertrude (Palmer House) Chi, h.
 Simpson, Carl & Faith (St. Paul) St. Paul, h.
 Smith, Earle (Brevoort) Chi, h.
 Smith, Rudy (Black Cat) NYC, nc.
 Sokolokaya, Nadia (Russian Kretchma) NYC, re.
 Spallas, Flour (Piccadilly) London, h.
 Spark Plug (Duffield) Detroit, nc.
 Spark Plug (Kay-Sew's) Toledo, nc.
 Spencer, Elaine (Swing) NYC, nc.
 Spencer, Amy (Cafe Creole) NYC, nc.
 Spiller, Capt. (Armory) New Haven, Conn.
 Spiller, Capt., Sea Lions: Montreal, Can., 21-28.
 Standish, Helene (Club 18) NYC, nc.
 Stark & Dorne (Barlett Club) Rochester, N. Y., nc.
 Starr, Jack (Caninos Casino) Denver, nc.
 Steele, Larry (Harlem Casino) Pittsburgh, nc.
 Steele, Lee (Steuben's Vienna Room) Boston, nc.
 Stenning, Elsa (Piccadilly) London, h.
 Stephenson, Gail (Herrigs Village) Columbus, O., nc.
 Stephenson, Martha (Salon Royal) NYC, nc.
 Sterling, Wynne (Roumanian Village) NYC, re.
 Stewart, Larry (Half Moon) Coney Island, N. Y., h.
 Stone, Bebe (Cafe Creole) NYC, nc.
 Stone, Maxine (Paradise) London, nc.
 Storrs, Allan (Commodore) NYC, h.
 Stuart Morgan Dancers (Palmer House) Chi, h.
 Sullivan, Maxine (Onyx) NYC, nc.
 Sully & Thomas (State-Lake) Chi, t.
 Swann, Russell (Arcadia International) Phila, nc.
 Sydell, Paul (Billy Rose's Casa Manana) NYC, nc.
 Symington, Eve (Waldorf-Astoria) NYC, h.

T

Taft, Ted & Mary (Graemere) Chi, h.
 Tanya & Thiney (Bismarck) Chi, h.
 Tapps, Georgie (Billy Rose's Casa Manana) NYC, nc.
 Tarrent & Dacita (Garbo) NYC, re.
 Tatum, Art (Paradise) London, nc.
 Taylor, Smiling Lou (Cavalier) NYC, nc.
 Telle, Agnes (Walton) Phila, h.
 Templeton, Alec (Ambassador) Hollywood, nc.
 Terrace Boys (Barney Gallant's) NYC, nc.
 Terry & Walker (Murray's) Tuckahoe, N. Y., nc.
 Theodora (Martin's Tavern) Lima, O., nc.
 Thomas, Audrey (Kit Kat) NYC, nc.

THE TITANS
 "RHYTHM IN SLOW MOTION"
 HOTEL NEW YORKER, NEW YORK, N. Y.
 Dir.: MILES INGALLS & JACK DAVIES.

Thomashefsky, Boris (Rainbow Inn) NYC, re.
 Three Blue Notes (Edison) NYC, h.
 Tilton, Martha (Pennsylvania) NYC, h.
 Tinney, Dot (Black Cat) NYC, nc.
 Tisdale Trio (Le Mirage) NYC, nc.
 Titan Trio (New Yorker) NYC, h.
 Tomack, Sid (Royale Frolics) Chi, nc.
 Torrence, John & Edna (Chez Patee) Chi, nc.
 Townly, Evelyn (Club Roxly) Columbus, O., nc.
 Tracy & Hay (Tower) Kansas City, Mo., t.
 Trado Twins (Fox) St. Louis, t.
 Travis, Jimmie (Club Swanee) Houston, Tex., nc.
 Tremain, Terry (Club Riverside) Middletown, Conn., nc.
 Troitzky, Vera (International Casino) NYC, nc.
 Troubadours, Three (Dimitri's El Gaucho) NYC, nc.
 Tucker, Sophie (Oriental) Chi, t.
 Turand Brothers (Trocadero) London, nc.
 Two Georges (Nixon) Pittsburgh, re.

V

Vaccaro (El Gaucho) NYC, nc.
 Valda, Countess (Wilson) Harrisburg, Pa., h.
 Valdez, Vern (Wagon Wheel) Houston, nc.
 Valdez, Peggy (Bamboo) Gardens Washington, nc.
 Valley & Lee (New Penn) Pittsburgh, nc.
 Vallon, Nannette (Dimitri's Gaucho) NYC, nc.
 Varela, Adelita (Havana-Madrid) NYC, nc.
 Velez, Angela (Chateau Moderne) NYC, re.
 Versatile Trio (Mon Paris) NYC, nc.
 Vee Aimes Girls (Tap House) Elmira, N. Y., cb.
 Viennese Queens (Neil House) Columbus, O., h.
 Vincent & Anita (Rhineland Gardens) Armonk, N. Y., nc.
 Vitale, Valerie (Biltmore) NYC, h.
 Vodery's Jubileers (Cotton Club) NYC, nc.
 Voella, Sinda (Russian Art) NYC, re.

W

Wade, Dick (Kit Kat) NYC, nc.
 Wahl, Walter "Dare" (Chicago) Chi, t.
 Waikiki Nights (Capitol) Washington, t.
 Walker, Betty (Black Cat) NYC, nc.
 Walley, Nathan (International Casino) NYC, nc.
 Walsh, Sammy (Mayflower) Akron, O., h.
 Walter, Gene (Kelly's Village Rendezvous) NYC, nc.
 Walters, Walter (Riverside) Milwaukee, t.
 Ward, Will (Bill's Gay Nineties) NYC, nc.
 Watts, Virginia (Maple Grove) Harrisburg, Pa., c.
 Wayne, Naunton (Dorchester) London, h.
 Welch, Frances (Barkley's) Flabush, Brooklyn, N. Y., nc.
 Welch, Muriel (La Marquise) NYC, nc.
 Wellington, Marcelle (Garbo) NYC, nc.
 Wencil, Ray (Faust Club) Peoria, Ill., nc.
 West, Art (Chateau) Cleveland, nc.
 West, Buster, & Lucille Page (State) NYC, t.
 White, Jack (18) NYC, nc.
 White, Eddie (Colosimo's) Chi, nc.
 White, Ann (Queen Mary) NYC, re.
 Wicke, Gus "Popeye" (Radio Franks') NYC, nc.
 Wilkie & Ray (Savoy) London, h.
 Willer, Frances (Webster Hall) Detroit, h.
 Williams, Betty (Half Moon) Coney Island, N. Y., h.
 Wilson, Edna Marie (Madison) Jefferson City, Mo., h.
 Wilson, Jack & Honey (Earle) Washington, t.
 Winehill, Cliff (Harry's New York Cabaret) Chi, nc.
 Winston, Walter (Brittwood) NYC, nc.
 Wolf Sisters (Kenmore) Syracuse, h.
 Woods & Bray (Nixon) Pittsburgh, re.
 Woods, Johnny (Oriental) Chi, t.

Y

Yacopis (Royal Palm) Miami, nc.
 Yarnell, Ira (Gray Wolf Tavern) Youngstown, O., nc.
 Young, Margaret (Gay '90s) NYC, nc.
 Yourloff, Your (Old Roumanian) NYC, c.

Z

Zita & Marseille (Cocked Hat) Kansas City, Mo., nc.
 Zorita (606 Club) Chi, nc.
 Zudella & Co. (Paramount) Waterloo, Ia., 2-15, t.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)
 Abbey Players: (Hanna) Cleveland.
 Doll's House, A: (Forrest) Phila.

Golden Boy: (Biltmore) Los Angeles.
 Hayes, Helen: (Auditorium) Portland, Ore., 9-12; (Civic Aud.) Oakland, Calif., 14.
 Lady at Large: (Plymouth) Boston.
 Pins and Needles: (Shubert) Boston.
 Room Service: (Davidson) Milwaukee.
 Star Wagon: (National) Washington, D. O.
 Tobacco Road: (Erlanger) Phila.
 Women, The: (Colonial) Boston.
 You Can't Take It With You: (Shubert) Newark, N. J.
 You Can't Take It With You: (Geary) San Francisco.
 You Can't Take It With You: (Locust St.) Phila.
 You Never Know: (Grand) Chi.

MISCELLANEOUS

Arthur, Magician: Diana, Tenn., 11-12; Campbellville 13-14.
 Birch, Magician: Lockport, N. Y., 12; season ends.
 Chief Rolling Cloud Dog Town Follies: Corry, Pa., 12-14; Clarion 16-21.
 De Cleo, Magician: New Windsor, Ill., 9-14.
 Dodge City, Kan., Burro Ball Co.: Rayville, La., 11; Bastrop 12; Delhi 13; Winnsboro 14.
 Marine Hippodrome: York, Pa., 9-11; Reading 12-15; Millersburg 16; Milton 17-18.
 Marquis, Magician: Snohomish, Wash., 11; Mt. Vernon 12; Victoria, B. C., Can., 13; Port Angeles, Wash., 16; Marysville 17; Bellingham 18; Lynden 19-20.
 Pierce, Magician: Pottsville, Pa., 11; Shamokin 12.
 (See ROUTES on page 76)

ORIENTAL, CHICAGO

(Continued from page 23)

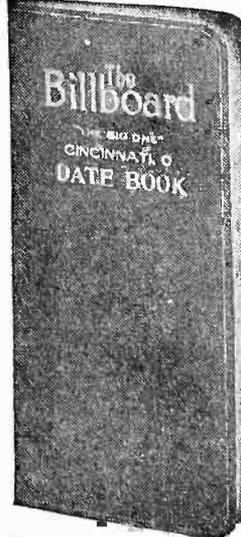
dying house into bouncing youngster overnight.
 Sophie, at any rate, is still a grand personality. A radiant smile that makes itself felt in every nook and corner, an honest sense of dramatic delivery that packs a wallop in each of her sentimental songs and a master judge of audience reaction combine to continue to carry her on the top of this dizzy game. With reliable Ted Shapiro at the piano, she was generous with old and new arrangements, reaching an anticlimax with *Your Broadway and Mine*, assisted by a singing octet (The Grenadiers) and the Evans Ballet. She closed in sock style with *Some of These Days*, which she precedes with a touching prolog.

Evans Ballet, which moved in for a week from the Chicago, opens with a catchy swing strut to *How'd You Like To Love Me?*, and Johnny Rexola and company follow with a versatile novelty offering that has a trained mixture of roller skating, high-pole work and acrobatics. The three girls in the act make a decorative showing in a fast high-kick and acro contribution, one of them excelling in graceful circles of turns.

John Tio, the educated bird from the Orient, is a marvel with his display of clear vocal impressions of words and sounds. His master, who works him in a humble way, should tell the audience something about his meal ticket, where he comes from, how he was trained, etc.
 Evans Ballet returns with a beautiful butterfly number, employing radium effects on a dark stage. The Four Franks, at the Chicago recently, make a return Loop engagement with their engaging tap and musical work. The quartet does hard and refreshing work.

Sophie Tucker holds the final spot. She returns east after a week here to continue her night club work after a session in Goldwynland.
 On the screen, *There's Always a Woman* (Columbia). Sam Honigberg.

NEW DATE BOOKS
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 Dated From January 1, 1938, to January 1, 1939.
 The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.
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McCOY'S WILD WEST FOLDS

End Comes at Washington, D. C., After Three Weeks of Operation

Trains loaded when show is thrown into receivership—personal baggage released—train crew and some performers in charge of equipment—to be sold

WASHINGTON, May 7.—Creditors reached into Washington this week and threw Col. Tim McCoy's Real Wild West into the hands of receivers, making the second time that the nation's capital has been the scene of a Wild West show fiasco. The first to disband in Washington was the famous Miller Bros.' 101 Ranch Wild West which stranded here in 1931, and now, seven years later, the splendidly equipped 30-car McCoy show ended its three weeks of life in the court's equity file No. 67,110. The first day (Monday) of the three-day local engagement there was a light matinee but a good night house. However, more than 100 enlisted soldiers from the crack cavalry at Fort Myer showed up at the main gate with some unknown "blue tickets" which had been distributed by officers of the post at the invitation "of someone of the show's management." Colonel McCoy, perplexed by this development, decided to ok the tickets but the incident only added to the unusual history of the McCoy show. Second day and night saw a tapering off and on the third day radio flashes and afternoon papers announced that the show was in the hands of receivers. F. Stewart Stranahan, a Providence attorney acting for an "H. Sharpe," had petitioned the court for receivership, alleging that the show had been "wholly insolvent" since April 15 and the claim for \$17,500 was addressed to the court for "H. Sharpe" and "any or all other creditors who wish to share expenses in this suit." Colonel McCoy signed an attached file which stated that to the best of his knowledge and (See McCOY'S WILD WEST on page 74)

Barnett Bros.' Business Off

Will carry on even if retrenchment is necessary—blowdown in W. Va.

EAST LIVERPOOL, O., May 7.—Confining its current itinerary to Greater Pittsburgh after a discouraging trek out of the South, Barnett Bros.' Circus ended first month of its 1938 tour with business considerably off as compared to last season, but determined to carry on even if retrenchment is necessary. Organization launched tour at its York (S. C.) quarters April 8, and inclement weather, a blowdown at Fairmont, W. Va., and spotty business has not discouraged its sponsors.

Show is presenting one of the best programs since its inception, running close to an hour and one-half. Several new acts have added strength and variety to the presentation. Show is moving on more than 50 units. Top seats about 3,000.

Program, under direction of Tommy Burns, is moving without a hitch. Ira Haynes' Band is said to be one of the best he has had. Menagerie comprises 12 cages, 5 bulls, a camel and 30 head of ring stock. Adult admission has been reduced to 40 cents and children's admission is 25 cents, with special school tickets available at all stands at 15 (See BARNETT BROS. on page 39)

Smith's Side Show Has Biggest Day in Cincy

CINCINNATI, May 7.—The folks in this city surely went for the side show of the Hagenbeck-Wallace Circus May 1-2.

Manager Mel Smith stated that the May 1 date (Sunday) was the biggest he had this season and eclipsed any day he had during the 1937 season. The kid show was crowded all day. Attendance also was good on Monday.

Suit Against Haags Dismissed; Helen H. Hayes To Appeal

NASHVILLE, Tenn., May 7.—A suit brought by Mrs. Helen Haag Durrett Hayes, operator of the Mighty Haag Show, against her cousins, Roy D. Haag and Henry H. Haag, operators of Haag Bros.' Circus, was dismissed in U. S. District Court at Cookeville, Tenn., May 4.

The suit asked \$20,000 damages and a permanent injunction to restrain the Haag brothers from using the names "Haag Bros.' Circus" or "Haag Circus" in their billing. Counsel for Mrs. Hayes filed notice of appeal to the U. S. Circuit Court of Appeals at Cincinnati.

District Judge John J. Gore ruled that Mrs. Hayes' allegations were not sustained and dismissed both the plea for damages and the petition for injunction. In her bill Mrs. Hayes complained that her cousins organized their show last year and billed it as successor to the Mighty Haag Show, founded 40 years ago by the late Ernest Haag, her father.

Her mother, Mrs. Alice Haag, from whom she leases the circus, testified in Federal Court at the hearing in Nashville, concluded April 30. It was testified at the hearing that billing of an elephant specialty act perfected by Mrs. Hayes two years ago for the Mighty Haag Show was pasted over on billboards to imply it was part of the Haag Bros.' Circus.

Defendants offered testimony that they have announced repeatedly at performances that their circus has no connection with the Mighty Haag Show.

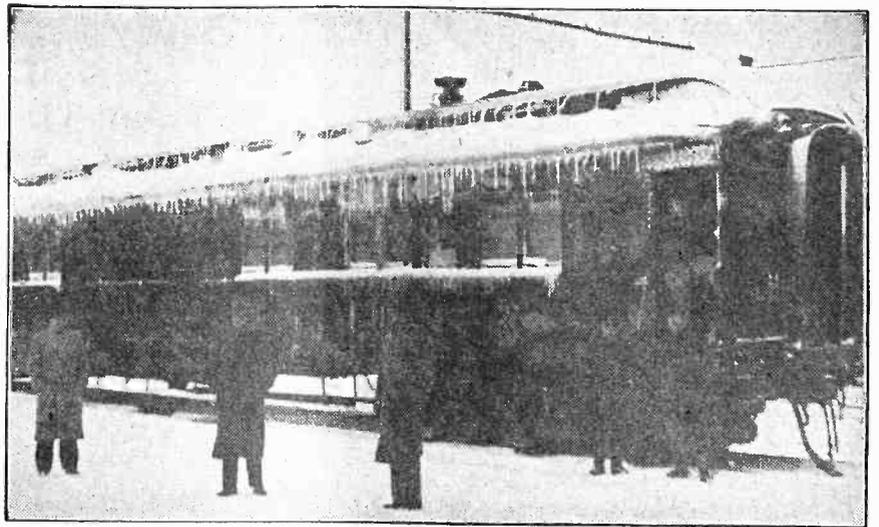
Rutherford to Boston

BOSTON, May 7.—Mac B. Rutherford, circus division organizer of the American Federation of Actors, has returned here from his duties at Los Angeles. He was on the West Coast for about six months. Back in Boston, he will continue as circus organizer.

Climax of Wrangling Between R-B, AFA Expected This Week

NEW YORK, May 7.—Continued wrangling over the contract in effect between the Ringling-Barnum Circus and the American Federation of Actors is due to reach a climax next Monday when the show opens its canvas tour in Brooklyn. Dispute, which followed earlier trouble in Madison Square Garden that resulted in a strike of workmen, arose a few days before the show moved from New York to Boston. Ralph Whitehead, executive secretary of the union, this week advised John Ringling North, president of the circus corporation, that if differences are not straightened out by opening time in Brooklyn, more serious trouble might result.

Dispute started in the Garden when performers, who were members of the union but not involved in the strike, refused to pay their dues, and new performers, non-AFA members, failed to take out membership. Frank Buck was among those unwilling to join the union,



PICTURED here is Cole Bros.' Circus advertising car during the blizzard in Chicago early in April. Left to right: James Gephart; Clyde H. Willard, manager; Mike Lyons, who died May 1 at La Fayette, Ind.; Reed Tittle, standing in door. The other two are railroad men.

Ninth Season For Gainesville

Has fine opening in Texas city — program, equipment receive comment

GAINESVILLE, Tex., May 7.—United States Senator Tom Connally's shrill whistle blast opened the season of the Gainesville Community Circus, its ninth, before a crowd of some 2,000 spectators from the far reaches of Texas and the Southwest here night of April 27. Members of the Circus Fans' Association, gathered here for the Southern States convention from Houston, San Antonio, Waco, Wichita Falls, Dallas and Fort Worth, shared honors with the distinguished Texas lawmaker.

Critics were unanimous in the belief that the program and show's equipment far eclipsed any previous edition of the amateur big-top aggregation. The opening was pictorially recorded by Jimmy Lederer, Universal newsreel photographer, and staff photographers of *The Dallas News* and *Gainesville Register*.

Outstanding among the new features was the elaborately costumed opening spectacle, *Indian Fantasy*, with 73 people and 20 head of stock, featuring a trio of baton spinners, Lacy Wheeler, Betty Bell and Nora Jane May, and solo dancers, Jane Sims and Helen Ryan; carrying perch with Dorothy Cox and Bill Ritchie; Verne Brewer's Liberty horse number; Doris Marie Norman, 8-year-old (See NINTH SEASON on page 40)

Beers-Barnes Gets Break in Weather At Seneca, S. C.

SENECA, S. C., May 7.—Climaxing a week of rain and cold, the Beers-Barnes Circus pulled in here for a showing April 27 and was greeted for first time this season with a bright and cloudless sky. Show has new canvas from marquee to padroom. Big top is a 70 with three 30s, ornately done in blue and red against a white background. Flags of various nations swaying from center poles, along with varicolored bunting, caused plenty of comment.

The show had a fair matinee. Grand stand was a sellout for the evening, and only a few available seats were to be had in the blues.

The Program

Performance moves at a rapid pace for more than an hour and a half, opening with acrobatic clowns Lee, Beers and Thomas. Doris Barnes and Sadie Beers perform on tight wire. Pony drills, dogs and monkeys are under supervision of Madame Tillie. Performing beer Chubby is owned and trained by Charles Beers. Single traps by Doris Barnes; trampoline by Alan and George; Liberty horses, Mr. Steele; ladders, Misses Barnes and Beers; horizontal bars, Mixon and Beers; high-school horses, Mr. Steele, with clown working in act; double traps, the Mixons; jumping horses, closing number. Clown numbers thruout program.

In concert are Buck Steele and company of four in Western routines. Band is under baton of Frank Clark, assisted by Benny Waters. Trucks are done in red and gold.

There has been no retrenchment, but instead expansion in every department.

Fire Destroys Plant Of National Tent Co.

DETROIT, May 7.—The plant and offices of the National Tent and Awning Co. were almost totally destroyed last Thursday by fire of unknown origin in an all-night blaze that turned into a four-alarm fire. The four-story building was an empty shell and loss was estimated at \$150,000 by Elmer C. Ray, president of the company.

Loss was largely in stock in awnings and tents.

And He Wasn't Drinking

AMBRIDGE, Pa., May 7.—An elephant of Haag Bros.' Circus recently tied up downtown traffic here when he wrapped his trunk around a telegraph pole and refused to let go.

Riding in a truck to the lot during the parade, the bull clung to pole for 15 minutes when the driver stopped for a red light. Trainers finally pried him loose.



With the Circus Fans

By THE RINGMASTER
CFA

President Secretary
MELVIN D. HILDRETH W. M. BUCKINGHAM
716 Evans Bldg., Thames Bank,
Washington, D. C. Norwich, Conn.
Conducted by WALTER HOENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., May 7.—Mrs. Dan Odom, Mrs. McSparron (Emily Stickney) and her son, Clyde, spent several hours visiting with Mr. and Mrs. C. G. Sturtevant at their home in San Antonio, Tex., evening of May 1. Emily Stickney was the only daughter of the famous Bob Stickney and was an excellent principal rider.

Col. William S. Sneed had the honor of blowing the whistle to start first performance of Robbins Bros.' Circus at Kokomo, Ind. Bill also caught opening performance under canvas of Cole Bros.' Circus at Rochester, Ind.

Mrs. George Duffy, of Fort Plain, N. Y., was installed as D. A. R. State Regent of New York at the ceremonies in Continental Congress, Washington, D. C. She is the wife of the Eastern vice-president of the CFA.

Karl K. Knecht, Central States chairman of the CFA, recently spoke before the Kiwanis Club at Evansville.

Voyle N. Armstrong, of Wichita Falls, Tex., writes: "On April 25 Mrs. Armstrong and I drove to Mineral Wells to see Tom Mix Circus, which we enjoyed. We met Tom Mix, Dail Turney and others."

Ellwood Moore, 86, father of Mrs. Karl K. Knecht, is in Walkers' Hospital with a broken hip, the result of a fall at his home.

Mr. and Mrs. Knecht made a trip to Chicago to bring Karl's mother back to Evansville and while there caught both the Cole and McCoy shows. At the Cole show met Mr. and Mrs. Leland White, of Monroe, Wis. They arrived in Evansville in time to catch Hagenbeck-Wallace Circus. Knecht stated he arrived on the lot at 7 p.m. to find the matinee after-show crowd just coming out and midway packed with night crowd waiting to get in. Fine business for the day. A railroad move after arrival to spot cars near lot caused delay.

Hodgini Has Flying Act With Russell

MATTOON, Ill., May 7.—The Four Flying Stars, organized last winter by Albert Hodgini Jr., are now closing number of Russell Bros.' performance, having been put in about 10 days after show opened. The act is proving very pleasing and rounds out a nicely balanced program. Those in act are

ROSE'S MIDGETS AVAILABLE FOR PARKS AND FAIRS
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GIRL AERIALISTS Wanted Immediately
To Join Feature Act, booked solid season Eastern Parks and Fairs. Those doing Cloud Swing preferred. Submit particulars, photos, etc.
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LEWIS BROS. CIRCUS WANTS
TWO CLARINET PLAYERS
ALSO STRONG CONCERT FEATURE
Sandusky, O., May 12th — Norwalk, O., May 13th
Delaware, O., May 14th.

"Bertie" Hodgini, Claudine Hayes, Pierre LaFramboise and Eddie Suser, last named being catcher. The troupe has smart wardrobe and makes a fine appearance.

Many visitors were on the lot at Litchfield, Ill., last Sunday, including Ray Blankenship, of Tom Mix Circus, and bride; Johnny and Bee Baker and party from Alton, Ill.; J. E. Mead, of the Exposition Shows, and several members of the Russell advance. E. E. Garretson, retired circus agent, spent two days on show at his home town, Pana, and at Litchfield. A sister-in-law of Mr. and Mrs. C. W. Webb also visited at Pana.

The show received delivery of a nice line of new uniforms and costumes from DeMoullian Bros. Co. at Greenville, Ill. This is the town the show had to blow last season because of a heavy storm that made it impossible to get on the lot. Rain put the lot in bad shape again this year and tractors had to be used in moving off.

The management reports that business so far has been very spotty but has shown some improvement since coming into Illinois.

P. N. Branson Back With Tom Mix Show

CENTRALIA, Ill., May 7.—P. N. Branson, who conferred with Dail Turney recently at Pittsburg, Kan., has been signed as general agent of the Tom Mix Circus, a position he has held the past two seasons. Assisted by Billy Walsh, he started work immediately and will route the show into big cities, where it met with such phenomenal success the past two seasons.

Since January Branson has been contracting agent with the Tim McCoy show.

The Mix show has been meeting with fair success in out-of-season stands.

The 1938 edition marks it as the best ever staged by Tom Mix and no expense has been spared in physical equipment and personnel. Many new acts are featured, including the famous Clarkonians, Les Uniques, Moreno-Savilla Troupe and Ruth Mix, who is making her first public appearance tour with the circus. Miss Mix is featured in a beautiful menage number in which 22 girl riders appear.

Organizing Show At Ingalls, Ind.

CINCINNATI, May 7.—D. R. Eakin states that a new circus is in the making at Ingalls, Ind., and will move on nine Chevrolet trucks and four two-wheel trailers. All acts and equipment of the old Eakin Bros.' Circus will be carried, also more than 30 head of stock and animals.

Show will open in Northern Indiana May 12 and play one-day stands under auspices. Big top will be an 80 with one 40, and one ring and two stages will be used. Special paper will be furnished by Central Show Printing Co.

Beal Has Radio Interviews With Ringling-Barnum Folk

BOSTON, May 7.—George Brinton Beal is combining the promotion of his book, *Thru the Back Door of the Circus*, with radio interviews of Ringling-Barnum names at Boston Garden this week. Beal assumes a new role, that of a radio interviewer over WORL. The station is doing much to plug the circus via interviews.

Beal's program Tuesday was Paul Horumpo, midget, who created a sensation last week in New York when he faced an escaped tiger, clubbed him over the head with a mallet and held him until snared. Paul, under three feet, stood on a chair for his airing.

On Wednesday Beal queried Art Concello, flyer. Thursday Beal asked William Heyer questions that revealed some of the secrets of training horses. Each period ran 15 minutes.

From another source WORL brought the feminine side to the radio audience via the *Woman of Tomorrow* program, conducted by Elizabeth Hart. Her first guest (Tuesday) was Theol Nelson, acrobat. Miss Nelson is Snow White in a walkaround accompanied by the Seven Dwarfs. On Wednesday Marian Bordner, aerialist, was brought before the mike. On Thursday Miss Hart interviewed Estelle Butler, a Boston girl, whose father, Roland Butler, is the general press representative for the circus. Miss Butler is a rider in the show.

Cole Bros.' Chi Engagement Poor

CHICAGO, May 7.—Engagement of Cole Bros.' Circus at the Chicago Stadium was the worst, from a business standpoint, that the show has had since it was organized. A combination of poor business conditions, bad publicity breaks and other factors is blamed for the poor showing.

It had been expected that business would pick up materially during the second week when local schools were closed, but it failed to materialize. Best houses were Wednesday and Thursday, but this was due mainly to the fact that no passes were honored after Thursday. Business very light both matinee and night on closing day.

ROCHESTER, Ind., May 7.—Cole Bros. Circus started its canvas season here May 2, under a new big top, a 160 with three 60s. Charles Young is superintendent of canvas, assisted by Joe Kuta. Big attendance at both performances. Seen on lot were Ralph Clawson and niece. Clawson left May 5 to join Ringling-Barnum show.

Cole Bros. can boast of one of the best lighted circuses. Louis Scott is light superintendent. Paul Sirlin, of Art Neon Co., placed a 30-foot sign circus entrance, 20-inch letters; a 15-foot sign on Side Show, 20-inch letters. Big show and grand-stand ticket wagons are incased in new lights.

In cookhouse are Al Dean, steward; William Waters, chef; Howard King, John Cherva, steam table; Robert Sigler and Chick Waters, fry cooks; Steve Cherry, butcher; Milton Barber, stove man; J. W. Nix, bread and butter; Orville Burgess, fireman; Forest Rennee, steam cook; John Thomas, wagon boy, and Robert Hutchinson, pots and dishes.

Big top lights—Louis Scott, superintendent; assistants, Clarence Brown, Louis Corbin, L. Miller, Frank Holcomb, Chester Anderson, William Knowles, Tom Crossman, James O'Grady, Robert Hamilton, Oliver P. Hayslett, Ralph Hanna and Jack Morris.

Among visitors, Mrs. Louise Finn, William Gaffrey, Mr. and Mrs. Bart Clickard and Mr. and Mrs. Joseph Wren. Wren has joined the Sheesley shows.

Sunday Shows Banned

INDIANAPOLIS, May 7.—For the second time this season a scheduled circus performance on Sunday has been banned because of protests by the Indianapolis Ministers' Association.

Cole Bros.' Circus scheduled to play here Saturday and Sunday, May 7 and 8, was forced to drop the Sunday performances and give three shows on Saturday instead.

Last month the Hagenbeck-Wallace Circus was forced to cancel a scheduled showing on Easter Sunday in the face of a threatened city ordinance ban. Following that the city council considered a ban to prohibit all showings of circuses on Sundays in the city. Action on the proposed ordinance was deferred at the last meeting of the council May 2. It is expected that at the next meeting of council, May 16, the ordinance banning circuses on Sundays may be passed.

Reason for three shows on Saturday was that the Indianapolis Orphans' Home Auxiliary was to have benefited from receipts at the Sunday performances. Under the revised schedule the organization benefited from the last show on Saturday night at 9 p.m.

CANTON, O., May 7.—Controversy over Cole Bros.' Circus parading on occasion of its engagement here May 19 ended okeh to all concerned with receipt this week by Mayor James Secombe of a letter from executives of the show assuring him that the circus would parade here as it agreed when a permit was granted early last spring. Altho the show is not making a parade, it is assumed some sort of a makeshift parade will be assembled here.

Mass. Federal Show May Become Miniature Affair

BOSTON, May 7.—Circus season for the Massachusetts Federal Theater Project is in a dubious state. Unless Thomas D. Senna Sr., assistant State director, can lease tents for the show the circus will become a miniature affair, according to tentative plans.

The FTP is not doing business this year with last year's lessors of tents.

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3 RING CIRCUS
Featuring **JAPINO**
Sacred Black Elephant

CIRCUS PICTURES
Ringling Spec. in Garden—Ringling Side Show—Entire Tim McCoy Wild West Lineup (Picture taken day Show folded). All pictures 12x20 inches. \$1.25 Each. E. J. KELTY, CENTURY, 110 West 48th St., New York City.

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BEST WISHES

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FRANK BUCK

THE WALLENDAS

and

THE GROTOFENTS

WORLD FAMOUS THRILLERS

— Greetings from —

RUDY RUDYNOFF

WORLD'S FOREMOST MENTOR OF FREE RUNNING HORSES

&

ERNA and RUDYNOFF, Jr.

P. S.—I wish to state that I am not in charge of any other act except the Liberty's act and our three outstanding High-School Horses—OMAHA, LUCKY STRIKE and SIR LINDY. Also Rudynoff, Jr., with his only High-School Great Dane Dog, BEAU.

The SPURGATS

ELASTIC EQUILIBRISTIC MARVELS

with the New Sensational Balancing Trick—Teeth to Teeth

AND THE WORLD'S MOST BEAUTIFUL LIVING STATUES

Leo Spurgat Is the Originator of the Sparkling Silverpaint — Both Acts in the 5th Season

GREETINGS TO FRIENDS EVERYWHERE

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"LITTLE OLD GRANDPA"

BERT

Aerial
Contortion
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DEARO

CORINNE

Bareback Rider

NORMA HUMES

HIGH JUMP

GORDON ORTON

Domestic Animal Trainer

Going strong after 51 years in the business.

MARCO BORELLO

The only man in the world who acrobats under a horse's belly and up between the hind legs.
Performed Since 1930.

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Animal Covers, Props and All Accessories
Worn in the Circus and All

UNIFORMS

& BAILEY COMBINED SHOW

Greetings to our friends Everywhere

TERRELL and DOLLY JACOBS

ANIMAL TRAINERS

RINGLING BROS. and BARNUM & BAILEY COMBINED CIRCUS

WILLIAM

HEYER

TAMARA

TRAINER OF HIGH-SCHOOL JUMPING
and LIBERTY HORSES

HIGH-SCHOOL REARING
and FIRE JUMPING HORSES

RINGLING BROS. and BARNUM & BAILEY CIRCUS

For the First Time in Circus History Ringling Bros. and Barnum & Bailey Present ALONE in the Center Ring

The CRISTIANI FAMILY

Proclaimed by Press and Public as the Greatest Exponent of Equestrian Skill

The Most Copied Act in the World . . .

AUSTRALIAN WAITES

Stock Whip Manipulators
Extraordinary!

(BILLY WAITE)

Routine, Ideas, Presentation and Original Features Fully Protected.

Something New Under the Sun

The



PARROFFS

THE UNUSUAL IN THRILLS

Working Alone in the Center Ring

LOOK!! ★ ★ ★ 11TH SEASON!!

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BACK IN CENTER RING

With Novel Risley Tecterboard Combination
Regards To All Our Friends Everywhere

The

SIX ANTALEKS

World's Greatest Balancing Sensation

"Reckless"

Riding Two Horses in a Sensational Roman Leap Over a Flaming Automobile.

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100,000 costumes in stock to rent for any type of entertainment. Send us list of your next requirements for our estimate. Uniforms of every description. Write for our catalogue and prices.

Under the Marquee

By CIRCUS SOLLY

FLETCHER SMITH is on the advance of World Bros.' Circus.

ARTHUR L. SPRINGER is big show announcer and handling radio programs and press with the Barnes show.

FOUR KRESSELLS were at Trout Festival, West Branch, Mich., April 29-May 1 and have more outdoor dates to follow.

GARLAND'S DOG CIRCUS is appearing in connection with dog shows throughout the Middle West.

DR. JOSEPH M. HEFFERAN, of Harris Bros.' Circus, reports things going better after a wet spring and tough business conditions.

BRIGADE of Ringling-Barnum show landed some choice banner locations in Reading, Pa., for June 3, says Ed Sign Daly. No. 1 car was billing there May 3.

LESTER B. DeMAY, with Ringling-Barnum, while in Boston visited Juanita and her Champions at Boston RKO Theater. Juanita is with the Mae West act.

GLENN (CHICO) DAVIS says he will produce clown numbers on Spartan Bros.' Circus, assisted by Winkie Anderson and five other joey. Bus Grey's Wild West will be concert attraction.

CARL LASATER left Hagenbeck-Wallace Circus and joined Charles Siegrist flying act, as catcher, on Heller's Shows at New Brunswick, N. J.

OWNERS of those circuses whose grosses are way off as compared with last year are determined to carry on. If business for them does not improve soon retrenchment is bound to come.

JOHNNY AND BEE BAKER, of Alton, Ill., visited with Hazel Peterson and others of Russell Bros.' Circus at Litchfield, Ill. The Bakers were formerly with Russell. Miss Peterson has the tax box.

B. H. NYE cards that Beers-Barnes Circus is a dandy looking show with new canvas, trucks beautifully painted and in A-1 condition. Says that at Abingdon, Va., show had very light biz.

BILLY STILES is at Veterans' Hospital, Ward 5, Johnson City, Tenn. He has pleurisy. Was with World Bros.' Circus as Side-Show manager. Letters will be appreciated.

SELIKA, three-year-old Bengal tiger in Clyde Beatty's act with Cole Bros.' Circus, died in the Chicago Stadium from wounds it received when Memphis, a lion in the act, attacked the tiger during a performance.

FIVE FLYING FISHERS and Four Sensational Jacks, free acts with Greater Expo. Shows, motored to St. Louis, Mo., from Alton, Ill., where they were playing, to visit friends working the Police Circus.

RUSSELL G. KNISELY is in the St. Thomas Hospital, Akron, O., suffering from a nervous breakdown and spinal ailment. Would appreciate hearing from

FOR SALE

Exquisite collection of Miniature Circus Equipment. One inch to the foot scale. ALL TAGGART made. Cages, Wagons, Tabs, Mounted People, Draft Stock, Tents, Side Show Banners, Ticket Wagon, etc. For list of Equipment, price and detailed description, write to

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MURPHY BROS. CIRCUS

All Privileges open. WANT Help in all departments. Tom Arden wire. Office Men. Saul wire. WILL BOOK OR LEASE Elephant. Ground Acts.

COMMUNITY CIRCUS CELEBRATION,
May 26 to May 28.

Write W. J. MURPHY, 809 Braddock Ave., East Pittsburgh, Pa.

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FOR ANY SUNDAY IN JUNE.

Complete Circus. Would also consider May 29 and 30. Location South-Central Pennsylvania. State lowest flat guaranteed.

STEVE GRAHAM, 250 South Broad Street, Philadelphia, Pa.

friends. Some of the boys on the bill car of Robbins Bros.' Circus visited him.

FORD FRICK will be the Fall Guy at the Dexter Fellows Tent luncheon at Hotel Commodore, New York, May 11.

NICK CARTER, manager of privileges and concessions, has been made boss porter of Hagenbeck-Wallace train, replacing Harry Duquette, who has left the show, executives of the circus announced at Steubenville, O.

IN THE PASSING of Mike J. Lyons, manager of the No. 2 car of Cole Bros.' Circus, J. D. Newman, general agent of that show, said of him that he was one of the most valuable men of the advance organization and that he certainly will miss him.

MRS. EDITH RINGLING, 66 (Queen of the Circus), widow of Charles Ringling, has started her 43d season under the big top of the Ringling Bros. and Barnum & Bailey Circus. A lengthy AP story regarding Mrs. Ringling recently appeared in the dailies.

AMONG GUESTS at wedding of Delmo Tiger Wells and Willie Grimes, of Tiger Wells Circus, were Wilson Fullbrite and wife, of Wilson Shows; John S. Fox, of (See UNDER THE MARQUEE page 41)

Robbins Side Show, Concession Line-Up

KOKOMO, Ind., May 7.—Following is data pertaining to the side show and concession line-up of Robbins Bros.' Circus, not included in last week's issue:

Side show: Milt Robbins, manager; outside talker, Barney Cannady; Charles Bryant and L. C. Gillette, tickets; Karl Kartwright, lecturer, also working illusion and ventriloquism; George Durkish, fire eater; Katherine Durkis, illusion; Baby Thelma Williams, fat woman; Sadie and Victoria Anderson, tiger-spotted girls; Col. H. H. Parks, giant; Larry Leuthold, tattooed man; Anthony Sanchez, knife thrower, assisted by Luana Sanchez; Duke Kamakua's Hawaiian musicians and dancers—Pauline Kamakua, Vannie Cannady, Kay DeBorio, Lu Sanchez. Band, P. G. Lowery, director; William Matthews, Sammy Frank, Wilbert Fields, William May, Ben Goodall, Hambone Williams, Billy and Marion Cornell and Alma Williams.

Concession line-up: M. Maltman, superintendent; Thomas F. Kennedy, cashier; Robert Burnett, stock man; E. W. (Slim) Somers, buyer. Outside stands, Mack McKern, candy stand No. 1; Milt Williams, No. 2; Johnny Sullivan, lunch stand; Earl Lexon, helper; Clyde Welsh, candy floss; Jack Hunter, helper; Earl Towe, pop-corn machine; Joseph Sprager, frozen custard; John Mueller, helper; George Browser, porter. Novelty men, James E. Miller, Boston McLaughlin, Harry Lord and Chick Underwood. Candy stand porter, George O'Connell; seat men, Joseph Johnson, Fred Early, James Nelson, Guy Dryer, Frank Ustes, William Boles, James Fredericks and Fred McMurray.

At opening of show here George Buck, hostler, was kicked at base of brain by baggage stock horse. Is in hospital here. Among visitors were Emery Stiles and wife, Al Dean, Ray and Bobbie Collins, Eddie Billetti Troupe, George Graff, Frank Martin and Charles Maloney and wife.

Some Ohio Stands Good

AKRON, O., May 7.—Several major adjustments have been made around Robbins Bros.' Circus since it opened at Kokomo, Ind., April 30 and everything was moving smoothly here Thursday. Manager Jess Adkins said other adjustments are planned.

Lima gave show big business. Minster, Sunday stand, was not up to expectations due to late arrival in the afternoon from opening stand. A 5 o'clock matinee was given, but thousands attracted to the lot had left. Night business was fair. Marion just fair, with light matinee at Wooster but good crowd at night. Akron biz was good at night after a light matinee. Parade was called off at Wooster when the show got in late and waited for an elephant at Marion from the Cole show.

Parade went out at Akron before noon and thousands lined downtown streets.



ED RAYMOND is producing clown with Barnett Bros.' Circus. Has been a joey for 19 years.

All new canvas is an impressive sight on lot. At Wooster show played day and date with the Kathryn Kinsey Comedy Co., a rep tent show, and the entire personnel were guests of circus management at afternoon performance. Jess R. Edwards, Doc Kerr, Phil Phillips, Jack Nedrow, K. C. De Long, Pete Mardo, Doc Jones, Glen Wagner, Nick Heinick, Ralph and Howard Peters, Ray C. Wallace, Fred Work and Basil McHenry have visited show. Floyd King, general agent, was an all-day visitor at Akron.

Dennison Canceled

DENNISON, O., May 7.—The Sunday, May 8, date of Robbins Bros.' Circus here was canceled, Mayor Robert Maxwell announced. Management of show abandoned engagement on recommendation of the mayor after opposition had been registered by ministers and church groups. Stand had been billed for a distance of 35 miles and newspaper exploitation had progressed up until a week before play date.

Big Biz for Polack At Vancouver, B. C.

VANCOUVER, B. C., May 7.—Land-office business was done by Polack Bros.' Circus here recently for a week, sponsored by Gizeh Temple Patrol for its welfare work. Show was held in Vancouver armories and played six evening performances and four matinees.

The patrol officials gave the attendance as 7,000 paid admissions. Seats were sold for 40 cents; 25 cents for children.

Christy McDevitt, a local man, made an excellent job of looking after publicity for the circus, so much so that Irv J. Polack engaged him for completion of his Canadian tour.

Duttons With Pagel Another Six Months

CINCINNATI, May 7.—Nellie Dutton, William McK. Bausman and Evelyn Stephens, who comprise the Dutton act, have again extended their contract with Pagel's Circus, this time for six months, Bausman radiographed *The Billboard* May 4 from Capetown, South Africa. They were to close this month.

The Pagel show, Bausman further stated, is heading north into virgin territory. It has just played Capetown after an absence of almost 11 months. Business all along the line has been very good, with Pagel skipping the several drought-stricken districts. Big weeks were had in both the port towns of East London and Port Elizabeth, and from there the show moved back thru the fruit belt (grapes) and into Capetown.

Pagel purchased a new top for the East London date—a 95 with a 40 middle (he has two middles but uses only one at a time). Africa is hard on canvas and a top rarely lasts more than a year. Pagel buys the best available and has it shipped from Glasgow.

Floyd Bell Back on Job

BOSTON, May 7.—Floyd Bell, former press agent for Ringling-Barnum Circus, is back at the publicity chief's desk of Suffolk Downs race track after a siege of illness.

Dressing Room Gossip

DOWNIE BROS.—Playing on the beautiful city lot in Chillicothe, O., notice several performers out early with their cameras. Harold McEvoy just finished his fourth roll of films. Noticed Tommy Hodgini having quite a time trying to get Tony Scala posed for his new candid camera. Harry LaPearl posing his toy dogs for some pictures, Tony Jr. even smoking a pipe for one shot.

Caesar DeLiberto turned out to be quite a buyer of tires when he made a 16-mile jump via the thumb route. Finally made a purchase at 4:30 a.m. and went happily on his way. Etta Hodgini had a "reserved seat" from the back of the Hodginis' housecar when show played Huntington. The bridge club recently made its initial bow in backyard between shows, and Isabelle Gilligan, Ruby Hoyt, Jeanette Wallace and Georgianna Larkin taking turns at dealing. Arlene Kenitz, of Cress Troupe, is going over nicely with her triple somersault to chair in program. Dorothy Cress is scoring with her flip-flops around hippodrome track.

Joe Hodgini and family busy every day breaking in new dapple gray horse, Dick. Butters Troupe never miss their Monday, Wednesday and Friday sessions. Karl Larkin and his clubs playing hit and miss with Johnnie Bossler. Mickey Larkin has his school open daily in big top, teaching the boys arithmetic. Catherine Pearce is learning to mount swinging ladders.

Fred Leslie, old-time singing and talking clown, recently was the guest of Roy Leonhardt and Harry LaPearl. Charles Conover, veteran clarinet player, of Bedford, Va., was guest of the band and sat in and played show with the boys. Joseph MacDonald was on the lot at Huntington. Noticed several of Hagenbeck-Wallace billposters at the show in Beckley. Charles and Peggy Kline just stepped in the backyard, so I'll sign off and renew old acquaintances.

EDDIE KECK.

BARNES-SELLS-FLOTO—The baseball feud is really on around the backyard. Tommy Waters has succeeded Johnny Overa as manager of dressing-room team, winning from ring stock and property men to date. Notice Milt Taylor warming up his typewriter. Have a hunch he is getting ready to write for a quantity price on films, as Milt holds the record for taking more good shots than any of his competitors. When argument gets too hot Milt quietly and cleverly turns to his files and produces a dated picture showing place and time of last blowdown, thus settling argument.

Then there is Johnnie Tripp, the only quiet fellow in Clown Alley (when he is asleep). This is Johnnie's first season on this show, but with his 30 years' experience with all of 'em he is gradually building up his defense so that when all of his brother artists start riding him about saving his haircut money to buy *The Billboard*—so that he may know who's who and why—he is prepared. I understand that Homer Goddard gets more laughs than Johnnie Tripp when this team does its boomerang hat walk-around. Of course, I dunno, but understand Homer practices between shows.

Bones Hartsell, Bob Wallace, Jim Flarety, Jack Joyce, Frank Phillips and Homer Goddard have been appearing on numerous Barnes radio programs. You brothers with dressing-room radios, get ready to stoop, squat or squint to tune in on a Coast-to-Coast broadcast, for these boys are really going to town! The last time I put Milt Taylor and Johnnie Tripp on the air they put on real (modified) Clown Alley rib. As referee, I held up both their hands, calling it a draw, and everyone was satisfied. Curley Phillips is back again, joining at Ventura. He was doing very well with his "Chill business" in Glendale, but didn't like a "Chill business," and ever since he joined he found he was right back in a "chilly business"—maybe July and August will be warmer.

Fay Avalon is on both feet again after having been on crutches for couple of weeks. Ernie Firth joined about a week ago and is working seal act and doing okeh. Ray Harris is as quiet as ever, but when he does say anything it really counts. At least that's what the boys claim who have studied Shakespeare.

ARTHUR SPRINGER.

HAGENBECK-WALLACE—Today, May 4, the weather so warm that the first (See DRESSING ROOM on page 41)

Hagenbeck-Wallace, Second Show In Cincy, Has Good Attendance

CINCINNATI, May 7.—Following the Col. Tim McCoy Wild West Show on the Cumminsville lot, the Hagenbeck-Wallace Circus, lot 1-2, had a very good engagement. McCoy was here April 27-28 and did just fair business, as mentioned last week.

With ideal weather conditions for the local engagement, the top of H-W was almost filled for the two performances the first day. On the following day matinee was fair and at night a house that was nearly filled. It appears as if the folks in Cincy go more for circus than Wild West entertainment.

H-W was well billed here and the dailies carried plenty of stories and art. Since showing in this vicinity at Covington, Ky., April 19 the performance has been speeded up considerably and is running in mid-season form under direction of Poodles Hanneford. Poodles, who did not appear in his big riding act at Covington due to an injured finger, is again in program and riding

as well as ever. His daughter, Gracie, also is doing some fine riding. Several acts have been added recently, an aerial bar turn by the Escalantes, two working straight and two doing comedy; Misses Escalante and LaForm, performing heel and toe catches on swinging trapeze. Very creditable work is done by all. Some new clown gags also have been interspersed in program and these are registering.

In a recent detailed review of show it was stated that show had two flying return acts, but the names were not included. The flyers are the Escalantes and the LaForms and the acts are two of the best in the business.

There has been considerable improvement in the presentation of the Blacaman acts—"hypnotizing" of crocodiles in the big show and lions in the after-show or concert. Along with the crocodiles he also places a rabbit and a chicken under his "spell." Many people have remained for the concert attraction.

Manager Howard Y. Bary stated that show had fairly good business since exhibiting in Covington.

Last Sunday night he gave a special dinner party in the cookhouse. Guests were Mr. and Mrs. Zorniger and son, Frank Jr., of General Motors Co.; Mr. and Mrs. M. H. Woody, broker; R. H. Cooker Jr., Florence Gebhardt and Herbert Flaig, of Radio Station WLW. Several members of *The Billboard* staff were Mr. Bary's guests in the cookhouse Monday night.

Stuebenville Turns

STUEBENVILLE, O., May 7.—Despite a heavy downpour coming just as the doors opened for night performance, Hagenbeck-Wallace Circus attracted better than a three-fourths house here at night May 5 and a near-capacity matinee. It was the second rain since show took the road April 16 and let up before night show had ended.

Executives said business in Ohio has been better than they anticipated. H. C. (Ty) Colvin did a swell job of handling the press here. Colvin, it is said, landed the first circus art in *The Zanesville Times Recorder* in many years. Had the schools dismissed here and at Zanesville and is credited with radio build-ups in both cities.

Side Show got a big play here and, according to Mel Smith, manager, has been jamming them in at all stands. At Warren, O., H-W show was only 14 miles from Robbins Bros.' Circus, which was exhibiting at Youngstown, and there was much visiting between shows.

Large Crowds Closing Day For Barnes in San Francisco

SAN FRANCISCO, May 7.—The Al G. Barnes-Sells-Floto Circus ended its engagement here Sunday night after a four-day stay. Rained threatened nearly every performance. Grounds were soggy following a downpour night before opening. Clearing skies closing day drew large audiences afternoon and evening.

Show was set up on new grounds at Army street and Protero avenue, spot being closer to town. Business was up to standard. Side show likewise did good business, Manager Art Windecker reported.

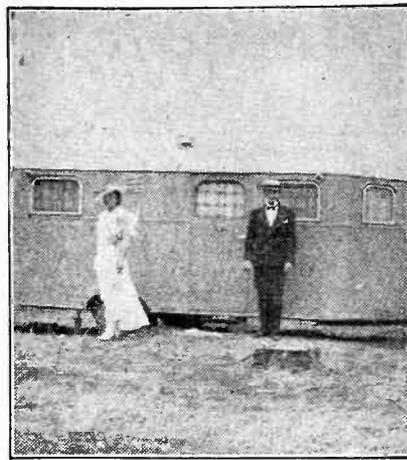
BARNETT BROS.

(Continued from page 34) cents for matinees. William Desmond, Western film star, and Texas Ted Lewis, with a capable company of rodeo performers, offer a creditable concert.

Despite continued rains in West Virginia, canvas made a good showing here. Wardrobe is fine and stock in excellent condition.

The Program

Display No. 1—Tournament. No. 2—Smith Trio, bar act. No. 3—Special announcement, introducing William Desmond. No. 4—Clown band. No. 5—Ring 1, head balancing; center, traps, Esperanza; ring 3, Frank de Rizkie. No. 6—Ring 1, elephant, Babe Woodcock; center, elephant, Norman Knight; ring 3, elephant, Winnie Newell. No. 7—Foot slide, Pat Knight. No. 8—Barrel kicking. Ring 1, Enos; ring 2, Enos; ring 3, Tan Araki. No. 9—Liberty act, presented



FRED AND IRENE LEDGETT and their beautiful Royal Sportsman Coach. Ledgett is equestrian director of Sells-Sterling Circus.

Stanley Wathon Sails; Herbert Hagenbeck Remains

NEW YORK, May 7.—Stating that he will probably return to this country within the next two months, Stanley Wathon, European booker and talent scout, sailed for Hamburg, Germany, May 2 aboard the S. S. Europa. Wathon, who with Herbert Hagenbeck arrived here several weeks ago in the quest for circus and theatrical talent, announced that he found very few attractions fitted to his needs. In most cases, he said, American acts or foreign acts working here for any length of time refuse to work in Europe because of the vast difference in salary scale. "We can't pay what big shows are paying over here," Wathon said.

Hagenbeck, member of the well-known circus and zoo family by that name, did not return with Wathon. Understood that he will remain here indefinitely to continue negotiations for a wild animal attraction at the New York World's Fair.

Local 23 Installs Officers

SIOUX CITY, Ia., May 7.—At regular meeting of Billers' Alliance, Local No. 23, held May 1, following officers were installed: S. C. Samersom, president; C. B. Gano, vice-president; B. W. (Pat) Butler, business agent; L. M. Preston, secretary-treasurer.

WRANGLING BETWEEN—

(Continued from page 34)

this year's show. This is not being carried out, he said, and many men, on the show in 1937 and AFA members, have been refused jobs this year.

Trains Arrive in Brooklyn

Trains arrived in Brooklyn this week from Peru and Sarasota bearing rolling equipment of the Ringling-Barnum show and setting-up procedure began immediately. Peru unit, consisting of nine stock cars with 256 head of baggage stock; one flat, with four cat cages for Terrell Jacobs, and one coach with workmen, arrived Tuesday night at 11:30. Sarasota contingent arrived exactly one day later, with eight coaches, three stocks and 24 flats.

Erection of tops began immediately under direction of Frenchy Haley, James Whalen, regular boss canvasman, having been left in Sarasota due to illness. Haley has been in charge of layout for many years, but will substitute for Whalen until the veteran canvasman is able to return to work.

George W. Smith, general manager, arrived Thursday from Boston to supervise work. Smith had been with the performance thruout the New York and Boston dates.

PERU, Ind., May 7.—Last 1938 rail movement out of city was made Monday when Ringling-Barnum special left for Brooklyn. Steve (Red) Finn was in charge.

Two, four, six and eight-up drivers contracted are William Block, Thomas Delziel, Charles Gable, James Gould, Harrison Johnson, Eddie Moore, Emil Samp, Charles Sherrell, Stanley (Eva) Wacht, Ted White, Glen Adams, Charles Arnold, William Baker, Frank Baker, Harry Baker, David Blanchfield, Clarence Bands, John James Clancy, Thomas Clancy, Ward Collins, Michael Harris, Conley, Harvey Cook, Jefferson Cox, James Colgate, Walter Covert, James Dalles, Guy W. Dean, James Ray Dixon, Edward G. Diebail, Dan Driscoll, Thomas Eaton, Benjamin Frey, Donald Falconer, Harry Gabbert, Glen Gerrard, Carl Haton Griffin, George Hapuer, James Howerton, William Clayton Karr, George Richard Kelly, Sam Kellogg, Jack Kilborn, Bert King, Richard Kissell, Floyd Keller, Morley Kinsman Lansing, Chester Liggett, Thomas M. Linnart, James McGuire, Charles Hack, Oscar Martin, John Miller, Fred Moore, Dell M. Murphy, Charles Louis Mitchell, Irvin Mondy, Dan Murphy, Harry Nelson, Henry Oliver, William Patterson, George F. Raberge, Carl Rice, Robert Russell, Thomas W. Rogers, Emmett Sanders, Michael Smith, Isaac Jamison Stone, Frank Seloc, LeRoy Schultz, James Bewer, Jack Frank Walton, Henry Clay Warren, Walter J. Wood, John Wright, James Douglas Wright, William W. Wright, William Young, William Arthur Zastron, Hugh Zhe, Joseph Zeigler, George Annett, Harry Smith, Leo Shay, William Flaherty, Carl Montgomery, James Reynolds, Steve Latz, Melvin R. Grey, Patrick Kramer, John Lehman, Harry Sittlock, Charles Steward Ross, Charles Houston, Eddie Andres Tulpe and Raymond Ortman.

The Staff

O. C. Cox, manager and operator; W. A. Rogers, assistant manager, in charge of ticket wagon; Bill Tumber, side-show manager; J. West, press with show; Ralph Caution, inside tickets; Oscar Wiley, general agent; Keller Pusey, front door; Doray Miller, contracting press agent; Leonard Littman, story man; Ira Haynes, band director and mail agent; Shorty Gilson, boss of canvas; Jimmy Raggio, assistant; Deacon McIntosh, chief mechanic; Davy McIntosh, assistant; Eddie Brodie, chief electrician; Si Murray, with nine men, commissary; Bert Pettus, elephant boss; Tommy Burns, equestrian director; Mose Becker, boss butcher, with 11 men; Peter Logan, menagerie stands; H. W. Morris, 24-hour man.

Vestal Pruitt is car manager; Virgil Pruitt, boss billposter, with five men.

The Side Show

Bill Tumber, manager; Bill Woodcock, Ted Milligan and Pete Hauz, ticket sellers; Harry Swank, doorman; Red Aldridge, boss canvas. Attractions: Charles La Bird, inside lecturer and Punch and Judy; Thelma Bryant, Australian bird act; Landau, monkey girl; London, alligator boy; Tex O'Connor, musical cowboy; Lizzie Osborne, Doris Milligan and Ann Holdridge. Band and minstrels, Jones Belle, leader; Otis Jordiar, trumpet; James P. Morgan, trumpet; James Bussey, trombone; Joseph De Ment, tuba; Sam Gardus, saxophone; Davit Nelson, drums and comedian; Livett Gardner, Essie Jordiar and Sarah Thomas, singers and dancers.

CLOWN ALLEY: Ed Raymond, producing clown; Iza La Bird, Charles L. Bird Jr., Howard Bryant, Jack Rogers, Searle Simmons, Johnny Knaar.

WILD WEST: William Desmond, Texas Ted Lewis, Dorothy Lewis, Midge Dever, Dal Dever, Chief Keyes; Howard Bryant, comedian, and Mildred Harris. Program: Whip cracking, Midge and Dal Dever and Ted Lewis and Mildred Harris; trick rifle shooting, Chief Keyes; horse catching, Ted Lewis and Dal Dever; trick riding and roping, Midge and Dal Dever and Mildred Harris and Howard Bryant.

BAND: Ira Haynes, director; Andy Martin, Joe Valanches, Jimmy Vinson, cornets; Al Henry, Pete Smith, clarinet and sax; Bob Beatty, bass; Jess David, baritone; Walter Parnell, Carl Kubler, trombones; Bill Wymore, snare drum; Charles Bird, bass drum.

Advertising Car Rosters

MARYSVILLE, Calif., May 7.—Included in the roster of the No. 1 car of the Al G. Barnes and Sells-Floto Circus are Jack E. Austin, manager; Don Hanna, contracting press agent; George Lowe, boss billposter; Todd Golding, boss banner man; Loyd Cronkrite, banner squarer; Mack Powell, boss lithographer; billposters, Rosco Stevens, Jess Lane, Lee Kraft, Del Ulstad, Ernest Bird, William Burkhardt, William Jackson, Raymond Ivers and Ed O'Malley; lithographers, G. W. Hanna, Ed Caupert, Bill Dowd, Manny Gunn, H. E. Wilson, Chester Reese, Dick O'Brien; Tom Brassil, pastemaker; No. 2 car, R. P. Huth, manager; Charles Evans, George Orth, Ripley O'Rourke; checker-up, Nick Wagner.

CINCINNATI, May 7.—On the No. 1 car of Cole Bros.' Circus are Clyde H. Willard, manager; Robert Hiatt, special agent; H. H. De Lotel, boss billposter; James Gephart, boss lithographer; Henry De Genoa, boss banner man, and the following billers: P. S. Kingman, Fred W. Perry, F. Harry Fink, G. A. Blodgett, E. A. Prosser, Nelson L. Thomas, Jack Fitzpatrick, Dick Powell, F. A. Thalhoffer, Joe Weeger, Ray Long, James R. Ramsey, Earl L. Dick, H. P. Raymond, M. C. Woodward, Robert T. Stiles, Tom Jones, Norman Lombard Jr., M. M. Becher, Reed Tittle, Charles A. Tlpka, C. E. Hager; Charles Kindred, porter.

AKRON, O., May 7.—Personnel of the No. 1 car of Robbins Bros.' Circus includes William Backell, manager; Bernie Head, press; C. E. Davis, boss billposter; Joe Hawley, Richard Talley, Oscar Lind, Edward Chrisman, Dave Smith, Roy Backell, Russell Alexander, Sidney Middleton, William Hubh, Harry Kackley, John Cousins, Harold Kilpatrick, Harley Lee, William Hillard, E. A. Earwood, billers; Lloyd Davis, porter, and Sol Durrett, cook.

Down Memory Lane

Do you remember when Ora O. Parks was a theater manager?
Roland Butler a commercial artist in Boston?
Ben Austin a ringmaster with the old Gentry Bros.' show?
Joe Donahue an actor?
Buster Cronin sold advertising banners?
Jess Adkins sold pictures for the Fox Film Co.?
Ira Watts ran the Blue Bird restaurant in Memphis?
Theo Forstall attended Lehigh University?
Tom Mix was a bartender in Oklahoma City?
Floyd King a newspaper reporter on *The Memphis Commercial Appeal*?
Al Butler a salesman for electrical appliances?
Robert E. Hickey press agent for Ralph Hankinson Auto Racers?
Charles Sparks did a clog dance in concert of John H. Sparks' Old Reliable Virginia Shows?
R. M. Harvey worked his way thru DePaul University?
The late James A. Bailey was an advance agent?

The Corral

By ROWDY WADDY

DIAMOND TED LEWIS has returned to Towners, N. Y., from the recent championship rodeo in Cleveland, where he presented his shooting act.

OFFICIALS for the rodeo which will be held this summer in Livermore, Calif., are R. P. Bernhardt, president and general manager; Dr. R. R. Root, arena director; A. R. Kirschner, head timer, and Elwyn J. Mulqueeney, director of track events.

L. M. HEBERT'S annual two-day rodeo, at his ranch west of Beaumont, Tex., opened May 7 with a street parade headed by three of the oldest living cowboys, Hebert, 91; his brother, W. A. Hebert, 89, and Tex Arceneaux, 94. L. M. Hebert managed, with J. I. Bordages assisting as field and arena judge.

ANDY JAUREGUI and Jack Millerick have been contracted to furnish the stock for the Amador County Rodeo to be held in California soon. Event which is an RAA show and will be conducted according to association rules, will have Abe Lefton as announcer and Holmer Holcomb as clown. The Goodriches and Monte Montana have been signed to present the trick riding.

HIAWATHA SUMMERS, who appeared with Curl's Greater Shows and in Cincinnati night spots last summer under the name of Chief Summers, and Chief Wild Braker, formerly known as Joe Braker, have been doing their trick roping and whip-cracking act in Ponsford, Minn., their home town. They report that they will begin a list of fair and celebration dates soon.

REPORTS DRIFTING into the Corral desk have it that Col. Frank T. Diggins and Louis J. Marshall conferred recently in the Hotel Windham, Bellows Falls, Vt., regarding a rodeo to be staged in the East this summer. Diggins is a promoter and resides in Norwich, Conn., while Marshall was a prominent figure in the Wild West field a number of years ago and the owner of Eagle Ranch.

T. W. KELLEY and H. D. Binns, of K-Bar Ranch Rodeo Co., have been contracted to produce the annual rodeo to be held in Dewey, Okla., this summer. Dewey was the scene of one of the first big rodeos back in 1912 and 1913 when the veteran Col. Joe Bartles was the impresario. Bartles still lives there and is assisting Binns and Kelley with their plans. Glenn Condon will handle the publicity end.

INCLUDED IN THE TALENT line-up contracted to appear at the Pioneer Days' Celebration in Ogden, Utah, this summer are Abe Lefton, announcer; Homer Holcomb, clown; Ted Allen, world's champion horseshoe pitcher; Luke J. Pasco and his sheep dogs; Johnny Grimes' educated Brahma bull; Mamie Francis, trick rider and trick rifle shot; Gene Creed, Dick Griffith, Tad Lucas, Pauline Nesbitt and Doris Cast, trick riders and ropers, and Jimmie Nesbitt, clown and assistant bullfighter. Harry Rowell again will furnish the stock. Mayor Harmon W. Perry is rodeo president.

TO CONTESTANTS: A great amount of energy is being expended by committees in staging rodeos and stampedes thruout the United States and Canada. You can play a tremendous part in popularizing these events with the paying public by appearing on the streets and during the program in proper cowboy and cowgirl attire. In other words dress in keeping with the part you play in trying to make the event a successful one. In too many cases this point is overlooked entirely. Try it, for after all you will benefit as much if not more than the committees. The committees are doing their part, let's do ours.

RESULTS of the two-day rodeo held in Willcox, Ariz., recently, follow: Calf Roping—First day, Tommy Rhodes and Buckshot Sorrells split first and second; John Rhodes and Lester Glenn split third. Second day, Hugh Bennett, Jim Hudson, Marion Getzweiler, Team Tying—First day, Boozer Page and W. D. Wear, Boozer Page and Ernest Browning, Jim Browning and Hugh Bennett. Second day, Buckshot Sorrells and Bob Kane, John Rhodes and Jim Brister, Buckshot Sorrells and John Rhodes. Steer Riding—First day, George Aston, Pecos Whatley, Bill Milhan. Second day, Dick Robert, Bill Milhan, Pecos Whatley. Bulldogging

—First day, Hugh Bennett. Second day, Hugh Bennett, Willie Clay.

RECENT EIGHT-DAY RAA championship rodeo held in Cleveland under management of Charles B. Paul Jr. and Cleveland Hockey Club auspices was highly successful from a show, contest and financial standpoint despite the fact that the spot is not rated a good rodeo town. Col. Jim Eskew besides acting as arena director also supplied the stock. His JE Ranch Rodeo furnished the feature exhibitions. According to Fog Horn Clancy, the rodeo's success caused Al Sutphin, president of the Cleveland Hockey Club, to make contracts for an event early in April next year. He has signed Colonel Eskew to again act in the same capacity he held this year, with Charles B. Paul again holding down the rodeo manager position. Injuries sustained by contestants were as follows: Earl West lost four teeth to a bucking Brahma bull. Shorty Hill sustained a fractured jaw in the steer-riding event, while Smoky Stockton fractured his wrist in the same event. Violet Clements was knocked unconscious and severely bruised when a bucking horse fell on her. Tom Mix Eskew sustained head lacerations in the mounted basket ball game. Billy Keen tore ligaments in his leg in the Roman Auto Jump. Others injured were Tommy Wilson, chin lacerations; Rabbit Quirk, knuckles broken, and Ali Baba, camp cook, face burns in a gasoline stove explosion. Final results: Bronk Riding—Vic Schwartz, Hub Whiteman, Ken Hargis, Eddie Curtis. Calf Roping—Clyde Burk, Dee Burk, Harry Hart, E. Pardee. Bulldogging—Jim Whiteman, Hub Whiteman, Tom Breeden, Mike Hastings. Steer Riding—Kid Fletcher, Ken Roberts, Eddie Curtis, George Mills. Fog Horn Clancy, press representative of JE Ranch Rodeo, divided his time between the Cleveland and Pittsburgh shows.

MILT HINKLE'S TEXAS RANGERS Rodeo, in New Orleans April 24-May 1, under Knights of Columbus auspices, drew capacity houses the first three days but failed to click thereafter due partly to tensivity caused by money backing, and when Annie Oakleys were lobbed dailies withdrew support. Final outcome was believed on the red side of the book and may affect the annual event's future plans. Final settlement to contracted performers reported made at 65 per cent of contract salary. Show was produced by John Stewart and Walker C. Mattison, with Shorty Ricker, arena director; George Elliot, announcer; Jack Knight, business manager and arena secretary; Rube Roberts and Harold Jackson, judges, and California Frank and Tom Sutton, timers. Jimmie Nesbit and Hank Keenan clowning. Contracted performers were Pauline Nesbit, Tad Lucas, Claire Thompson, Velda Tindall, Fanny Nielsen, Mamie Francis, Manuel Flores; Louis Tindall and horse, Lad; Jack Brady, California Frank, Leona Lemar, Tex Jones, Earl Sutton, Sammy Stewart, Delos Wilkie and educated cow, Queenie; Don Stewart, Pat Clary and Glorine and Garlene Tindall, the last four named being juveniles. Results: Calf Roping—First day, Homer Todd; Toots Mansfield, Glenn Harper and Roy Sewalt split third. First night, Buddy May, Juan Salinas and Toots Mansfield. Second day, Juan Salinas, Roy Sewalt, Toots Mansfield. Third day, Toots Mansfield, Juan Salinas and Glenn Harp. Fourth day, Harold Jackson; Roy Sewalt and Bill Hedge split second and third. Fifth day, Harold Jackson, Homer Todd, Glenn Harp. Sixth day, Buddy May, Harold Jackson, Homer Todd. Seventh day, Buddy May, Harold Jackson, Bob Elliot. Eighth day (matinee), Bill Hedge, Buddy May, Glenn Harp. Night performance, Homer Todd, Buddy May, Robert Elliot. Finals (total time on 10 calves), Buddy May, average about 24.9; Harold Jackson and Glenn Harp. Bulldogging—First day (matinee), Jim Nesbit, Rube Roberts, Shorty Ricker. Night performance, Shorty Ricker, Sammy Stewart, Bill Hedge. Second day, Rube Roberts, Shorty Ricker, Sammy Stewart. Third day, Jimmy Nesbit, Rube Roberts, Joe Teague. Fourth day, Shorty Ricker, Bill Hedge, Rube Roberts. Fifth day, Sammy Stewart, Joe Teague, Shorty Ricker. Sixth day, Jimmy Nesbit, Bill Hedge, Rube Roberts. Seventh day, Shorty Ricker, Jimmy Nesbit, Bill Hedge. Eighth day (matinee), Shorty Ricker, Bill Hedge, Jimmy Nesbit. Night performance, Rube Roberts, Shorty Ricker, Jimmy Nesbit. Finals, Shorty Ricker with a 9.6 average for 10 steers; Joe Teague, Rube Roberts.

COWBOY STANDINGS for the 1938 Grand Champion Cowboy title as an-

nounced recently by Fred S. McCargar, secretary of the Rodeo Association of America: Vic Schwartz, 1,162; Clyde Burke, 1,107; Eddie Curtis, 967; Everett Bowman, 868; Jess Goodspeed, 838; Jim Whiteman, 798; Hoyt Heffner, 736; Juan Salinas, 696; Buckshot Sorrells, 693; Gene Ross, 683; Burel Mulkey, 663; Joe Bassett, 654; Fritz Truan, 648; Kid Fletcher, 613; John Rhodes, 611; Tom Rhodes, 610; Charles Jones, 595; Tony Altamarino, 586; Maynard Gaylor, 585; Ken Hargis, 509; Harry Knight, 503; Smoky Snyder, 503; Cecil Henley, 459; Allen Crainer, 459; Paul Carney, 454; Hub Whiteman, 445; Roland Curry, 433; John Bowman, 424; Toots Mansfield, 398; Hugh Bennett, 372; Arthur Beloat, 348; Darwin Parks, 340; Eddie Cameron, 336; Jake McClure, 329; Cecil Owsley, 311; Clay Carr, 301; Texas Kidd Jr., 292; Lee Ferris, 287; Homer Pettigrew, 285; Breezy Cox, 274; Jim Hudson, 264; Tex Doyle, 258; Buck Echols, 250; Rusty McGinty, 245; Elmer Martin, 213; Frank Marion, 213; Hugh Clingman, 210; George McIntosh, 208; Dale Stone, 206; Mickey McCrorey, 205; Lawrence Conley, 202; Nick Knight, 201; Shorty Ricker, 199; Jonas DeArman, 198; Bill McMackin, 197; Amye Gamblin, 197; Joe Thompson, 196; Earl Moore, 194; Jack Sherman, 189; John Schneider, 183; Bud Spillsbury, 178; Joel Fleming, 173; Ike Rude, 170; Bob Estes, 170; Hughie Long, 166; But-ton's Yonnick, 164; Duward Ryan, 159; Red Thompson, 154; C. J. Shellenberger, 153; Doff Aber, 150; Rock Parker, 148; Joe Kane, 147; Berry Gardner, 147; Joe Coker, 147; Tom Breeden, 145; Dick Robbins, 137; Stub Bartelmay, 137; Dale Adams, 136 Ward Watkins, 135; Cliff Helm, 134; Dave Campbell, 125; Jim Brister, 124; Vic Rogers, 122; Dick Griffith, 122; Hank Mills, 120; Buck Goodspeed, 119; Turk Greenough, 113; Shorty Hill, 111; Bud Parker, 110; Andy Curtis, 109; Carl Shepard, 105; Bud Cook, 102. Bronk Riding—Vic Schwartz, 1,162; Eddie Curtis, 682; Burel Mulkey, 663; Fritz Truan, 638. Bull or Steer Riding—Jim Whiteman, 760; Kid Fletcher, 528; Ken Hargis, 359; Hoyt Heffner, 314. Bareback Riding—Hoyt Heffner, 422; Smoky Snyder, 399; George McIntosh, 208; Rock Parker, 119. Calf Roping—Clyde Burke, 846; Jess Goodspeed, 838; Juan Salinas, 613; Maynard Gaylor, 561. Steer Wrestling—Gene Ross, 683; Everett Bowman, 516; Tex Doyle, 258; Rusty McGinty, 245. Team Roping—John Rhodes, 611; Tom Rhodes, 610; Tony Altamarino, 586; Buckshot Sorrells, 569.

NINTH SEASON

(Continued from page 34)

heel-and-toe-catch performer, and the dog, pony and monkey numbers worked by Brewer and Portis Sims.

The show is presented in a 100-foot round top with three 40-foot middles. Improvements include the star-back grand-stand section with foot rests and individually numbered seats, much additional nicked rigging and velour pedestal and table covers and painting of every piece of equipment owned by the show.

The new band, directed by Carey Shell and composed of 18 musicians of high-school age, was an agreeable surprise, holding up the program most satisfactorily.

Two additional performances were presented here, and show moved to Denton for performances May 3 and 4.

The Program

Display No. 1—Spectacle, *An Indian Fantasy*. No. 2—Aerial bars, Gilmore Brothers, Charles Brewer, Jerry Spence. No. 3—Riding dogs and monkeys in end rings, Portis Sims and Verne Brewer. No. 4—Big aerial number; five-girl trapeze, Ernestine and Imogene Kaps, Ora Ellen and Betty Bell, Jane Sims; ladders, Flora Lee Bell, Helen Ryan, Kolita and Juanita Hall, Hortense Lang, Dorothy Cox, Ruth Miller, Darline Hatfield. No. 5—Big clown number produced by Lee Reese. Joys are Bill Basinger, J. B. Piper, Jerry and Dan Smith, Harry Lewis, Benny Saylor, Bill and Cad Wingert, A. W. Wells, Art Lanford, J. L. Lynch, Doc Yarbrough, Lacy Wheeler and Craighton Hatfield. Saylor greets the kiddies in the connection before the performance, and Wells, tramp comic, and Bill Wingert work the come-in. No. 6—Seven-pony pick-up, Verne and Charles Brewer. No. 7—High-diving dog, worked by Verne Brewer; wire-walking dog, by Portis Sims. No. 8—Rolling globe, Jerry Spence, Flo Bell, Craighton Hatfield and Doris Marie Norman, using two globes; contortionists, Hortense Lang and Darline Hatfield.

No. 9—Foot slide, Clarence Gilmore; teeth slide, Kaps Sisters. No. 10—Uncle

15 Years Ago

(From The Billboard Dated
May 12, 1923)

Al G. Barnes Circus when it appeared at Newport, Ky., April 28 had what was said to be the largest number of wild and domesticated animals ever under a big top. . . . The Six Australian Kangaroos (Davis Family) joined the Barnes show. . . . Elmer Adair, in aerial bar act known as Four Haas Brothers, was in the King's Daughters Hospital, Portsmouth, Va., suffering from injuries sustained in a fall from one of the high bars April 20. . . . Robson Bros., Rice & Bell Combined Circus opened at Sinking Springs, Pa., April 27. . . . Christy Bros.' Shows added two elephants. . . . Hagenbeck-Wallace Circus played Cincinnati April 30 and May 1 to good business.

Pat Murphy, formerly with the Barnes show, joined the Sparks show. . . . Joe Hodgini was doing his comedy riding number with Sells-Floto Circus. . . . John T. (Jack) Warren was again handling press with Hagenbeck-Wallace. . . . Two veteran circus agents were on the John F. Stowe Show—J. C. Admire, general agent, and W. S. Freed, manager. . . . Hal Crider and wife joined Miller Bros.' Circus at Salem, Ill. . . . Ringling-Barnum made its first road stand of season at Washington April 30. . . . Erma Rudynoff, with John Robinson Circus, fractured her left leg in a fall from her horse when the circus played Muncie, Ind.

Ira Haynes, cornetist, returned to New York April 25 from a three-year tour with the Shipp & Feltus Circus thru South America and the West Indies and immediately joined Ringling-Barnum Circus. . . . Charles Duffy, who worked for the old Van Amberg Circus, the John Robinson Circus and others, died at Minneapolis April 27. . . . Tom P. Horgan, billposter, died in San Francisco April 21. . . . Joseph Pearson Smith, 77, famous in the circus world when he exhibited the celebrated twins, Millie-Christine, died at St. George, S. C.

Ezra and his singing dog, Dexter; clown walkaround. No. 11—Cloud swing, Betty Bell; Roman rings, Jerry Murrell; Spanish web, Jane Sims. No. 12—Liberty horses, Verne Brewer. No. 13—Statues in two rings, with four girls in each group. No. 14—Sharpshooting, Sheriff Luther McCollum and Capt. Tom Hickman, former Texas ranger. No. 15—Bareback riders, Barney Mitchell, Doris Marie Norman and Flo Bell, with Verne Brewer as ringmaster. No. 16—Perch pole, Bill Ritchie and Dorothy Cox; iron jaw, Kaps Sisters. No. 17—Barrel jumping, Otis Johnson and Bill Wingert.

No. 18—Tight wires in three rings, Betty Bell, Clarence Gilmore, Jerry Spence, Verne Brewer, Jerry Murrell, Portis and Jane Sims. No. 19—Chic Sale, clown number. No. 20—Loop walking, Bill Ritchie; heel and toe catches on trapeze; Doris Marie Norman; loop-the-loop trapeze, Flo Bell. No. 21—High-school horses, Verne Brewer, Portis Sims, Jerry Murrell. No. 22—Teeter-board acrobats, Perry and Terry Stephens, Gilmore Brothers, Jerry Spence, Bill Ritchie, Ora Ellen Bell, Charles Brewer, Otis Johnson, Carl Stewart. No. 23—Races, pony and monkey, clown carts and jockey and Liberty horse.

The Staff

Leon Gilmore, manager and equestrian director; Roy A. Stamps, general agent; G. D. Bell, secretary-treasurer; F. X. Schad, legal adjuster; J. R. Evans, transportation; D. E. O'Brien, tickets; Roy P. Wilson, front door; A. Morton Smith, program director and announcer; Carl Kaden, personnel; Joe M. Leonard, press; Carey C. Shell, musical director; G. L. Mitchell, public-address system; Alex Murrell, general superintendent; Verne Brewer, lot superintendent and 24-hour man; Luther McCollum, backyard superintendent; Portis Sims, ring stock; Henry Briggs, boss hostler; J. R. Teague, wardrobe; Jane Harris, R.N., medical attendant; C. C. Patterson, head usher; Lee Reese, producer of clown numbers; O. P. Ryan, steward.

Wardrobe women include Mmes. G. D. Bell, Ted Norman, J. D. Stephens, Harry Spence, W. W. Hatfield, I. and H. Kaps, Leon Gilmore, S. M. Yarbrough, Morton Smith, Katherine Lang and Portis Sims. Back doormen are Ancil Ross and Herbert Kaps.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

WILLIAM WILGUS will be manager of the new roller rink in Moxahala Park, Zanesville, O., said Park Operators Walter Delecampus, Dayton, and George Anagnost, Columbus, O. Plans call for re-vamping of the dance pavilion for roller skating, making it one of the largest rinks in Southeastern Ohio. New skates will be received in time for opening late in May. Freddie Bergin, formerly manager of Skateland, Cleveland, will be assistant manager.

IN SAVANNAH, Ga., new Daffin Park Pavilion Rink is under management of Gottlieb Bros. Opening week drew big crowds nightly, with a floor show, figure skating and hockey. Rink at Gold Star Ranch continues under management of W. M. Carlyle, while Manager Willie Barbee at Isle of Hope Rink reports good business.

"PERHAPS I can answer the question raised by William Llewellyn, of Chicago, in *The Billboard* of April 30 as to origin of the name, promenade two-step," writes Perry B. Rawson, Deal, N. J., member of the skate-dance committee of the Roller Skating Rink Operators' Association of the United States, who went to Europe last summer to observe steps for the association. "It seems that in the last roller-skating boom about 30 years ago American promoters took the idea to Europe and sold England a large bill of goods, rinks, skates and even some dances. About the only dances they had at that time was a collection of two-steps and the spread-eagle waltz. They had three two-steps and it was necessary to find names to distinguish these dances from one another. The two-step itself probably came into being ahead of the promenade two-step, so they kept the name two-step for that particular dance of ours in which the leading foot is brought from the front to the rear on the third step. This dance is still known as the two-step in the United States in sections where it has been kept alive.

"The name promenade two-step was given to that two-step in which the following foot is brought from the rear to the front on the third step. The only reason I could learn for the choice of the word promenade to designate this two-step was a story to the effect that the date of making this choice coincided

with the pre-war ballroom dance craze in which the Argentine tango was all the rage. In the tango one open position fundamental is called the tango promenade. Vernon Castle in *Modern Dancing* refers to the promenade step on page 91. The date of Mr. Castle's book is 1914, so it is reasonable to suppose that the explanation is true.

"The third two-step was called the Boston two-step. It must have originally come from Boston, altho I asked many Boston people about it and no one knew of it. It is a composition of two-step and the old On-to-Richmond step, with the feet lifted quite high (but close) at the transition. Mr. Llewellyn will find the promenade two-step described on page six of the National Skating Association's (England) roller-skating dance test book. It is their first dance in the bronze medal test. By reason of approaching international affiliation the RSROA will no doubt adhere to these names wherever it is possible. Otherwise they may have to change to them later, which would be confusing. In regard to using the name international glide, George Mueller already has a dance called international dance. This is described on page 37 of *Ice Dances*, published by U. S. Figure Skating Association in Boston. The three two-steps mentioned above are all in the English bronze medal dance test. They have a fourth two-step which is more difficult and comes in their silver medal test. It, too, has the name promenade attached to it and also it came from America. It is called the American promenade two-step. It has an alternated heel and toe technique. As to the name chicken scratch, Mr. Llewellyn might write Earl Van Horn, of Mineola (L. I.) Rink, about it. His chickens scratched up this one."

GLEN WALTERS, East Liverpool, O., won the eighth and final heat in tri-State roller speed tournament in Winland Auditorium Rink, East Liverpool, on May 1. Winners will race in finals soon in Winland Rink. East Liverpool placed three in the final event: Canton, two, and Dover, Minerva and Youngstown, one each. Heat winners in order were Dan Pappy, Youngstown; Bob Cochran, Canton; Nelson Dallas, East Liverpool; Dick Boulton, East Liverpool; Johnny Uebel, Dover; Don Rose, Canton; Curley Molan, Minerva, and Walters.

MR. AND MRS. CHARLES SANDY opened a portable rink in Decatur, Ill., on May 4, 400 attending. "Swede" Swanson is floor man and Carl Yagell organist.

LEO MAYTNIER, operator of roller rinks in Akron, Canton and other locations in Eastern Ohio and Western Pennsylvania, said a new floor has been completed and the outdoor rink in Summit Beach Park, Akron, has been re-opened. During winter roller skating was shifted to the park's beer garden building, equipped with heating. Policy will be sessions nightly and on afternoons during picnic season.

THIRD Annual Roller Skaters' Convention, sponsored by Arena Gardens Roller Club, Detroit, will be held there on May 29. Special events are planned.

SHEPPARD'S Rink, under canvas, moved into Clarksdale in the Mississippi Delta after a prolonged stay in Monticello, Ark. Opening night at a downtown stand was good.

ARTHUR KARSLAKE, vet rink operator, who wintered in Lincoln Park, a suburb of Detroit, has gone to Wampler's Lake, near Jackson, Mich., to open a rink for the summer.

MICKEY DUNN, of the floor staff of Arena Gardens Roller Rink, Detroit, opened his summer rink, Fairhaven, Mich., on April 30. Members of Arena Roller Club plan to visit the rink on May 14 and 15.

THEIR trip thru the South was interesting, writes Operator Gordon R. Woolley, Woolley's Rink, Salt Lake City, who made some side trips with Ray Herzog and Gus Harris on their way home from the RSROA annual convention in Cincinnati on April 2 and 3. "We visited rinks in nearly every city thru which we passed," he states, "especially Memphis, Little Rock, Oklahoma City and Albuquerque. Herzog and Harris and yours truly put on some fancy and acrobatic exhibitions which went over well, particularly Ray's cartwheels and splits. Gus handles heavyweights in spins very well and in Knoxville his spinning of Rink Owner Yingst, whose weight is

The Billboard has been designated as official publication for the dissemination of news and other organization announcements of the Roller Skating Rink Operators' Association of the United States.

about 225, brought down the house. Skating business in Salt Lake City for this time of year is better than it has been in many years."

DRESSING ROOM

(Continued from page 38)

swimming party of season was enjoyed by a large group of performers. At Columbus, O., several noted minstrel performers were on hand—Carl Denton, Lester Haberkon and others, also Pat Pickens, former ballet director. At Zanesville Bill Merrick and Charles Katz, assistant manager of Downie Bros.' Circus, also visited. It looks as tho Phil Escalante's dressing-room softball team has improved, as they beat the candy butchers in a return game 23 to 13. Boots Sallee is a new addition to the Wild West trick riders, which include Gale Thomas, Ted Merchant, Betty Merchant and Eddie Vale.

Henry Kyes has added steel electric guitar and vocals by George Oliver, which add color to a somewhat different band concert being presented a la radio with theme song but still retains circus atmosphere. Mel Smith is doing an excellent job of announcing.

Lily Wong, 5, returned to show after a brief illness in Cincinnati. Her mother returned with her.

The new and novel lighting effects added to the already colorful opening presentation are eliciting much favorable comment. And speaking of lighting, I am going to light out for the "House of Davis," where I will have delicious food. CHESTER BARNETT.

UNDER THE MARQUEE

(Continued from page 38)

Fox-White Stock Co.; Bart Hester, of Hester's Rodeo and Wild West. Chicken dinner was served.

LINDA JEAL JULIAN, former famous bareback rider, celebrated her 86th birthday anniversary May 9. She has been living with her niece, Dallis Julian Andrew, in Springfield, Ill., since John R. Andrew passed on May 21 last year. She is hale and hearty and loves to hear from friends.

VISITING NOTES—H. Barrows and wife saw Russell Bros.' Circus at Salem, Ill., and report excellent performance.

MAYNARD (DOC) MAST attended Barnett Bros.' Circus at E. Liverpool, O. J. W. HARTIGAN JR. saw World Bros.' Circus April 29 at Buckhannon, W. Va., and the Tim McCoy Wild West at Clarksburg following day.

DR. J. W. HAYNES, who will be 85 on May 26, returned to his home in LaCenter, Wash., after a week in hospital for rupture. It was first time that he ever had been in a hospital. Haynes was with the old John Robinson Overland Circus and Menagerie. Due to illness and old age, his wife, 81, is a shut-in.

THE BODY of Bertram Mills, who died near London, Eng., April 16, was cremated at Golder's Green, London, and remains buried in the church yard at Chalfont, St. Giles, April 19. Simultaneously a memorial service was held in the

big top of the Mills Circus at Luton, with all performers and hands attending between performances. Show is being carried on under direction of Cyril and Bernard Mills.

REMEMBER when Irma Ward did 315 one-arm swings at the New York Hippodrome during the winter of 1923? By the way, has anyone ever topped this record?

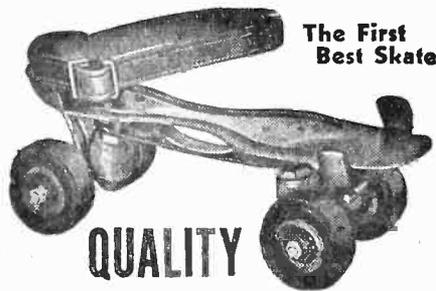
MILT BAKER, of Akron, O., was the subject of a column-long feature in a recent issue of *The Akron (O.) Beacon-Journal*. Story was by "Doc" Kerr, columnist of that newspaper, who told of the experiences of Baker as a circus and carnival billposter and many interesting sidelights of his career with outdoor attractions dating back over a quarter of a century. Baker is with a billposting plant in the Rubber City.

BERNIE HEAD, contracting press representative of Robbins Bros.' Circus, and William Backell, manager of advertising car No. 1, were visited at Wooster, O., by Jack Nedrow, former car manager, now manager of a poster plant at Massillon, O., and by Maynard (Doc) Mast, Circus Fan, and Rex McConnell, *The Billboard* representative, both of Canton, at Akron. Head was guest of the Canton men at dinner while in the Rubber City.

ABE GOLDSTEIN closed with G. G. Gray's Circus first week in April at Bismarck, N. D., and says he will not be with a big top this season. Gray show will resume about first week in June, playing three days and week stands in buildings, mostly in the Middle West, and is figuring on 15 to 20 weeks. Gray has been on a visit to his home city, Peoria, Ill. He and Goldstein attended St. Louis Police Circus and visited with George W. Christy, E. K. Fernandez and performers. On way to Peoria, they saw Russell Bros.' Circus, visiting with the folks, and also attended Cole Bros.' Circus at Rochester, Ind. They went to Fargo, N. D., where Gray will line up acts and dates for the summer.

HERE'S A COINCIDENCE—two big Wild West shows "hitting the rocks" in the same city—Washington, D. C. The new Col. Tim McCoy Wild West, which opened at the International Amphitheater, Chicago, April 14, ending run there April 23 and starting its canvas season at Columbus, O., April 25, folded in the nation's capital night of May 4. Miller Bros.' 101 Ranch Wild West came to an abrupt ending in that city early in August, 1931. It certainly was too bad for the McCoy show, as here was an organization that had the finest of equipment and a performance that had great possibilities. The show, however, did not draw, indicating that folks are not in a spending mood for big Wild West entertainment.

FOLLOWING is from Alfred J. Meyer, Long Branch, N. J.: "Reading the poster article in the Spring Special recalls to memory a poster I had of Sells Bros.' Circus in 1890. This was a beautiful litho of the celebrated Showles equestrian act. It was a perfect likeness of the Great Billy Showles and his wife, Daisy Belmont, in oval inserts. Showles was featured as the champion of champions and his wife billed as the Empress of the Arena. This was the season prior to Sells Bros.' Australian tour, show leaving San Francisco via steamship Minowai for Sydney October 17, 1891. On arrival Showles and William Dutton were forced to break new resin-backs, as their horses were not allowed to land on account of the glanders."



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DETROIT W. F. VOTE ASKED

Petition Council For 1938 Ballot

Public expression at fall election is sought on expo projected during 1940

DETROIT, May 7.—Plans for a World's Fair in Detroit, casually proposed a couple of weeks ago by the City Plan Commission, were given impetus this week with presentation of a petition to city council to have the entire proposition formally placed on the ballot in the 1938 fall election.

The plan was sponsored by Raymond J. Meurer, attorney for United Detroit Theaters, city's largest circuit, and well known thru connections in various branches of show business. He said that he was prepared to circulate petitions for signatures in order to guarantee the plan a place on the ballot.

His proposal is for a five-man commission to have charge of the event, a definite date in 1940 to be set for the proposed fair.

Office Open in Chattanooga

CHATTANOOGA, Tenn., May 7.—Office of Chattanooga Interstate Fair is open in Warner Park with Mrs. A. T. Atwood, assistant secretary, in charge. Joe Engel, president of Chattanooga Baseball Co., is president of the association. Premium list includes three new classes, rabbit show, pigeon show and flower show. A photographic competition will have three classes. Agricultural exhibits will include 4-H Club class, Future Farmers, individual farmers, women's department and Negro school department. More exhibits, prizes and attractions have been secured, said President Engel. Horse racing will be revived. Johnny J. Jones Exposition will be on the midway.

RAY MELZORA and the Flying Melzoras, Saginaw, Mich., were given a full page of pictures in *The Detroit Times*, with a brief history of the act and mention of retirement of Mrs. Jane Melzora, aged 52, her first season off the road since 1906.

BOSTON.—Two petitions dealing with participation of Massachusetts in the New York World's Fair of 1939 have been filed with the Senate clerk for hearing before the joint ways and means committee.



A. L. VOLLMAN, who will produce the pageant, Cavalcade of the Golden West, at Golden Gate International Exposition, San Francisco, in 1939, and who has been busy casting parts in the spec. He produced Cavalcade of the Americas at the Pan-American Exposition, Dallas, and has been identified with outdoor spectacles ever since he began as a concessioner more than 25 years ago at the Seattle Fair.



PHIL C. TRAVIS, snapped above with Mrs. Travis, as manager of Tennessee State Fair, Nashville, is making elaborate plans in conjunction with the board of commissioners for the 1938 event. Attractions are heavily featured at this annual and attendance has been on the upgrade several years, gate marks having been broken on several occasions. The veteran secretary of the board, J. W. Russwurm, has been seriously ill many months.

Vancouver May Bid On Foreign Displays

VANCOUVER, B. C., May 7.—Extension of grounds and early replacement of the eight non-permanent buildings in Hastings Park were recommended by S. C. McLennan, new manager of Vancouver Exhibition Association. He declares some are in bad shape for the purpose for which they were designed.

Manager McLennan believes Vancouver is better placed than Toronto to secure displays of other nations, both from transportation and geographical considerations, and that is a field which this exhibition has yet to develop.

He declared that the Canadian National Exhibition has participants of 16 nations and sees no reason why Vancouver should not make a bid in the same field. He pointed out that in broadening the vision of the Canada Pacific Exposition it could draw on a potential population in Western Canada and tributary territory of 4,000,000.

BROCKTON, Mass.—Richard R. Place, Boston, will return as press chief of the 1938 Brockton Fair.

G. G. Biggies Nix Nudists' Stunt; 2,000 Tied on Gayway Moniker

SAN FRANCISCO, May 7.—Announcement of participation of Argentine in the 1939 Golden Gate International Exposition has been cabled by fair commissioner B. A. Schoch from Buenos Aires. Dr. Roberto M. Ortiz, president of Argentina, has agreed to a proclamation appointing commission and seeking a Congressional appropriation of about \$200,000. Jules Brevie, governor of French Indo-China, announced his country's pavilion will consist of sections for travel, big-game hunting and native crafts, with dining room on second floor serving native dishes.

Federal government has already spent \$5,412,000 on the island, chiefly thru WPA and PWA. Exposition company has added \$5,949,000 to that sum. Lloyds of London, it is said, is laying 9 to 1 that the expo will open on time, February 18. Dr. Phillip Newell Youtz, director of Pacific House, has approved final plans for this theme building of Pacific exhibits. Round-table conferences on international problems will be held there weekly. Music activities are expected to get rolling after a slow start with ap-

MAFA Relations Group Scans Legislative Bills With Eagle Eyes

Excerpts from report of State relations committee of Massachusetts Agricultural Fairs Association at annual spring meeting in Hotel Bancroft, Worcester, on April 22.

House-452: This bill before Legal Affairs was on petition of Edward P. Bacigalupo and Gabriel P. Piemonte, of Boston, and had for its purpose restrictions in granting local licenses "for any exhibition of horses or other live stock, or

for a circus consisting in whole or in part of live stock, within 300 yards of a public inn or hotel having accommodations for more than 100 guests."

The seriousness of this bill was obvious. A large number of persons attended the hearing but the proponents failed to put in an appearance. It appeared that the bill was aimed directly at the Boston Garden and principal opposition came from supporters of the Garden. The association was recorded in opposition. The bill was subsequently voted by the committee "leave to withdraw."

House-828: This bill was on petition of Bay State Greyhound Association, Inc., of Revere, and had for its purpose giving the State racing commission discretionary power to license a horse or dog racing meeting and permitting the licensee to donate the proceeds to charitable purposes. The bill also aimed to extend the number of racing dates for this purpose. Martin Hays, counsel for the Bay State Greyhound Association, when advised just before the hearing that there were a number of persons ready to speak against the bill, including counsel for the Crescent Kennel Club, hastily had the bill withdrawn and the committee voted "next annual session." The bill was not presented for public hearing.

Bill Called Subterfuge

House-829: This bill was on petition of Merrimac Agricultural Association and had for its purpose permitting a State or county fair or any exhibition for the encouragement or extension of agriculture authority to hold dog-racing meetings with pari-mutuel betting without the consent of the racing commission or the approval of the mayor and aldermen of a city or of the selectmen of a town, and the "fee for such racing shall not exceed \$10 for each day of such dog racing."

The bill was evidently subterfuge for associations or societies masquerading under the name of an agricultural fair or agricultural society to conduct pari-mutuel racing meetings. The proponents gave as principal arguments the following: The racing commission was biased in granting racing dates to agricultural fairs, the commission required indorsement from the State department of agriculture certifying an applicant as a "bona-fide agricultural exhibition," the commission imposed restrictions upon applicants beyond the scope of the law; inasmuch as agricultural fairs are interested in the educational advancement of the State, a license from the racing commission should be unnecessary.

Your committee in opposing the bill gave as principal arguments: The petitioners were not speaking officially in behalf of the agricultural fairs of the State, the racing commission was carrying out the letter and spirit of the pari-mutuel law in denying the Merrimac Agricultural Association permission for racing dates, the State department of agriculture could not honestly certify (See MAFA RELATIONS opposite page)

Young Gets Alabama Again

CHICAGO, May 7.—Ernie Young reported that he has been awarded the contract for the entire grand-stand show at the 1938 Alabama State Fair, Birmingham, for the second consecutive year.

Graff Quits Board in Neb.

LINCOLN, Neb., May 7.—Charles Graff, many years a member of the State board of agriculture which governs Nebraska State Fair, resigned this week after a three-year tiff over pari-mutuels being used in connection with the fair.

EUNICE, La.—Three automobiles will again be given away at the 1938 Tri-Parish Fair, said Eloi Guillory, secretary-manager, on opening day and Saturday and Sunday. Space is selling rapidly and there are indications of a record event.

10 Years at Dallas

DALLAS, May 7.—In promotion of the 1938 Golden Jubilee Celebration of the State Fair of Texas here, management has given attendance figures during the 1925-'34 period, totaling 8,110,352. By years: 1925, 731,933; 1926, 502,717; 1927, 1,028,317; 1928, 1,001,624; 1929, 963,074; 1930, 675,327; 1931, 685,674; 1932, 753,746; 1933, 861,592; 1934, 906,148. Average annual attendance, 811,025; average daily, 50,689; averaging opening day, 59,523; average Dallas Day, 96,355; average Children's Day, 122,159; average second Sunday, 152,228; average Negro Day, 48,823; largest single day, 1931, 214,635.

Utah Auxiliary Under Way

SALT LAKE CITY, May 7.—Formation of a women's auxiliary to the Associated Utah Fairs is under way, a meeting having been called by Martha E. Gibbs, State fair board secretary. Mrs. Nettie DeGraff, Heber City; Mrs. Pearl Hunsaker, Honeyville, and Mrs. D. W. Moffatt, Murray, will address a women's gathering of representatives from all over the State.

P. A. Oldfield To Use Air

LINCOLN, Neb., May 7.—Starting on July 1, Barney Oldfield, amusement editor of *The Nebraska State Journal*, is set to go on the air for Nebraska State Fair via KFAB, State's biggest broadcaster. He will probably emcee a farmer's program, being p. a. for the fair.

VANCOUVER, B. C.—Extensions in cattle and swine classifications for the 1938 Canada Pacific Exposition here were announced by Director P. H. Moore. Increases will be given in herdsmen's competition in dairy cattle. Owing to strong interest in light horses, a classification is being prepared with emphasis on classes for juniors.

pointment of Mrs. Lenora Wood Armsby as head of music co-ordinating committee. She is managing director of San Francisco Symphony Orchestra.

Publicists' plans to have George Spray's Los Gatos Elysian nudists present at dedication of Tower of the Sun were nixed by the higher-ups. May 27 has been set as deadline in a slogan contest to break a tie among nearly 2,000 persons who submitted Gayway, winning title, in the search for a name for the fun zone; 180 contestants have been disqualified for breaking rules by submitting more than one name on a single sheet of paper.

Stunt broadcast was aired on Tuesday by CBS. Joe Sanders' Palace Hotel Orchestra was picked up from a United Airlines mainliner. Visiting New York radio editors and several local scribes were interviewed. Expo officials deride rumors that ticket books sale is starting early due to shortage of cash, pointing out that all fairs have an advance sale to assure heavy opening attendance. Wire from Montevideo advised that Uruguayan government is latest to vote participation.

Fair Grounds

ABINGDON, Va.—Abingdon Fair will be revived this year, said Manager G. Y. Booker, as all buildings are to be restored and plans are to put the annual on its former plane.

COLUMBUS, O.—H. A. McGowan, Iron-ton, assumed duties as secretary of Ohio Racing Commission after his appointment by Chairman George Blecker. He succeeds Leige Tuttle, Springfield, resigned, and will receive \$2,500 yearly.

DALLAS—Dennis Pugh, widely known concession operator, was awarded a contract to operate concessions at Golden Jubilee of the State Fair of Texas, it was announced by Roy Rupard, secretary. Mr. Pugh was associated in State Fair concessions with the late Paul Hunter, operator for many years. Permanent fronts and decorative booths will be built by Mr. Pugh, who will decorate to conform with the gold decorative scheme for the jubilee fair.

LA CROSSE, Wis.—Committee of Inter-State Fair Association approved a \$50,000 WPA project for construction and modernization on the grounds. Program, to be undertaken during 1938-'39, calls for refinishing of concrete on grand stand and two new 4-H Club buildings.

GRATZ, Pa.—Entire midway of Gratz Fair will be moved to the former Gratz airport adjoining the fairgrounds. Work has been started on a new race track, and present grand stand will be moved more than 500 feet to the new track.

WHEELING, W. Va.—Appointment of Carl O. Schmidt, Wheeling, as a member of the State Racing Commission, succeeding Leslie Comb, Huntington, was announced.

LORAIN, O.—Resignation of William H. Struck, Elyria, as president of Lorain County Agricultural Society, was announced following refusal of county commissioners to pay \$1,800 of back obligations and provide \$1,200 additional for the 1938 fair.

LANCASTER, O.—Draft-horse showing will be featured at Fairfield County Fair, it was revealed, with plans for a new \$8,000 horse-show stable, to be of horse-shoe shape with 96 stalls.

BLTHEVILLE, Ark.—Largest crowd ever assembled in Mississippi County saw dedication of a new Negro exhibit building on grounds of Mississippi County Fair Association.

ALBANY, N. Y.—Fifty-eight fair associations will receive their apportionment of \$250,000 State-aid funds and checks

will be forwarded to their treasurers, said Commissioner Holton V. Noyes, State department of agriculture and markets. The associations paid out \$318,521.81 in premiums at fairs in 1937; \$3,147.58 more than was paid in 1936, according to the summary.

DETROIT.—Chet M. Howell, many years secretary of Michigan Association of Fairs, and secretary of Chesaning Fair, was a speaker at the annual banquet of Michigan Good Roads Federation in Lansing, with 2,000 in attendance.

NEW ORLEANS.—In scaling down State expenses, Governor Leche clipped appropriations for State aid to 1938 fairs. Recommendations for \$25,000 for State University Fair and Stock Show have been cut to \$15,000, \$50,000 for first-year maintenance of new State exhibits building in Shreveport cut to \$35,000 and recommendation for \$30,000 the second year left unchanged.

BOSTON.—Following a story from Detroit that Sheldon H. Fairbanks, president of Campbell-Fairbanks Expositions, Inc., was negotiating with Suffolk Downs management for a 1938 fair, Eastern Racing Association officials said no fair will be held at the Downs this year. It is said to be probable that Fairbanks will have a sportsmen's show at the Downs, however, with the lagoon a natural outdoor tank. Racing association, it is said, is considering a fair in 1939.

Edmonton Will Celebrate

EDMONTON, Alta., May 7.—Percy W. Abbott, managing director of Edmonton Exhibition, announced that the 1938 exhibition will celebrate its "Diamond Jubilee" and that it is hoped the financial successes of the past four years will again be experienced. The far north modern exhibition has one of the finest plants on the continent and this year \$35,000 will be spent to further modernize and improve grounds and equipment. Horse racing and betting equipment are called second to none. Midway exhibitors and concessioners are expected to profit from the big programs being planned for Edmonton's 60th exhibition.

MAFA RELATIONS

(Continued from opposite page)

the Merrimac Agricultural Association as a "bona-fide agricultural exhibition" because the society had not held an agricultural fair for "nine years or more," Merrimac Agricultural Association had no buildings, race track or other equipment to hold a fair or race meet when they applied for "prize money" to the department of agriculture in 1937; the society was not a member of the Massachusetts Agricultural Fairs Association, has never applied for membership nor shown any evidence of interest in promoting the welfare of agricultural fairs in the State; the petitioner's arguments appeared not to be honestly presented to the committee nor could many of their statements be substantiated; the petitioner's bill apparently had for its purpose to promote dog racing under the guise or subterfuge of operating an agricultural fair.

The racing commission was also recorded in opposition. The arguments of our committee were supported and endorsed by the persons whose names appear in connection with the discussion of House Bill No. 926. The committee voted later "leave to withdraw."

To Remove Exemption Period

House-926: This bill was on petition of the Eastern Racing Association, operator of Suffolk Downs, and had for its purpose permission to hold under license from the racing commission horse racing under the pari-mutuel system of betting between April 18 and October 31. If the racing commission should decide that such horse racing meetings are in competition with horse racing at any State or county fair, then the commission would order such tracks to suspend such horse racing meetings during the period of operation of such State or county fair.

Charles F. Adams, chairman of the board of the Eastern Racing Association, represented the petitioners and gave as principal arguments: The bill was "harmless," it aimed to avoid conflicts of racing dates in the State particularly with the dog tracks and was largely of interest to people in Suffolk County; he was interested in agricultural fairs and would do nothing to harm them and could see no reason why the fairs of the

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State should object to the bill; everybody could have the utmost confidence in the State racing commission in that they would not permit "conflicts" with agricultural fairs; if the bill was not properly drawn he would be glad to meet in conference with the agricultural fair representatives and adjust any "differences"; by removing the exemption period (August 15 to September 30) it would permit Suffolk Downs to operate horse racing during that period which is "considered an attractive time of the year, when there are many tourists in the State, and the State would derive more revenue from the increased betting."

The chairman of the committee on State relations of the Massachusetts Agricultural Fairs Association represented the interests in opposition to the bill and gave as principal arguments: He reviewed in detail meeting in Worcester in the Hotel Bancroft on March 4, 1934, at which time there were representatives present from Massachusetts Agricultural Fairs Association, Bay State Harness Horse Racing Circuit and proponents of the contemplated pari-mutuel racing bill. Allan J. Wilson, Boston, later to become managing director of Suffolk Downs, presided.

On "Gentlemen's Agreement"

It was agreed at this meeting that all the interests concerned would support provisions in any pari-mutuel bill, that there should be no pari-mutuel betting at any racing meetings, other than at agricultural fairs, between the dates of August 15 and September 30. Typewritten copies of the agreement were taken home by the interested parties.

When the new bill was drafted the exempted period was included, but the proponents inserted the following additional language, "unless in the opinion of the commission, competing racing meetings in neighboring States make the licensing of running horse meetings within this period desirable." This provision was inserted without permission from the fair interests and was the first indication of lack of faith in keeping what was understood to be a "gentlemen's agreement" on the subject; similar attempts were made in 1935-'36 to change the exemption period without reference to the interests of the agricultural fairs.

In 1937 there was an important hearing before the committee on taxation on House Bill No. 405, whereby the exemption period would be removed under the guise of permitting the commonwealth to receive more revenue from pari-mutuel betting. At this time the agricultural fairs presented in an exhaustive manner the obvious intentions of the pari-mutuel interests, particularly Suffolk Downs, to ignore the "gentlemen's agreement" covering the subject; fairs were just as important, if not more so, to the welfare of the commonwealth, and had a right to existence; it could not be expected that the public could attend and support fairs if the racing commission had discretion in granting dates up to and possibly during the operation of a fair. It would be too much (See *MAFA RELATIONS* on page 65)

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CLEARFIELD, PA., WEEK SEPT. 19-24, FOR CLEARFIELD COUNTY AGRICULTURAL AND INDUSTRIAL EXPOSITION.

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NEW WEST COAST SPOT SET

Brown Director Of Virginia Park

Huge holding company reported behind venture — innovative ideas seen

LONG BEACH, Calif., May 7.—Attracting wide attention is an announcement of J. Ed Brown of the newest outdoor amusement venture on the Pacific Coast. He has been contracted as director-manager of New Virginia Park here by the board of directors of the holding company, said to be rated as a \$1,000,000 corporation, the board being made up of prominent business men. Considered one of the best money spots on the West Coast, the location is an extension of Long Beach Pike, the site proper being the Old Virginia Hotel property with wide beach frontage.

A recent survey showed that over 5,000,000 persons visited this location in 1937 and that many times recorded week-end crowds were more than 100,000. (See NEW WEST COAST on page 65)

Happyland Open In Vancouver After Outlay of \$10,000

VANCOUVER, B. C., May 7.—Happyland, amusement zone in Hastings Park, operated by Pacific Coast Amusement Co., opened for the season on April 30 with large crowds and spick and span in new paint. The company, at an expense of about \$10,000, has redecorated the park. In the dance pavilion, reports J. K. Matheson, general manager, is Doug Raymond's Happyland Orchestra. Prize Nights will be held every Friday. A Karette ride has been added and Penny Arcade has been transformed into a Novelty Arcade.

Among the 15 riding devices are the Giant Dipper and Shoot the Chutes. Facilities for picnics have been provided and new restaurant is the Derby. Street-car service is good and there is plenty of free parking space under patrol to prevent theft. Park will employ an average of 50 persons daily and about 300 on holidays. A carnival period is planned during July.

President of the new company is L. C. Thomas; Mr. Matheson, general manager; W. O. Banfield, secretary; Marion Ross, treasurer; J. Robertson, superintendent, and directors include B. F. Cope, J. E. Beck and W. O. Marble.

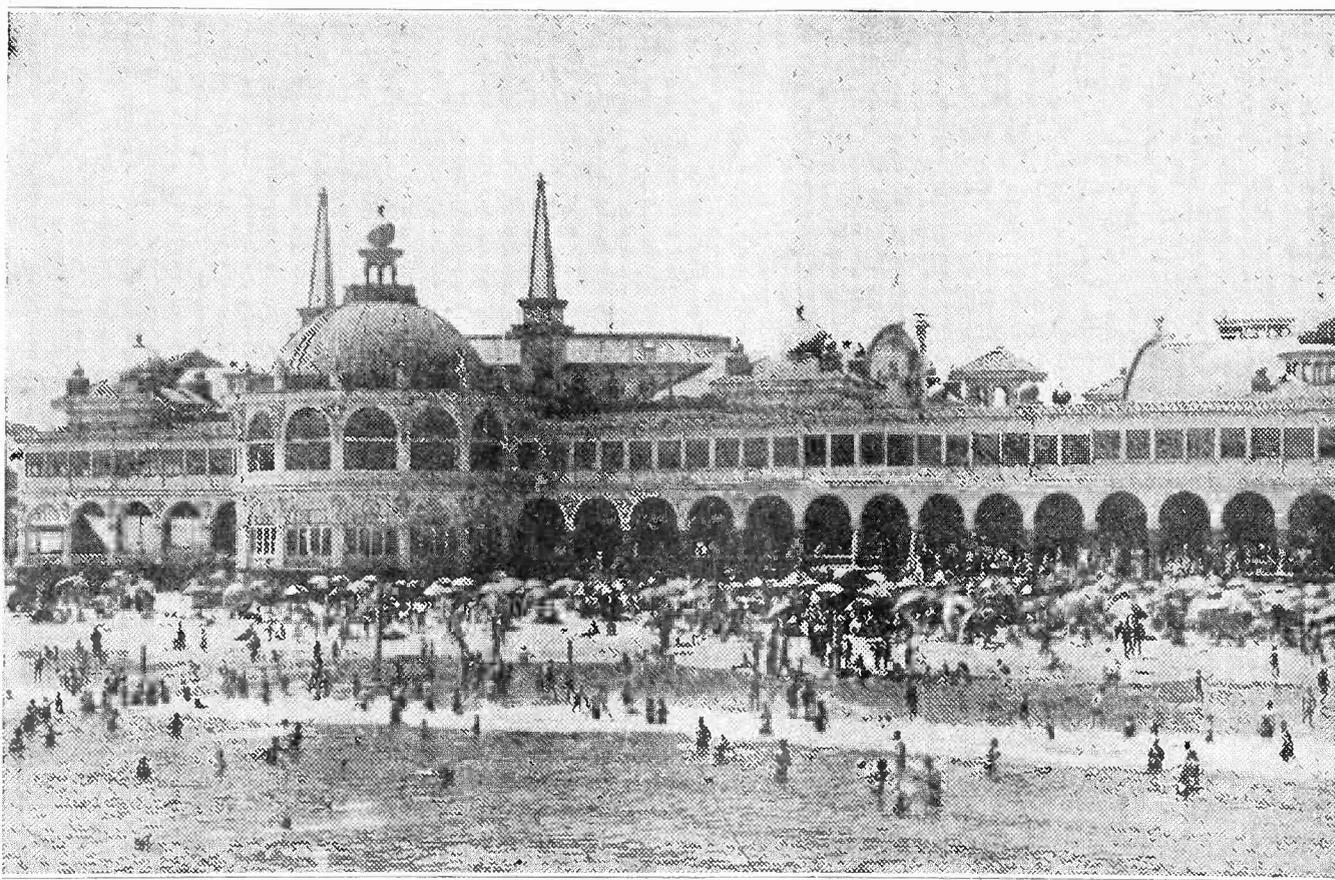
Hartman Opens in Wheeling

WHEELING, W. Va., May 7.—Wheeling Park, municipally owned, has opened its summer season under management of Chris W. Hartman. White Palace, dance pavilion, has Carp's Arcadians and Earl Summers' bands alternating weekly. John Lash is again in charge of refreshment concessions. Many improvements have been made to the midway and roadways and parking have been increased.

Sylvan Beach Lifts Gate

HOUSTON, May 7.—With a new free-gate policy, Sylvan Beach opened Friday night with Nick Stuart and band featured. Pavilion has been renovated and new bathing facilities installed with a 3,000-foot pier available. Stuart will be followed by such bands as those of Ozzie Nelson, Ted Lewis, Herbie Kay, Little Jack Little, Roger Pryor and Isham Jones, said H. W. Dahse, managing director.

LITTLE ROCK, Ark.—Blue Steele and ork will open Fair Park Casino when the new season opens on May 11. A native of Little Rock, he has returned after an international tour and will be director of his band and manager of the spot, open every night except Sunday and Monday.



CASINO, PLUNGE AND BEACH OF SANTA CRUZ (CALIF.) SEASIDE CO. had an estimated crowd of 40,000 on Easter Sunday and big biz during Easter vacation week. Paul H. Huedepohl, Jantzen Swimming Association, Portland, Ore., reported a 110 per cent increase in attendance during the Learn-To-Swim campaign in Santa Cruz and great interest in the bathing and swimming-suit parade when transition in swimming garb from 1868 to 1938 was shown. Santa Cruz Easter attendance was declared the largest in seven years.

Double Week-End Previews Launch Cincy Coney Bow

CINCINNATI, May 7.—Coney Island, in a new policy of preview week-ends, opened today and will be open tomorrow as well as on May 14 and 15, regular season to begin on May 21. An advanced spring in this territory has fitted in well with plans.

President and General Manager Edward L. Schott announced appointment of William Murphy, former banquet manager of the Hotel Gibson here and director of service at the Zoo clubhouse, as catering manager of Coney Island clubhouse.

Other members of the executive staff are Ralph Wachs, park manager; Shirley Watkins, park superintendent in charge of rides and devices; Albert Behrman, chief electrician; Argo W. Hutchinson, manager of pool; William Devore, refreshment manager; Ward Devore, assistant refreshment manager; William Harmon, office manager; Arnold Fox, superintendent of grounds; Paul Cain, manager of Moonlite Gardens; Ralph Devore, refreshment manager Moonlite Gardens; William Gillespie, gate manager; Henry Schwab, chief gardener; (See DOUBLE WEEK-END on page 65)

Demolition at Rockaway Beach Is To Be Under Way by June 1

ROCKAWAY BEACH, L. I., N. Y., May 7.—The \$10,000,000 shore-front improvement plan here, largest of its kind ever carried out at a beach resort, went a step nearer toward its start when officials this week notified property owners in the mile and one-half zone concerned that condemnation is under way. City of New York will vest title in the Rockaway property on May 12 and demolition will be under way by June 1.

There has been no official announcement of method of demolition, which calls for wreckage of 800 separate parcels

Risk Plan's Publicity Campaign Conducted by A. R. Hodge Hailed Greatest in History of NAAPPB

CHICAGO, May 7.—What is considered by officials the greatest campaign ever staged by the National Association of Amusement Parks, Pools and Beaches has just been completed here by the office of Secretary A. R. Hodge for the purpose of acquainting the entire industry with benefits of the public liability insurance plan sponsored by the association in co-operation with Associated Indemnity Corp. of California.

The more than 750 operators who came under the plan during 1936-'37 have renewed policies for 1938 almost to a man, with many openings for the current season still to come, and from present indications gross premium volume will show a tremendous increase this year, which will mean even greater savings to all interested, it is declared.

N. S. Alexander, chairman of the insurance committee, calls it the greatest campaign in the history of the organization. "Secretary Hodge, with offices in Suite 295, Hotel Sherman here, has conducted a marvelous publicity campaign in the judgment of the directors of the association and the public liability insurance committee, not only

thru mails but thru trade publications, and if there has been anyone overlooked it is not the fault of the secretary's office," said Mr. Alexander. "President Harry C. Baker, in his characteristic (See RISK PLAN'S on page 65)

Co-Lessees Take Moxahala, Zanesville, for Third Year

ZANESVILLE, O., May 7.—Negotiations are complete for leasing Moxahala Park here, only amusement spot in this area, for the third consecutive year by Walter Delscamps, Dayton, and George Anagnost, Columbus, O., with opening set for May 23.

The co-operators, who said several innovations are planned, will come in a few days to supervise construction and renovation of midway buildings, rides and concessions. Mr. Anagnost is operating Greystone Ballroom, Columbus.

One of the changes will be conversion of the dance pavilion into a roller rink, dancing to be continued in a building formerly housing the beer garden on the midway.

Pavilion in \$12,000 Fire

LAKE RONKONKOMA, L. I., N. Y., May 7.—Olympia Bathing Pavilion on the lakeshore here was destroyed by fire of undetermined origin. Volunteer firemen waged a fight to check flames from spreading to adjacent property. The pavilion, untenanted at time of the fire, was owned by Michael Andreopolous. Damage was estimated at \$12,000.

AKRON.—A Tango parlor, which will introduce a new type of Bingo, has been installed in Summit Beach Park here by Morey Kutzen, Detroit. Game is in a renovated building on the midway and has new furnishings, open on three sides. Seating for 101 is provided. Several skee-ball alleys will be operated in the building.

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American Recreational Equipment Association

By R. S. UZZELL

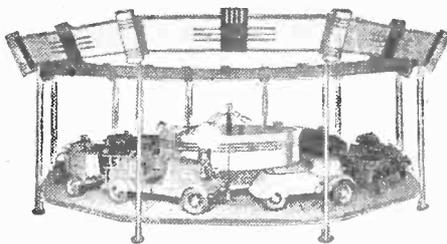
If public approval is any criterion, and we think it is, then the New York World's Fair preview was a notable success. Few of the experienced anticipated such a favorable reception. Our regret is the vacant out-of-the-way location allocated to amusement devices.

Like all expositions, it seems added as an afterthought when all locations of easy access had been contracted for other purposes. Add to this the exacting terms of their one-sided contract for a privilege on the fun area and one gets the reason for hesitancy on the part of ride and device men of experience. Nevertheless we predict the occupancy of all of the amusement zone with the usual calamity howling and failures.

Tudor and Sibley

San Francisco fair has also succeeded in shunting the amusements off to an inferior location toward the setting sun. The prospectus of the California exposition is much superior in artistic appearance to that of New York. It is one of those fine productions depicting a fair that we shall value highly and make a part of "exposition display" in our American Museum of Public Recreation.

It will be remembered that Harry E. Tudor managed Thompson's Park at Rockaway Beach for five years, followed by Walter K. Sibley as assistant manager under new ownership. Now, as 200 feet of the front of the park is being cut off by the city of New York, Tudor is assistant director of concessions at the Glasgow, Scotland, Exposition, and Sibley has the same berth at the San Francisco fair. The 6,000 miles apart, they remain kindred spirits thru the same relative positions. Each of these men wields a fluent pen, which will not spare itself in keeping us informed of the happenings of their joy-producing departments. Each of these locations has beautiful settings. The Pacific Coast one on an island in renowned



Allan Herschell Company's Kiddie Auto Ride Gone Modern!

Modernistic design and coloring on center panels, cornice and Head Shields. Indirect illumination! We couldn't improve mechanically, so we improved the appearance! More than 160 satisfied owners. 10-Car DeLuxe Model loads on 12-ft. Truck Body. Weighs 2 1/4 tons, 24 ft. in diameter.

Price: \$1,350.00 Cash, F.O.B. Factory. Terms if desired.

The Outstanding Choice of Men Who Know.

ALLAN HERSCHELL COMPANY, INC.
NORTH TONAWANDA, N. Y.

Now Wrecking!

OLENTANGY PARK—COLUMBUS, OHIO

A CHANCE OF A LIFETIME TO PURCHASE AMUSEMENT PARK EQUIPMENT AND RIDES.

WE OFFER FOR QUICK SALE.

Public-Address System with 8 large horns complete. Park Benches, Picnic Tables and Benches. Large Mirrors for dance floor. Large Mirror Ball complete with motor. Steel Folding Chairs. Outside Folding Grand-Stand Chairs.

TRANSFORMERS—A.C. MOTORS

Outside street electric standards. Outside electric Fixture Brackets. Electric Wire, Starters and all electric equipment necessary for park purposes, including Roller Coaster Chain, Pulleys, Gears, Shafting, 6 ft. Iron Fence, Pipe; Weiman Pump, Compressor and Motor, Turnstiles, etc.

ALSO COMPLETE RIDES

Such as "Old Mill," "Joy Mill," "Red Devil Roller Coaster" and many others.
Must Be Sold at Once. No Offer Within Reason Refused. Wire Now.

CLEVELAND WRECKING COMPANY

1415 Harrison Ave., Cincinnati, O.

MERRY-GO-ROUND HORSES

50 Stationary Medium Size Horses in Fine Condition, \$15.00 Each.

JOYLAND AMUSEMENT CO.

Asbury Park, N. J.

COMBINED MOUSE-GAME and MOUSE-CIRCUS

Wants Gift-Free Park Spot for Season.

A proved money maker and good-will builder. In many ways a better drawing card than most free acts. Well framed, well flashed, good canvas, or can be framed in permanent structure. Clean in every way. No gees, no build-ups, no bumps or grifters connected in any way. Address

MOUSE GAME, Box 432, Avon, N. Y.

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



Auto-SKOOTER-Water SHOWMEN

GET THE RIDES THAT PAY YOU
BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC.,

2809 N. Fairhill St., Phila., Pa., U. S. A.
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.



WATER SKOOTER.

—NEWEST TYPE

AUTO SPEEDWAY MOTOR CARS

Equipped with Gasoline Motors. Cars are the Last Word in Auto Speedway Equipment. Place Your Order Now for Prompt Delivery.

ALL TYPES OF
KIDDIE RIDES

PINTO BROS.
CONEY ISLAND, NEW YORK

8 SPOT

PIESEN MANUFACTURING CO., Inc., 2757 STILLWELL AVE., CONEY ISLAND, N. Y.

The Magnetic Action stops the crowd to see the balls suspended on the target. Numbered shots provide competitive interest and permits prize awards.

8 SPOT will not conflict with any other game.

Specifications: Length, 8' 6". Height, 6'. Width, 22". Weight, 250 Lbs.

Write for Circulars.

San Francisco Bay and the other in the most beautiful city of the Scots.

Sympathy for Evicted

Soon after May 12 hundreds of PWA men will swarm on the three miles of boardwalk at Rockaway Beach, N. Y., in their work of demolition and reconstruction. All petitions for one more (See RECREATIONAL on page 65)

Fully Equipped CONCESSION GAMES FOR RENT!

Will also rent space for your own Games Have space for Photomaton Machine.

ALL SUMMER SEASON PARK. Shooting Gallery and 6 Skee-Ball Alleys for sale.

MYRON ALPERT,
Croton Point Park, Harmon, N. Y.

THE STRATOSPHERE MAN



WORLD'S HIGHEST AERIAL ACT
Available for Fairs, Parks, Celebrations.
Address Care of The Billboard, Cincinnati, O.

BATHERS' KEY BANDS and BRASS KEY CHECKS

Send for Illustrated Circular and Prices

Highest quality obtainable. Lowest Prices. Immediate Delivery.

S. GRIFEL, 649 E. 5th St., New York, N. Y.

WANTED FOR SUMMER SEASON

Shetland Pony Ride for Children and Archery Golf. Percentage or flat. Will rent or buy Tame Baby Elephant. Give complete description with pictures and best deal. Open May 30.

PEONY PARK, Omaha, Neb.

POKERINO AND NUMBERINO

Roll-Down Tables, \$55.00. Operators' Model.

PALACE AMUSEMENTS
Asbury Park, N. J.

WANTED: GOOD SKATING ACTS

For Long Time Engagement, Weekly or Nightly Dates. Prefer Sister Acts or Revues. Write salary and open time in first letter.

L. M. POLAKOW, PAVILLON ROYAL SKATING RINK, INC., Merrick Rd., Valley Stream, L. I., N. Y.

RIDE OPERATOR WANTED

Want sober, reliable Operator for Tilt-a-Whirl. One who understands something about Whip. Henry Bergan and Red Kelly where are you? All wire or write. **R. M. SPANGLER, Rolling Green Park, Sunbury, Pa.**

The Pool Whirl
By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Right-Footing It

With inaugural of Palisades (N. J.) Amusement Park salt water pool on May 14 the outdoor swimming season will get under way in the East. Opening a little earlier, the Jersey tank jumps barrier on other met plunges, which are slated to open on the following Saturday or on Decoration Day week-end. Among New York pools scheduled to open on May 21 are Cascades twin tanks, Miramar, Van Cortlandt, Olympia and Farragut. Most outdoor pool owners look forward to a big season.

It is necessary for a bathing establishment to make a good impression at beginning of the season, no matter how old the aquadrome is and no matter how many of last year's swimmers return. Be certain that every part of the aquatic emporium is in shipshape before you draw the curtains on the new season. Make doubly sure that help, from locker boy to managing director, know what is expected of them. Take special notice that utmost courtesy is rendered to patrons during the first week, altho it is understood, of course, that a well-managed pool always practices courtesy. Some swim estabos are opened before

(See POOL WHIRL on page 65)

K. C. Fairyland To Open With Pair of Big Outings

KANSAS CITY, Mo., May 7.—Fairyland Park will open Thursday night when management is host to 5,000 members of Kansas City Democratic Club. Next day Jackson County Council, Parents and Teachers, moves in with an estimated 6,000 school children.

Omer J. Kenyon, general manager, confident of a good season, said conditions are encouraging and that the recent \$35,000 fire started a program of expansion rather than retrenchment. Owners Victor and Mario Brancato said John B. Tumino will be Mr. Kenyon's first assistant. All except five concessions are owned by the management.

Park includes 80 acres, all developed, and again this year will feature picnics, the management believing such a policy tends to create good will and build patronage.

Big Crowds See Bee Kyle At Pontchartrain Opening

NEW ORLEANS, May 7.—Improved Pontchartrain Beach drew about 30,000 at season's opening last Sunday when clear weather brought out SRO signs at bathhouse and kept waiting lines in front of rides most of late afternoon and night. Manager Harry Batt estimated 18,000 witnessed the initial free performance of Bee Kyle, high diver, who returned for her second year at the beach. Booked for the first three weeks, she will be followed by acts thru the season.

The beach is starting its 11th season and its final on the present site, being forced to move about two miles eastward next season, as the levee board plans a strict residential area in the present spot. New location will be roomier and afford fine bathing facilities.

The Stratosphere Man and Oscar Babcock will follow Bee Kyle. In addition to rebuilding all rides and concessions, Manager Batt has new features in the Casino with a new beach band and a Tyrolean Garden with a German band.

Concessioners To Profit By Casino Rearrangement

FORT WORTH, Tex., May 7.—Casino Park, Lake Worth, opened for summer on April 29, with the ballroom featuring Count Basie's Orchestra. All boardwalk concessions were opened yesterday. Bathhouse and beach, now operated by the city recreation department, open about May 15.

Manager George T. Smith has closed the parking lot adjoining the ballroom so that all patrons must use the boardwalk to get to the ballroom, meaning better business for concessions. Wheel chairs used at Frontier Centennial and Fiesta here are now on the boardwalk, operated by Jake Berryhill, who also operates the miniature train. Bluebeard's Palace, remodeled, is now Silver Castle, funhouse. New indirect lighting system is on the boardwalk.

Ballroom band stand has been redecorated and terraced tables for diners have been installed at the lake end. Ed Swindel is new maitre d'hotel. Kitchen has been enlarged to accommodate large banquets set for the Casino. Special Sunday matinee dances will be featured in the ballroom, with admission 40 cents for men and with women free. Mr. Smith is in his ninth year as manager.

Mallory Is Readying Beach

DIAMOND, O., May 7.—Craig Beach Park here, Art Mallory, manager, will open on May 30. Workmen are rejuvenating midway and many new attractions are being added. A \$50,000 dog racing track adjoining the park is being built. Staff will include Frank Burry, Pittsburgh, as manager of concessions. Free acts and band concerts on Sundays and holidays will be used, Manager Mallory said.

WANTED SHOWS or CARNIVALS
For Week-End Showing.
L. A. ENGLAND, Mgr.
River Side Park, Havana, Ill.

Long Island
By ALFRED FRIEDMAN

Revamping Rockaway Shore

Commissioner Robert Moses, New York City department of parks, who in his other capacity as Long Island State park commissioner developed Jones Beach into one of the nation's point-out shore spots, is in the process of doing the same thing at Rockaway Beach.

Heretofore jurisdiction over the Rockaway shore front has been in hands of bureaus not under the charge of Moses. Therefore it has been impossible for him to exercise any action toward carrying out his thoughts in regard the nine-mile stretch of beach, which has been called the most beautiful of its kind on any section of the Coast. Several months ago legislation was enacted giving Moses control over the Rockaway beach front, and with that signal the nation's No. 1 park planner proceeded to map out ideas which today he is in the midst of carrying thru.

To begin with he detailed more than 2,000 men to the shore to give the sands a deserved cleansing and to level off dunes that each spring mushroom all along the shore. The shape that Moses has brought the beach to is nothing short of remarkable. Several hundred men were assigned to the Boardwalk to give the promenade a repainting and overhauling. Each thing that Moses does is careful and thoro.

Bridgeport To Hold Exams

BRIDGEPORT, Conn., May 7.—Municipal operation of Pleasure Beach Park here has resulted in preparation by the civil service commission for establishment of a new job classification, that of amusement park manager. Two provisional appointees of the city comptroller, who is in charge under the park board, are John C. Molloy and George Chrisman, both formerly with Pleasure Beach Park Corp. It is held unlikely that exams will be held this year to fill the positions permanently. Tax Board appropriated \$49,790 for park development, largest items being salaries and wages, \$22,000; purchase of equipment from receivers, \$6,300; other equipment, \$5,000; advertising, \$3,000, and miscellaneous operating expense, \$10,000.

Rockaways Sponsor Float

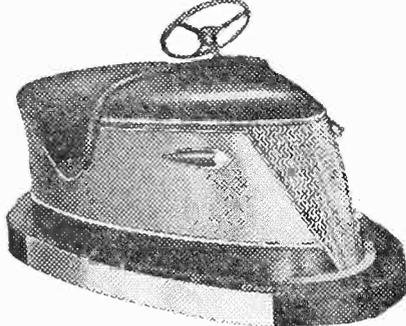
FAR ROCKAWAY, L. I., N. Y., May 7.—The preview parade sponsored by the World's Fair, thru New York City, included a float sponsored by the Rockaways, in keeping with newly planned publicity campaign to attract visitors from the fair in '39. Float depicted the bathing advantages and was financed by Rockaway Chamber of Commerce.

"NOT TOO LATE FOR DODGEM"

Immediate Delivery

on

NEW STREAMLINED CARS!



DODGEM CORP. 706 Bay State Bldg. LAWRENCE, MASS.

LEGITIMATE CONCESSIONS

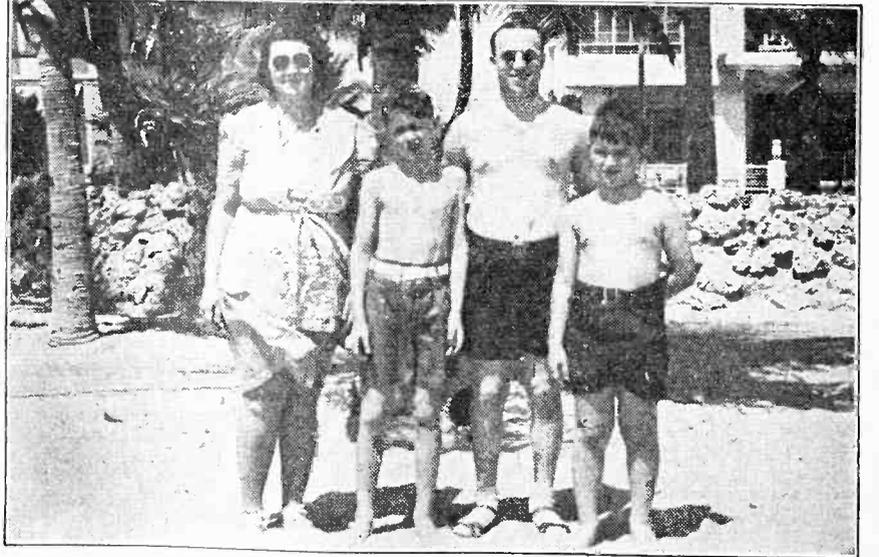
OF MERIT FOR RENT AT NEW RAMAPO VALLEY SWIMMING BEACH, ZOO, AND OUTING SPOT

ONE-QUARTER MILE PONY TRACK, THREE-MILE PRIVATE BRIDLE PATH TO TOP OF THORN MOUNTAIN.

WANTED—Will pay cash or consider on commission basis Miniature Steam Railroad, Animals for Zoo, Ponies, Saddle Horses, Arcade Equipment, Kiddie Rides, Steel Ping Pong Tables and anything else suitable for Picnic and Outing Center to be located twenty-five miles from New York City. Strategic highway and river intersection. Prices must be right. Largest Tourist and Permanent Cabin Settlement in New York City vicinity. Trailer Camp permit granted. Skating and Dancing still open. Long business season, as this is more than a summer spot.

Communicate soon.

RAMAPO VALLEY DEVELOPERS
Geo. Washington Bridge Plaza, FORT LEE, N. J.



WHILE ON A COMBINED VACATION and business trip to Miami Beach, Michael A. Fiore, Jersey City, publicity director of Seaside Heights (N. J.) Pool, Casino and Pier, was photographed with Mrs. Fiore and his sons, Albert, left, and Michael Jr., right. Business from Philadelphia and New York was so good last season at Seaside Heights that Manager Charles Hefelfinger has begun erection of a 300-foot fishing pier and big night club. With an eye to future building of grand stands at Seaside Heights pool, Mr. Fiore inspected stands and pool of Miami Biltmore Hotel, Coral Gables, Fla.

THE OPPORTUNITY OF A LIFETIME!

A COMPLETE AMUSEMENT PARK AT ONE-FIFTH THE COST.—Modernized and Rebuilt in 1936-37. Can be made ready to open in 10 days. Only \$8,000.00 cash necessary, balance on terms. Arena 100x90. Huge Coaster, Dance Hall 90x120, Restaurant, 2 Chairplanes, Merry-Go-Round, Auto Whirl, Swimming Pool 200x50, Bath House, Lake, Magnificent Scenery. Large drawing population. On Main Highway U. S. 122. Good reasons for selling. Apply **HOWARD F. HOBBS, Agent, Pottsville, Pa., at once.**

World of Mirth Opens Well

Show Better Than Ever

Attendance and gross at Alexandria top 1937 — motordrome stands out

ALEXANDRIA, Va., May 7.—Business was better than last year as World of Mirth Shows, last of major railroad shows to open, ushered in new season here Saturday night, April 30. Light showers fell in late afternoon, but ideal spring weather prevailed thru remainder of inaugural evening to bring out largest crowd of first-nighters in four years show has opened here. Spending inside was liberal.

Comment of visitors centered mainly upon increased size and great improvement in appearance of midway General Manager Max Linderman has assembled for 1938 tour. The transformation that has taken place is emphasized by fact that there remains on entire midway but one single show front that appeared when World of Mirth Shows opened their season here two years ago.

Unquestionably had taste left in city by a previous show, indicated by fact (See WORLD OF MIRTH on page 55)

Rosenberger Opens Season

First stand greeted with favorable returns—attractions impressive

FRANKLIN, Pa., May 7.—Bert Rosenberger, well-known showman, launched new Royal Exposition Shows in this city Saturday, April 30, to a good matinee and considering inclement weather had a fair night play. Crowds remained until after free act around 11 o'clock.

The midway, in its new canvas, generous lighting and new paint, with well merchandised concessions, uniform band, 150-foot high act rigging and rides, makes a very favorable impression. The auspices, V. F. W. Club, co-operated in a fine spirit, sending their uniformed drum and bugle corps from uptown in a parade to the lot opening night. All members in evidence and active on the grounds. With use of local newspaper in a generous way and support of merchants in a liberal window display of paper and a big gallery of banners in the front gate revealed the spirit of the auspices.

This new show, from front gate thru midway and into backyard, has not one single depressing sight. Everybody happy (See ROSENBERGER on page 55)

C. W. Naill Opens In Monroe, La.

MONROE, La., May 7.—C. W. Naill Shows opened the season here April 14 under I. C. Boosters' Club auspices to satisfactory business despite the fact that inclement weather prevailed thru-out the 10-day stand.

Recent visitors included Rube Wahltley and Doc Barker, of the Ward Shows. Mrs. Naill has been away from the show due to illness of her father

Staff: C. W. Naill, owner and manager; Mrs. C. W. Naill, secretary and treasurer; Earl Atchison, advance; Jack Meyers, second man.

Rides: Whip, Allison, foreman; Morris, tickets. Wheel, Hulse, foreman; Phillips, tickets. Mix-Up, Jack Claussen, foreman; Rood, tickets.

Shows: Minstrel Show, Razz Davis, stage; J. Meyers, front. Athletic Show, Joe Atchison, manager.

Concessions: Rex Sanders, six; Bert Miller, five; George Hall, one; Tarpley, two, and Gladys Atchison, one. Reported by L. M. Brown.

Line o' Two of News

SOUTH PITTSBURGH, Tenn., May 7.—Cumberland Valley Shows opened season here Saturday, April 30, with a large crowd on hand for debut. Shows wintered here under direction of Ellis Winton, a native of near-by Manchester, Tenn. Show is resplendent in new paint, with all equipment in top condition. Outfit made a good appearance at its opening on softball diamond. Winton was on lot personally welcoming friends and acquaintances. F. S. Reed is press representative.

LITTLE ROCK, Ark., May 7.—Joe Lee, 23, Des Moines, Ia., machinist with Goodman Show, has been pronounced out of danger following accident on carnival grounds at Fair Park when he became entangled in a motor. He suffered internal injuries, cuts and bruises.

DU BOIS, Pa., May 7.—Ella Carver, high diver, was injured here when she slipped as she poised at the top of 70-foot ladder and partially fell into tank of water. She is appearing as free attraction with the Bantly's All-American Shows. She struck water sideways with a resounding slap. When she failed to rise to surface attendants plunged in and

dragged her out unconscious. Physicians found she had suffered several broken ribs and ordered her to remain in bed. She defied order and said she would resume her act next day.

SPOKANE, Wash., May 7.—James A. Monaghan Post of Veterans of Foreign Wars is sponsoring a carnival here this month. Dates were postponed a week. Ed Way, representing organization, explained delay was due to change in American United Shows' schedule.

GRAND RAPIDS, May 7.—Imperial Shows made its season debut here April 30 under auspices of American Legion Post. Good crowds have been attending. Edward G. Hock, general manager, reported considerable expenditure to improve show with added shows and rides. Lou Marcuse, Harry Zimmer and Robert Kanosian are assisting Hock. Outstanding is new act of Los Aeros, aerialists.

CANTON, O., May 7.—Malloy's Circus, under management of J. R. Malloy, is quartered at Butler, Pa., readying to join Arena Shows for season. Entire circus will be a free attraction.

Carnivals Near N. Y. Get Better Business

NEW YORK, May 7.—Carnivals in this section of the East have shown marked improvement in business during the past 10 days, operators indicated this week. With but few exceptions, shows have had a good play on shows, rides and gate, compared to earlier in season. Contingents that have registered heavy patronage include the O. C. Buck Shows, at Kingston, N. Y.; New England Shows, Poughkeepsie, N. Y.; Heller Acme, New Brunswick, N. J.; Cetlin & Wilson, Camden, N. J., and Mike Centenni, Forge, N. J.

Season hereabouts got off to a poor start several weeks ago with intermittent rain and unseasonably cool nights. Weather has been ideal recently, and business responded accordingly.

Art Lewis, head of the Art Lewis Shows, is reported to be recovering rapidly from the illness that knocked him out last week. Lewis Shows are at Lindhurst, N. J., this week, and will continue in New Jersey indefinitely, according to present plans.

Ben Williams Shows are experiencing good pre-circus business on the Ring-

ing-Barnum lot at Utica Avenue and East New York Avenue in Brooklyn. Show will remain there until after close of circus engagement May 14.

Bazinet Shows Open in Minn.

MINNEAPOLIS, May 7.—William Bazinet & Sons Shows opened the season in the downtown section here April 30 to good weather and business under Minneapolis Police Band auspices. Show moves on trucks and trailers.

Staff: William Bazinet, president; Lowell Bazinet, general agent; Dwight J. Bazinet, general manager; Austin Trull, press agent; G. E. Sundberg, office manager; Bob Hill, superintendent of rides; Frank Swanton, chief electrician; August Fabrello, master mechanic; Henry Hanson, transportation master; W. A. Fritts, scenic artist.

Shows, Rides

Shows: Athletic, Radke Brothers; Hula, Ed Ferreril; Ten-in-One, Sailor Harry Finch; Illusion, Arky Millwood; Posing, Ed Ferreril; Art You Fit To Marry, Jesse Vincent; Geek, Fat Show, Baby Eva. Rides: Merry-Go-Round, Wally Ober-

(See BAZINET SHOWS on page 55)



NOBLE C. FAIRLY, associate owner and manager Fairly & Little Shows.

Bantly's Opens; Weather Cold

Crowds fair—gift certificate nights adopted—pay gate—free act and band

DU BOIS, Pa., May 7.—Bantly's All-American Shows, transported in baggage cars and trucks, opened the season here Saturday, April 30, located on City Playgrounds and under auspices of the Du Bois Volunteer Fire Department.

It rained during the day and was extremely cold in the evening. However, Monday, May 2, was ideal but cold at night and attendance was very satisfactory. Altho showgoers did not spend as much as last year, all on the show seem satisfied. Gift certificate nights, something new promoted by writer, went over very big. Original idea was to try it for one week, then if it worked out satisfactory it was to be used all year, so after the first night General Manager Bantly decided to make it permanent.

Benny Abernes and Mickey Vagell, of Pennsylvania State Shows, were visitors at opening, as were Mrs. Al Wallace, Mrs. (See BANTLY'S OPENS on page 55)

Landes Opens; Has Favorable Weather

CHAPMAN, Kan., May 7.—Favorable weather and good business greeted the J. L. Landes Shows when they opened their season here April 25 with a two-day stand. Staff: J. L. Landes, owner and manager; C. G. Buton, general agent; W. B. Sutherland, second man; Earl Knauff, electrician; Dutch Lasch, painter. Rita and Dunn furnished the free attraction here.

Shows: Marine Capers, Elsie Calvert. French Casino, Elsie Calvert. Miniature California, Jack Steffin. Marionettes, Poores. Athletic Show, Billy Wolfe and Mildred Burk. Side Show, Mark William. Ethiopian Nights, Dymes Brothers. Amaza, Jack Rankin.

Rides: Kiddie Ride, Tom Barnet. Ferris Wheels, Ray Martin, foreman; Darrell (See LANDES OPENS on page 55)

Patrick Shows Open Very Good in Wash.

WALLACE, Ida., May 7.—The Patrick Shows concluded first week of season in Spokane, Wash., on lot at First and Helena streets under auspices of D. A. V. Weather was ideal and business very good. Promptly at 6:30 p.m. April 18 the band played at front gate *Happy Days Are Here Again*, and grand spring rush was on. The midway is well illuminated from one end to other with white lights, only color used are lights on huge star in Big Ell Wheel, which are red, white and blue.

Mr. and Mrs. W. R. Patrick greeted each member of show with a smile and glad welcome for season. Members of West Coast Shows paid the midway a friendly visit on opening night and ex-

(See PATRICK SHOWS on page 55)



HENNIES BROS. SHOWS' CLUB KNOWN AS "RINKEY DINKS" staged an Easter egg hunt party for the children of that organization Easter Sunday, April 17, in the Kansas City Southern Railway Park, Fort Smith, Ark. Pictured above are Eddie Clark, Pop Campbell, Mrs. Jack Dondlinger, Mrs. P. J. McClane, Mrs. Jack B. Rhodes, Mrs. Oscar Halverson, Mrs. Eddie Clark, Mrs. Frank Robinson, Mrs. Rose Hennies, Mrs. Johnny Lavin, Mrs. Joe S. Scholibo, Mrs. Dorothy Hennies, Mrs. Tom E. Adams, Mrs. Vivian Miller and others who acted as chaperons and assisted in staging the party and also some of the children who thoroughly enjoyed the festivities. The children with Hennies Bros. Shows are called "Rinkey Dinks" and they have been promised many more parties and picnics as the season goes on. Photo by Joe S. Scholibo.

Endy Bros. Open In Goldsboro

CHESTER, Pa., May 7.—Endy Bros. Shows opening stand at American Legion Industrial Fair, Goldsboro, N. C., April 18-23 was marked with good business on opening day due to the Easter vacation, but rain killed later business. Billetti Troupe and Sky Lady, free acts. Boomerang ride, together with Kittie Docen's alligator show, drew top business. Walter Denmark, local promoter, handled industrial exhibits, which blended nicely with midway layout. Week-end arrivals included Mrs. David B. Endy and daughter, Joan, and Mr. and Mrs. W. J. Tucker, concessioners. Show is transported in trucks, trailers and baggage cars.

Staff: David B. Endy, president; Ralph N. Endy, treasurer; Eddie Lippman, manager; Matthew J. Riley, general agent; Eddie Hollinger, secretary; Glenn Ireton, press; Arthur Crohan, billposter; Jack Lambert, electrician; Jake Davis, mechanic; Charlie Traub, master builder; Neville Baker, scenic artist; Louis Kaufmann and Sam Murphy, lot and ride superintendents, respectively.

Concessions, Rides, Shows

Concessions: Benny Weiss, bingo; Jack Stone, rolldowns and ping-pong; Jack Gallagher, Charlie McCarthy wheel; B. Hartley, ham and bacon; George Harms, lamp wheel; Bill Tucker, ball games; Johnny O'Rear, diggers; George Welch, cookhouse and grab joint; Ernie Buzella, candy apples and pop corn; Johnny Risley, hoop-la; T. Boardman, long-range shooting gallery; Sam Kaplan, English penny roll and slum blower; Jerry Gerrard, penny pitches; Louis Kaufmann, balloon pitch; Jack Lambert, mentalist; Gracie Marion, photos; Louis Hersh, scales; Kentuck Arkler, mouse game.

Rides: Merry-Go-Round, H. Smith; Big Eli Wheels, W. Charnes; Loop-o-Plane, Herb Schmidt; the Octopus, Sam Murphy; Twister, Paul Kaduk; Loop-the-Loop, Elmer Myers; Kiddie Autos, B. Jones.

Shows: Hawaiian Show, Bobby Mansfield; Harlem Broadcasters, Mat Crown; Ally-Oop, Kittie Docen; Darkest Africa, Bob Flynn; Motordrome, Speedy Merrill; Ten-in-One, Wendell Kuntz; Follies, Bobby Mansfield. Reported by Glenn Ireton.

Clyde Gets Fair Start in Johnstown

JOHNSTOWN, Pa., May 7. — Clyde United Shows, motorized, opened its season here April 28 and had good business and attendance Friday and Saturday. Monday's attendance was checked by cold weather. Manager George C. Smith received congratulatory messages from a number of friends. Final touches were made here and show is in tip-top condition for road.

Staff: George C. Smith, general manager; Frank Maddish, manager; Harry Black, special agent and publicity; William Nathan, secretary; Emerson Boltz, mailman and *The Billboard* sales agent; Red Bell, electrician; Clarence Seitz, boss canvas man.

Shows: Plantation, Clifford Blount, producer and manager; Lucinda Blount, Ida Cook and Eleese, dancers; Vincent Brown and Joe Washington, comics; Clifford Blount, straight man; Charles Russell, Franklin Cook and Clifford Blount, band. Side Show, S. C. Flook, manager and talker; Joe Serran, fire eater; Roy Fulton, knives and strong man; Patrick Maloney, human ostrich; Mrs. Flook, wonder girl; Mrs. Pat Maloney, glass box and sword walking. Snake, Clarence Seitz.

Rides: Merry-Go-Round, Charles Dwinall, foreman; Alfred Carper and Kenneth Key, assistants. Chairplane, Glen Osborne, foreman; George Osborne, assistant. Big Eli Wheel, Ralph Byerly, foreman; Don Phillips, Bert Graham and Pat Hubert, assistants. Kiddie Ride, Hubert Carroll.

Large Number of Concessions

Concessions: Cookhouse, Costa Stergion, owner and chef; Charles Nuthman, gridle; Steve Stergion, waiter. Pop corn, Gilmore Mardoff. Bingo, Jack Rockway, owner and manager; Mrs. Jack Rockway and Robert Speirs, assistants. Ball games, Oscar White; Mrs. White and Harry Osborne, agents. Balloon dart, Frank Alifano and Jack Robinson. Blanket store and rolldown, Paul Brennan and Frank Tartz. Ball game, Frank Maddish; Dan Wilcox, agent. Shooting



PROMINENT FAIR EXECUTIVES AND STAFF MEMBERS OF GOODMAN WONDER SHOW are seen above assembled on the showgrounds at Little Rock, Ark., Saturday, April 23. The Scooter ride and one of the big show wagons are seen in the background. Left to right: Milton M. Morris, manager; Dr. S. L. Friedman, physician of the show; William R. Hirsch, secretary-manager Louisiana State Fair, Shreveport; Max Goodman, director general of his show; Mrs. Milton M. Morris; J. T. Monsour, assistant secretary Louisiana State Fair; Max Klepper, superintendent of concessions for show; Mrs. Henry Beaudoin; Henry Beaudoin, assistant manager Mid-South Fair, Memphis; Roland W. Richards, press agent back with Goodman Show, and Joe Goodman, son of Max Goodman and bingo operator. General Agent L. Clifton Kelley and Beverly White, press agent in advance, were ahead when photo was taken by J. R. Scott, shows' staff photographer.

gallery, T. D. Berry; George Leach, agent. Cat rack, George Clayton. Ham and bacon, Dominick Corsillo. String game, Louis Corsillo; Eddie Pippo, agent. Penny pitch, Mrs. Harry Black. Mickey Mouse, Emerson Boltz; Mrs. Boltz, agent. Clock store, Tony Santo; George Goodman, agent. Cat rack, Harry Black; Don Chisholm, agent. Clothespin, Helen Proyor. Photo gallery, H. K. Ellsworth. Shoot-the-B, Lester Tate. Ball game, Mrs. Lester Tate. Cigar and cigaret store, Eddie Kline. Grocery store, D. B. Deloos; Ralph McClen and Fred Dettman, agents. Diggers, Jacob Proyor. Reported by William Nathan.

Broadway Shows Open in Home Town

COVINGTON, Ky., May 7.—The Broadway Shows of America opened the season here April 28 to run thru until today. Weather has been somewhat variable but fair crowds have been in attendance nightly. Organization has shows, rides, concessions and free act.

Staff: H. C. Smith, director; Col. J. F. Dehnert, general manager; Carl Radcliff, general agent; Samuel Swactes, superintendent; Jack Bary, secretary; Samuel Framby, trainmaster; Robert

Washburn, electrician, and E. T. Daniel, billposter.

Side Show, Mike Gravis, manager. Streets of Cairo, Art Haynes, manager. Night in Harlem, colored minstrels, William Bambo, manager. Snake, Tommy Galliger, manager. Monkey Circus, Thomas Jordan, manager. Dog and Pony, W. Ferguson, manager. Nights in Arabia, William Blue, manager. Fat People, Frenchy Fritis, manager. Giants and Midgets, Samuel Darnell, manager. Half and Half Monkey, Samuel Fowler, manager. Mickey Mouse Circus, Jack Henry, manager.

Big Eli Wheel, Percy Devors, foreman. Tilt-a-Whirl, Charles House, foreman. Merry-Go-Round, Don Phillips, foreman. Chairplane, Buck Williams, foreman. Loop-the-Loop, Frank Pace, foreman. Loop-o-Plane, Watles Birchfield, foreman. Kiddie Airplanes, M. Reid, foreman.

Cookhouse, operated by Joe Smith and Dennis O'Leary. Other concessioners are George Goofus, Eddie Dugan, Jack Berry, Mickey Elliott, Curley Lents, Carl Ratcliff, Frank Swain, Herschell Wright, Charles Crow, Cappy Martin, Robert Draper, Taylor Brothers, Charles Douglas, Joe Lafhey, Walter Cole, Eddie Hackett, R. Ford, L. Siebring, Herman List, O. H. Robinson. Reported by T. E. Daniel.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Just Left, O.

Week ended April 30, 1938.

Dear Red Onion:

Why Lem Trucklow booked this spot is a mystery to all. Town a blank as far as selling banners was concerned. There was not a telephone within five miles. He did not know a girl in the county and above all he was warned that his root-beer barrel would play a total blank.

Committee was known as "Just Left Roamers" and would have been billed as such had show ordered paper to bill with. On show's arrival management learned that "Just Left Roamers" had just left, just left with the deposit. This move on their part just left show where it was before contract was signed.

To begin with there was not a lot in the burg, but there were 25 empty stores on the main street that were quickly rented and the shows soon moved in. The fronts were erected on the sidewalks. We soon found out that these business houses had been occupied by our committeemen and they used the deposit to move out on. We still needed more buildings for our other 20 shows. This was settled by buying out entire stock of remaining stores and moving our attractions in. We immediately advertised by word of mouth that this would

be rummage sale and street fair week combined.

With aid of 2,000 passes bosses soon convinced city-hall people that there was nothing on the street to attract buyers and that our rides down center would not interfere with traffic. The midway was finally opened on Tuesday night at 8 sharp. But due to the remaining merchants that we bought out leaving to follow the "just lefters," opening was light. Farmers living in vicinity did give show a fair Friday night and Saturday. But we did register a nice gross on bottles of milk and daily papers off porches of former residents that left suddenly.

Lem's oldest son, Lamm Trucklow, joined here and will work his little games in marquee. Show has discontinued kitchen No. 3 of single-girls cookhouse. We still put up the top and tables, but a local caterer serves the food. Our legal adjusters have not spent a dime of the show's money in three years, so office should soon consider them as stockholders. Visitors during week were a garbage collector, two street sweepers and the hauling man.

Regardless of business Pete Ballyhoo paid off with a smile. A few agitators on the lot insisted on money but Pete continued to smile.

MAJOR PRIVILEGE.

W. C. Kaus Starts Season in Baltimore

COLUMBIA, Pa., May 7.—With ideal weather prevailing and a good-size crowd in attendance W. C. Kaus Shows opened season at Cathrene and West streets, Baltimore, Saturday, April 16, and ran thru to Saturday night. Business fairly good.

No expense was spared in quarters to make this show best of W. C. Kaus' long career in show business. Entire show spick and span in every department. New banners, panel fronts, canvas and impressive illumination.

Staff: W. C. Kaus, owner and general manager; Mrs. W. C. Kaus, secretary-treasurer; Chuck Beckett, advance; Ed Cooper, adjuster; Nick Otte, chief electrician; H. G. Moore, assistant; Bob Howall, lot superintendent; Bobby Kork, publicity and *The Billboard* sales agent.

Shows and Rides

Shows: Oddities on Parade, Carl Hall, manager and talker; Nick Brice and John Kirsh, tickets. Bob Howall, magician and inside lecturer; Wynne, mentalist; Ted and Lillie Burgess, impalment act; Chief Little Red Feather, rope manipulations; Lawrence Simms, juggler; Jimmie Jagger, tattoo and torture; May Chumas, sword box; George Beckman, iron tongue and strong man; Lillie Burgess, illusions. Annex, Mary Louise and Jean Wilson. Sara Burgess, chef. Hawaiian Village, Bobby Kork, manager; Henry Weddle, talker; Wilfred McCullough, tickets. Hawaiian Serenaders, Steve Carter, Eddie McClenny, features; Princess Ming Top, Chinese dance stylist; Billy West, Ann Costello, June Knight, Vera Rhoades and Nadja. Geeko, Carlotta Barnard, manager. Serpentina, Jack Coleman, manager, featuring Renee La Marr.

Rides: Merry-Go-Round, Harry Decker, foreman. Chair-o-Plane, Albert McDonald, foreman. Whip, Nelson Kerr, foreman. Kiddie Airplanes and Autos, Johnny Dill, foreman. Tilt-a-Whirl, Dan Leslie, owner; Robert Leslie, foreman. Mrs. W. C. Kaus purchased a new No. 5 Big Eli Wheel, all white and feature of rides. Arthur Bruce, foreman.

Concessions and Free Acts

Concessions: Cookhouse, E. M. McIntyre, owner; Mrs. E. M. McIntyre, cashier; Larter Carpe, chef. Bingo, Mr. and Mrs. Russell C. Owens, owners. Attendants, Robert Bonsum, Leon Barnard, Pat Roundtree, Howard Laughlin. Leslie Coleman, balloon penny pitch. Blondie Mack, ball games. Walter Maxwell, ball game. Philip Meigs, candy floss. Mrs. Nick Otte, pop corn and peanuts. Walter Cox, mouse game. Diggers, Frank Bazik. Photos, Walter and George Kloher.

Reckless Freddie, high-perch free act. Visitors: John T. McCaslin, booking agent; Floyd Novick, Strates Shows. Visits exchanged with people of De Luxe Shows of America. Reported by Bobby Kork.

Weer Shows Open in Dowagiac, Mich.

NILES, Mich., May 7.—The Weer Shows opened season in Dowagiac, Mich., Saturday, April 30, auspices Veterans of Foreign Wars. Weather was very cold and as a result business was nil. There was a large crowd on midway but people were in no mood for spending. However, it bore evidence that business here would be same as last year, best still spot of season.

Tilt-a-Whirl topped midway with Big Eli Wheel a very close second. Shows' business was weak spot, but concessions all reported fair play. The Van Siles opened with a flashy cigaret shooting gallery put on by M. J. Hayden. Chick Wagner was on with three ball games, all new tops. Ed McComb built a new photo gallery and his wife topped bingo. Three flashes that any midway would be proud of are concessions of F. Smith, R. Jenkins and J. P. Hudgins. They have high striker, pop corn and diggers. New Plantation show did not open first night but was ready Monday. Reported by Mrs. M. R. Weer.

WANTED

Talker to make opening on Monkey Speedway. Also a good Monkey Act for Coney Island, Cincinnati, O. State lowest salary. Address

E. L. ZOULARY, Mgr., California, Ohio.

Conklin Shows Start Season in Hamilton, Ont.; Weather Ideal

Canada's largest native carnival opens with many new attractions—mayor and officials attend—new canvas and banners—free act draws

HAMILTON, Ont., May 7.—Opening here under auspices of Lions' Club for fifth consecutive year, Conklin Shows inaugurated their 1938 season Wednesday, April 27. Better weather could not be desired; a bright, warm spring day. Lions' Club entertained mayor, city council and other civic dignitaries at a luncheon in cook-house, after which Mayor Morrison opened the carnival. The party then made a tour of midway and was well pleased with attractions presented by Conklins this year. Since opening day show has been favored by a visit from various leading citizens of Hamilton and vicinity. Practically everything on lot is covered by new canvas. Red, white and blue motif has been used. All sidewalls being 12-inch striped red, white and blue, which color scheme has been carried thruout the midway. Every show has a complete new set of banners and dazzling lighting effects.

One of outstanding shows is Harry Seber's World's Fair Dancers, using 5 by 10-foot enlarged photographs ensconced between pylons and attractively lighted from the front of midway by arc lights. This show has one of most modern fronts ever built. Globe of Death is using a new 70-foot front built especially for it by the Allan Herschell Co. Midget Show is framed in a most attractive manner. Harry Lewiston's 180-foot banner line portrays one of greatest selections of side-show performers ever gathered together on a carnival midway. Harry Lewiston also has a Darkest Africa Show, which is very nicely framed with bamboo, giving a realistic jungle atmosphere. Maxie Herman is presenting Creation and Animal Oddity shows. New Hi-De-Ho funhouse was delivered by Spillman Engineering Corp., and on Kiddies' Day topped midway.

Free Act Pleasing

Free act is Six Monarchs of the Air. Their aerial ballet presented twice daily proving to be a very good drawing card. Other than standard riding devices a new Kiddieland is set up which is given a special location. Particular attention is being given to seeing that the smallest child is to have a good time at the carnival, and this department will be featured. An entirely new line of concession frames was built in quarters, and with the new tops the line-up looks very good. Merchandise of a different character to what is generally encountered on concessions has been purchased and booths have nice appearance and are well placed.

Staff and Shows

Staff: J. W. Conklin, president; F. R. Conklin, vice-president; Neil Webb, secretary; Dave Picard, assistant manager; Robert Randall, superintendent; Herman Larsen, trainmaster; Frank R. Bickford, general agent; J. D. Macdonald, assistant secretary; Art Hobrow, electrician; Jake Huschi, assistant electrician; D. McFadden, canvasman; L. Howard, sound man; C. Sanderson, night watchman.

Shows: World's Fair Dancers—Harry G. Seber, manager; Frances Seber (Faith Frances), Lola Winston, Grace Lee (Gracella), Diana Whitney (Diana Redburn), Ada Winston (Mozelle); Jerry Whitney, talker; Harry Holmes, front; Cliff Gracey, Leslie Jackson, Jim McAllister, Jim Thompson, Albert Hodges, Band, Ernie and Beth Bruce, Norval Robinson and Russell Harris. Globe of Death—Mildred and Bob Restall; Harry Edwards, speeder; Joe Reeves, mechanic; Red Kehoe, mechanic; Ab Kurt, ticket seller; Al Sinclair, ticket seller; Herbert Henrick. Hollywood Midgets—F. A. Woods, featuring Alfred Theis and his Tiny Town Revue, starring Emma Koestner, Mitzl Koestner, Willie Koestner, Frankie Kikel; Franklyn O'Baugh, midge-et female impersonator; Bernice Leonard, fan dance and rumba; Ayeene Cummings, specialty tap dance; Jack Glicken, chief of police; Jean Palfi, musical director; Vance Swift, "smallest man in the world"; Walter Miller, emcee; W. N. Stasinyck, tickets and grind; Bud Fenwick, Ken Wood; Joe Hoffman, musician. Side Show—Harry and Rose Lewiston, Joe and Buelah House, Melvin Burkhart, Jerry Burkhart, Ruth McClendon, Tom McClendon, Vivien Dunning, Leona Young, Jean Young, Ellis Phillips, Jo Rittley; Alfred Nansen, lecturer; Les Nichols; John Dunning, ticket seller; Many Simon, ticket seller; Raymond Allard, doorman; Albert Bedard, doorman. Darkest Africa — Charles Lucas, Lucille Morris, Oliver Attins, Waried

McRiva, Janette Winbush, Hazel Molyneaux, H. Snake, William Dake, Rex Thomas and Hugh Cooper. Creation—Maxie Herman, manager; George Peakes, lecturer; Joe Weaver, assistant lecturer; Abe Simon, ticket seller. Animal Oddity—Lorne Musselman, lecturer; Joe Reid, ticket seller; Cliff Reeves.

Concessions in Large Number

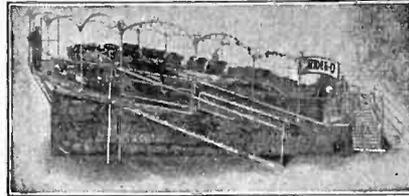
Concessions: Rolldown, Robert Cooper, Simon Koven, Al Richmond and William Chilton. Rolldown, Art Radtke, Harry Spitzer, Art Franko and Ralph Sanderson. Slum, Charles S. Taylor, Joe Podolak, Mike Terlecki, Don Dodromy, Peter Kindrachuk and Fred Wolson. Percentage wheels, Joe V. Palmer, Margie Palmer, Harold Smith, Walter Levinsky, Sam Phillips, Mike Huren, Patsy Detillio, Bill O'Brien and Harry Cramer. Diggers, George Skilling and Bill Thurgood. Sporting Goods, Nate Hirsch, Izzy Brodsky, Gordon Scott, Paul Blouin, Jack Kent, Oscar Banes and Bill Wilco. Bowling alley, Paul Olesky, Maurice Ohren, John Saladin and Harry Fray. Clocks, Jack Swibel, Benny Fields, Jack Thompson, Archie Elliott, Mike Risko, Peter Fedor and Joe Halo. Seven, T. Dukoff, Alex Wellis, Bruno Levi, Samuel Wolfe and Nathan Goodman. Huckle Buck and toys, Al Kaufman, J. J. McCarron, Jack Koven, Ernest Brunet, Mike Stolar, Lewie C. Malaski, T. Donyk and H. Bradley. Marble game, Ed Gamble, James George, Arden W. Morris and Pete Swiston. Lamps, Jockey Custock, George Gillan, Eddy Murray, Mike Madrick, Mike Hall, Steve Marcinszyn and Joe Kusin. Bingo, Al R. Cohn, manager; Mrs. Charley Taylor, checker; Johnnie Byers, B. Hughes and D. Adams, sellers. Photos, Betty Herman, George Warnholtz and Bert Murray. Penny pitch, Jean Nanson and J. Leahy. Candy floss, Joe Bula and Clifford Crouch. Frozen custard, William Levinsky and P. J. Brennan. Rifle range, Robert M. Birce and Frank E. Birce. Cigaret shooting gallery, Mr. and Mrs. Harry Sauve. Hoop-las, ball games and darts, R. MacDonald, Mrs. R. MacDonald, Max McArara, Joe Rogers, Ross Thompson, Carl Erlindson, Stewart Lee, Bill Zikman, William Homenick and Bill Haller. Mentalists, Nora Radtke, Rose Stanley and Gus Brown. Arcade, Alexander Lobban, Arthur H. Randall, B. Harvey, Roger Samson, R. V. West and Walter Boland. Cookhouse, George Pappas, Steve Pappas, James Phinimore, Nick Maltezos, George Maltezos, Peter Maltezos, Fred de Tullio, John Lungol, Peter Christy, George Swanson, Charles Raymond, Art Pontoon, James Tymoski, Fred Dynia and Alex Swab. Juice, Harry Kane and John Coman. Juice, Sam Ballard and Sam Wright.

Rides and Funhouse

Rides: Tilt-a-Whirl, B. Dickson, F. Russell, J. Johnson and L. Taylor. The Octopus, H. Swanson, William Clark, B. Monck and J. Gallant. Merry-Go-Round, E. Trepannier, L. Bourdon, R. Plamondon and L. Tremblay. Big Eli Wheel, J. Lister, A. Lister, R. Risdale and R. Royer. Ridee-O, L. Plamondon, J. Campbell, L. Vochon and P. Le Clair. Rocket, W. Graf, W. Hutchison and R. McAteer. Kiddie Autos, V. Meloche, L. Tibbo and W. Howard. Hi-De-Ho, funhouse, P. Fay, Charles Carter, Edward Cook, Art Morrenz, Allan Cake and W. Sanderson. Speedway, J. Haye, J. Harrison, E. McCuskey, J. Holiko and J. Heineman. Reported by Malcolm M. Webb.

Tom Rich and Louey Nieberle Join Hands

BAINBRIDGE, Ga., May 7.—Tom's Amusement Co., owned by Tom Rich, and Florida Amusement Co., owned by Louey Nieberle, have combined and contracted for amusements on Fernandia Beach. Show, which consists of rides



SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.
WORLD'S LARGEST BUILDER OF AMUSEMENT RIDES.
"CONTACT THE MAN WHO OWNS ONE."

RIDEE-O RIDE

12 CARS. 18 CARS.
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REFERENCE OVER 150 OWNERS
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CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
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GOODMAN WONDER SHOW

— WANTS —
OUTSTANDING FREAK—OFFICE CUARANTEES SALARY.
EXCEPTIONAL MONKEY CIRCUS.
NEW RIDES, NOVEL SHOWS.
We play 10 Large Fairs: First Fair, Grand Forks, N. D., June 27. Wire or Write, week May 9, Wichita, Kan.; week May 16, Salina, Kan.

and concessions, opened April 23. Equipment, just out of quarters, makes a nice appearance.

Tom Rich is well known in show business, having been a promoter, also owner of Skooter and Kiddie rides, which have been booked on various shows for years. Louey Nieberle is also well known, having toured with some of the larger shows and later having his own show, Florida Amusement Co.

Roster follows: Staff: Louey Nieberle, superintendent; Tom Rich, publicity and booking. Nieberle has a large German organ which is transported on a trailer and furnishes midway music. Rides: Big Eli Wheel, Frank Farar, foreman; Herbert Conrson, second man. Tilt-a-Whirl, Allen Cameron and Lee Stevens. Kiddie rides, Mr. and Mrs. Earl Cary. Chairplane, Ray Smith, assisted by J. L. Peacock. J. L. Stevens has charge of concessions. Louey Nieberle's granddaughter, Martha, entertains the kiddles on the midway. Reported by Tom Rich.

World's Fair Shows Open Big in Calif.

CORONA, Calif., May 7.—The World's Fair Shows, Max H. Bernard, lessee, closed the first week of the season here Saturday, April 30. Location was at Third and Ramona streets. Weather was favorable the entire week and business was very good, John H. Hobday, secretary of the shows, stated. Despite opening one week ahead of schedule, with customary inevitable confusion, entire personnel functioned with showmanlike co-ordination and a faultless opening was made to a large and enthusiastic crowd. This, of course, not without the efforts of Max Bernard and Harry B. Diamond, manager and assistant manager respectively. Management is aware that a business recession is on, but to judge by attendance here with consequent receipts, it would be hard to be-

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Manufactured Since 1870
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AUTOMOBILES — MOTORIZED YOUR SHOW
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CHARLIE T. GOSS
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lieve. The show is bigger and better than ever this year and organized to please the public and to profit from their patronage as conditions improve. Following is a partial list of personnel: Max Harry Bernard, lessee and manager; Harry B. Diamond, assistant manager; John H. Hobday, secretary-treasurer; Bill Steinhart, special agent; Alf Maler, lot superintendent; Frank Kitchener, mechanic and electrician; Omer Davis, carpenter.

Rides: Merry-Go-Round, Nick Obravotz, O. B. Bauer; tickets, Mrs. Mabel Davis. Big Eli Wheel, Frank Kempf, John Metzger; tickets, Mrs. John Metzger. Mix-Up, Harry Mittleider; tickets, Mrs. Billie Davis. Loop-o-Plane, Hubert Van Sickle; tickets, Mrs. Camille Hobday. Kiddie Autos, Fred Davis; tickets, Mrs. Monnie Mittleider.

Concessions: Knife rack, H. DeGarro. Two ball games, Charlie McCarthy booth, ham and bacon, Mr. and Mrs. Spot Kelly. Balloon, Hoopla, H. Bernard. Short-range gallery, Bill Verstuyft. Cigaret shooting gallery, William Gasaway. Photo gallery, Mr. and Mrs. J. R. Henderson. Candy apple, pop corn, candy floss, Mrs. Overstreet and Tolman Columbus. String game, Nettie Gasaway and Nick Nichols. Pistols and arrows, Charles Heim.

WHEELS
Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.
\$12.75

BINGO GAME
75-Player, complete, including Tax.
Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
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CANES
Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago.



Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

When a man becomes inoculated with discontent for his job he should quit it.—Wadley Tif.

DEBUNK the bunkers and the world will be far better off.—Red Onion.

No carnival midway is complete without a Funhouse and never has been.

ONE RAILROAD carnival has some moves scheduled for this year that will cost more than six grand each.

THE OPPOSITION in Evansville, Ind., recently seemed to have made quite a mess of things there.

ROY E. LUDINGTON lettered from San Fernando, Calif., that the weather is good there now.

R. L. OVERSTREET, assistant manager and secretary of F. E. Gooding's American Exposition Shows, writes a nice letter and show news.

TROY SCRUGGS cards from Jackson, Mich., that he is superintendent of rides

CHUCK FRANKLIN letters from Salina, Kan., that he is doing the best he can as press agent for Morris Miller and his Miller Bros.' Shows. Well, Chuck, that is all a man can do, so keep on trying.—Red Onion.

HOMER LEE BOWEN cards from Shelby, N. C.: "Now in my second season with the Backer Famous Minstrels. There is a reason. Pay every week and we never miss a meal."

One correspondent writes: "I saw a real rag carnival in Rome, Ga., and it had plenty of the racket." Now ain't that too bad! We are not asking you, we are telling you.—Soapy Glue.

RITA CHAPPELL lettered from Titusville, Fla.: "Ben and Rita Chappell closed the Titusville Municipal Tourist Camp of which they were the managers. Join Clint & Clark Shows in Pennsylvania."

FELIX BLEY, general representative American Exposition Shows, was given a fine write-up in E. E. Meredith's column "Do You Remember?" and pub-

clothespin concession and plan to be with him all season."

EVA PERRY lettered from San Pedro, Calif.: "Opened my Scandals of 1938 at Terminal Island, Calif., with Silver State Shows. Also have Artist Models, a posing show. Playing to good business. Played San Pedro, week the fleet was in."

D. H. FOLTZ carded from Independence, Kan.: "Bill E. E. Coy left Elite Shows here and joined Crowley's United Shows at Bartlesville, Okla., to take over front of Halley Cafe. He is missed by his many friends."

I may be dumb, but I think that all the railroad carnivals and all large motorized ones should have an elephant. Remember that the elephant is used as emblem of Showmen's League of America.—Soapy Glue.

TED LEWIS carded from Paterson, N. J.: "Booked my Midnight Revue with B. & V. Shows. Bob LaVerne is on the front. He was with me on Herrier's Acme Shows last season. Now framing a new front."

PROF. L. LEVITCH cards from Bakersfield, Calif.: "Have mentalist booth with Crafts Shows. Weather is bad. Business only fair. I think when the weather gets right that business will be very good. On the Pacific Coast now for the first time in 15 years."

W. C. HUGGINS' West Coast Shows are being mentioned this season as among the best "what is" in any section of the country. They are now out Northwest way, where they started following the dissolution of the Levitt, Brown & Huggins Shows some years ago.

Cannot figure why concessioners insist on calling themselves showmen. I think I would rather be a good concessioner than a poor showman.—Wadley Tif.

A. F. SCHRIMSCHER, concessioner, visited The Billboard office last week from Shelbyville, Ind. He operates frozen custard machines and concessions with both the Gold Medal and L. J. Heth shows. He said business is good when the weather is that way.

BEN H. VOORHEIS writes that James E. Strates has a real carnival this season and that he got off on the right foot by

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Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
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POPCORN

GOLDEN—Jumbo (Dynamite). O-MI-JAP (hullless). White Rice, Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "battered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. cases. GLASSINE Cones (7 Colors), also Bags and Cartons for "battered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903).

BRADSHAW CO. 31 Jay Street, NEW YORK CITY.

KWIKUP CONCESSION STANDS



Quickly erected—100% portable—bolt and wing nut construction. Orange and Black colors. Five Models, 12 Sizes. New low prices. Circular free.

THE MONROE CO., COLFAX, IOWA

SHOOTING GALLERIES

and Supplies for Eastern and Western Type Galleries. Write for circular.

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137-139 Marine Street, Ocean Park, Calif.

E. KAY BONNAFFON WANTS

A-1 Talker and Working Acts to feature in Side Show with Blue Ribbon Shows. Salary assured. Madisonville, Ky., this week; Seymour, Ind., next week. Roy Woods wants Trick Rider for Motor-drome. Salary or percentage. CAN ALSO PEACE A-1 Talker on Jig Show.

BLOTNER MODEL SHOWS

WANT FREE ACTS FOR ENTIRE SEASON. Have opening for legitimate Grind Stores. FOR SALE—Three-Abreast Merry-Go-Round, or will trade for smaller Two-Abreast. Address Old Town, Me., May 14 to 21.

PEANUTS

Raw, Roasted. Also Popcorn and Popcorn Seasoning. Daily Market Prices. Immediate Shipment.
INTERSTATE FOOD PRODUCTS
285 East Houston Street, New York City.
Phone: Orchard 7-8910.



EASTER SUNDAY EGG HUNT PARTY given in Elizabeth City, N. C., by Mrs. Eddie Viero, of Four Stars, free act, and Mrs. F. Percy Morency for the children of the Art Lewis Shows. Baskets of flowers and colored eggs were given to each child on the show and ice cream and cake were served. Standing, left to right, Jerry Bydiark, daughter of Mr. and Mrs. Frank Bydiark; Shirley Irwin, daughter of Mr. and Mrs. Martin Irwin; Billie Palmer, son of Mr. and Mrs. Speedy Palmer; Betty Smith, daughter of Mr. and Mrs. J. S. Smith, and Rose Marie Bydiark, daughter of Mr. and Mrs. Frank Bydiark. Seated is Tommy Sage, son of Mr. and Mrs. Lew Sage. A good time was had by all, even the grown folks, who looked on and participated in this eventful day. Photo by Mrs. F. Percy Morency.

and trucks on the Midwest Shows and has several good ride men with him.

MRS. RAY S. VAN NOY cards from Columbus, Ind.: "Ray S. Van Noy, well-known concessioner, has been admitted to Veterans' Hospital, Indianapolis, Ind."

CHESTER H. LONG cards from Kitting, Pa.: "Plan to be all summer with Arena Shows as tattoo artist. Business so far is pretty good."

ERNIE MURRAY, wife and young son, advertising clowns in advance Mighty Sheesley Midway, visited The Billboard office last week.

MRS. T. GARD letters from St. Charles, Mo.: "Rual LaGard was hurt in a performance in St. Louis and is now in St. Louis City Hospital, Division 10."

E. S. HOLLAND, general agent Cannon's Comedians, a tent theater one-day-stand organization, letters from Suffolk, Va., that he and the show are doing well in Virginia.

lished in The Fairmount (W. Va.) Times, issue Wednesday, May 4.

R. H. MINER, general manager Miner Model Shows, cards from Pottstown, Pa.: "Opened season here Saturday, April 30. Very cold and poor business. Monday night, May 1, same kind of business and weather."

D. S. DUDLEY—Kindly advise what kind of a show you have that you wish The Billboard to route. Your card from Burkburnett, Tex., received.

General agents will never learn, it seems. Looks like a number of carnivals, judging by the way they are routed, are going to give the season's "take" to the railroads and filling stations.

GEORGE PIERCY letters from Terre Haute, Ind.: "I was to be on Dodson's World's Fair Shows with my brother, Howard Piercy, who has the American Legion wagon on that show. However, I am now on the Rubin & Cherry Exposition working for Chick Allen in his

"COMPLETE in EVERY RESPECT"

R. C. LEE, of Hendersonville, N. C., bought a new No. 5 this spring and after receiving it he wrote: "You are due a lot of credit for turning out a ride that is complete in every respect and one that shows good returns on the investment year after year." Why not put your money in a time-tested, proven riding device?

ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.

THE NEW CHAIRPLANE

The Chairplane is now built in three heights, 22 ft., 20 ft. and 18 ft. The 22 ft. tower is our standard size ride. The 18 ft. tower takes a smaller space for operation but still has the same seating capacity as the other sizes. All 24 seats can also be hung on the outside if preferred.
SMITH & SMITH, Springville, Erie Co., N. Y.

Speedy, self-acting, handy to serve the crowd. The choice of the busy outdoor show world. Four models to choose from; highest quality; lowest price. Giant heavy aluminum 18-quart kettle, 6-quart kettle, rotary corn poppers, cast-iron equipment. Write for catalog and prices. Also used poppers.

NORTHSIDE MFG. & SALES CO.
1528 19TH ST., DES MOINES, IOWA

playing Harrisburg, Pa. C. W. Cracraft is general agent and he is supposed to book good dates, same as he always has done.

HARRY L. GORDON, general agent W. C. Huggins' West Coast Shows, letters from Walla Walla, Wash.: "Opened April 24 in Spokane. Weather was cold but business fair. Show is motorized, and Otto Tiegleber, high diver, is the free act."

PAT REGAN cards from Gallatin, Tenn.: "Had a fair winter with board wall crash and blindfold driving. On way to join Glen Wyble on J. F. Sparks Shows at Lebanon, Ky. Many showfolk in this section and all seem to be doing all right."

NEIL WEBB, secretary Conklin & Garrett, Ltd., in full is Malcolm M. Webb, if you please. Show opened the season in Hamilton, Ont., Can. Conklin Shows are subtitled "The World's Finest." Show has a swell down-to-date letterhead.

J. C. McGOWAN letters from Charleston, W. Va.: "Line-up of the Monkey People with F. E. Gooding American Exposition Shows are: J. Robert Ward, owner and general manager; Mrs. Julienne Ward, inside lecturer; J. C. McGowan, annex and front. Monkey people are Bobo and Kiki, pinheads."

IRA H. J. WATKINS, former Motor-drome operator who now has animals with a circus, letters from Waynesville, N. C.: "With the Haag Circus and a nice show to be with. Been on road three weeks. S. W. Floyd is band leader and handles *The Billboard* sales and mail. Saw Max Gruberg's show in Rome, Ga.

A MUCH-MOOTED QUESTION IS: How can a show secretary find time to edit a house organ, and what is the show's press agent supposed to be doing?—Wadley Tif.

FRANKIE BLAND lettered from McDonald, Pa.: "Now doing press work for Clint & Clark United Shows. Joined the show in Washington, Pa. Prior to that had some promotions in Ohio. Was thinking of W. H. Duke Brownell and Russell Miller." Well, Frankie started out all right, except he forgot to double-space his copy. However, he writes intelligently.

B. A. BRUNS, circulation manager of *The Billboard*, Cincinnati, respectfully requests that all *The Billboard* sales agents on carnivals tell where they want their weekly shipments sent, giving name of towns and dates correctly as far in advance as the show's management desires. He will greatly appreciate this simple attention to detail, he states. Thank you, show agents.

GRACE McKEE lettered from Detroit: "Will work high act belonging to Julia Peterson this season. Opened with Joyland Shows in Pontiac, Mich., April 30. In 1937 I was with a circus. Miss Peterson is steadily regaining her health after many months spent in a hospital, following her injury in 1935. Peterson

owns the rigging and the act is known as 'Queen of the Air.'"

WALTER D. NEALAND letters from Charlottesville, Va.: "Business here was wonderful. Big opening night Monday. Radio tie-ups and newspaper display advertising. Joined John H. Marks Shows in Richmond soon after the season opened as press agent. Like the job fine. Am feeling wonderful. Health never better. This makes my 40th year as a press agent. Started with Sig Sautelle's Circus in 1898. Am not yet ripe for an old man's home or wheel chair."

Always made it my business not to do business with those men who term themselves "Honest," "Old Reliable," "Square Shooter," and all that form of self-estimation.—Tillie Few Clothes.

JOSEPH BRETT lettered from High Point, N. C.: "Robert D. Penny's Amusements opened season here and rides did near-capacity business on a good location during the engagement. First two days weather was rather bad, but all attractions did satisfactory business. Second week was better than first. Week April 18 at China Grove and week April 25 at Kannapolis, N. C., were very good also. So far Penny is well pleased with business."

GEORGE ADKINS cards from Tullahoma, Tenn.: "While traveling out of Jacksonville, Fla., I stumbled upon Heth Bros.' Shows here, so I booked two stock wheels with them instead of going on to Evansville, Ind. This show has a good back end and no questionable conces-



MR. AND MRS. F. H. BEE JR., of the F. H. Bee Shows. Horatio and Grace are seen here at *Musa Isle, Indian Village, Miami, strolling amid swaying portly palms wafted by balmy breezes. This was during vacation time December, 1937. Now the Bees are busy humming with this season's show activities. Photo furnished by William R. Hicks, shows' press agent and general utility man in executive capacities.*



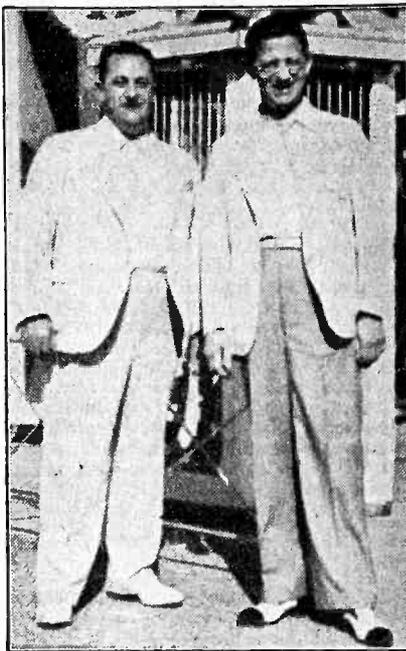
SALERNO, ITALY, in October, 1937. Mr. and Mrs. Barney Paige, Motor-drome operators and riders, sat in front of a cafe as shown above. They thought and talked things over after being in Italy four years. Many in the United States in the carnival business will remember them. Mrs. Paige is professionally known as Doris Grey. The Paiges and daughter, 13, are now in Naples, Italy, but report they are a bit homesick.

sions. No big staff, but all seem to be for it and are hard workers. It is my opinion that this show will grow and go places. Have ham and bacon and bird wheels, the only two on the show. Have to work for stock, but I like it."

GIVEN good weather all the ride and concession carnivals playing in and around New York and Brooklyn will do good business. No shows are operated within the city limits of Greater New York. However, the prices they charge for rides and legitimate concessions operated have never gone amiss on neighborhood lots in the world's largest city and probably never will. Amusements for the masses at the right price is the secret of the lot carnival operators in Greater New York.

NEW USE FOR CELLOPHANE: Have coats made of this material and sell them along with each ticket bought by ladies and gentlemen for those Mud Athletic Arenas.—Soapy Glue.

MRS. CORNELIA CURTIN, of Mighty Sheesley Midway, wired from Asheville, N. C., May 2: "My truck turned over 50 miles from Winston-Salem, en route to Asheville. No one seriously hurt. Under able direction of E. C. (Texas) Smith, help was given to get the truck on the road again to its destination. My appreciation goes to the Mighty Sheesley showfolk for their wonderful co-opera-



DAVID B. ENDY AND BEN WEISS are seen here in front of Funland Park, Miami, February 16. Dave is general manager of Endy Bros.' Shows, and Ben is "Big-Hearted Ben of Bingo." They are attired in their June, July and August togs for the climate they will be in during those months. So here we see a modern showman and concessioner.

tion. Am proud to know that I have spent over 20 years with such a fine organization."

HOWARD SPECTOR, side-show manager with Sims Greater Shows, letters from Windsor, Ont., Can.: "Howard's side show opened here April 30 and topped midway as far as shows were concerned. Acts are: Elmore, human volcano; Professor Burkhardt, magic, Punch and Judy; Electricia, human dynamo; Adolph, handcuff artist; Geraldine-Gerald, sex oddity, and Howard, lobster boy, in annex; Joe Spector, talker; Jean and Margaret, ballyhoo artists; William Russell and Barney Siegel, tickets."

AL F. HARRIS lettered from Chicago: "Am of Harris & Proy Tabloid Attractions. This is my 43d year in show business and I have not missed an issue of *The Billboard* in 30 years. It is the Old Reliable and showfolk cannot get along without it. After several years in Chicago I decided to take to the great outdoors and will be interested in three attractions on a carnival. Have two girl shows and snake show with all new equipment and hope to make them 'tops' in their respective class."

Speaking of education of children and all that: It is my opinion that a vast majority of grown people are more in need of education than some of the bright children of this day and age.—Tillie Few Clothes.

EDGAR CLAY MAY and Mrs. May visited *The Billboard* offices last week. Edgar is special representative for Mighty Sheesley Midway and was en route to Norwood, O. (Cincinnati) from

J. R. EDWARDS SHOWS
 OPENING MAY 21, IN WOOSTER, OHIO.
 TWO SATURDAYS — 20TH ANNUAL TOUR — GOOD LINE OF CELEBRATIONS BOOKED.
 THOSE CONTRACTED PLEASE ACKNOWLEDGE

WANTED!!!
 Pitch Till You Win, Ball Games, Cigarette Shooting Gallery, Devil's Bowling Alley, Fish Pond, Skee Ball Alleys, High Striker, Long-Range Shooting Gallery, Photos, American Palmistry, Scales, Legitimate Concessions only. No "G's" or coupon stores.
 Phil Phillips Wants Two Small Girls for Illusions; also Hula and Oriental Dancers for Revue.
 Address All Mail to J. R. EDWARDS SHOWS, Wooster, Ohio.

WANTED!!!

OCTOPUS
 LOOP-O-PLANE
 TWO BIG WINNERS
 UNEQUALLED FOR PERFORMANCE AND PROFITS

EVERLY RIDES GUARANTEE BIG PROFITS

EVERLY AIRCRAFT CO., Salem, Oregon
 ABNER K. KLINE, Sales Manager. Lusse Bros., Ltd., Blackpool, England, European Suppliers.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

EVANS
 MONEY MAKERS
 Rely on Evans 46 Years' Experience for Latest and Best Amusement Equipment.

SHOOTING GALLERIES
 IMMEDIATE DELIVERY.
 Complete Line of Shooting Galleries. Supplies for All Makes.

EVANS DICE WHEEL
 One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS of All Kinds **\$7.50 up**
FREE CATALOG
H. C. EVANS & CO.
 1520-1530 W. Adams St., Chicago, Ill.

Candy Floss Operators

All-Electric Machines \$85.00 Up.
 Bands 3.50 Ea.
 Ribbons 3.50 Ea.
 One Band and One Ribbon 6.00
 Three Bands and Three Ribbons 15.00
 Double Heads 29.00

A. T. DIETZ CO., 27 Miller Building, Toledo, O.

Asheville, N. C. From Asheville they went to Huntington, W. Va., where a pleasant visit was spent with Edgar's parents, who are getting along in years, as both are way past the 70 mark. Edgar reported that Sheesley had a good week in Winston-Salem, N. C., and if good weather is at hand he thinks the show will do well in Norwood.

HARRY GILLIAM cards from Kansas City, Mo.: "I have a Charlie McCarthy stogie that has six movements. Its eyes flash, head turns side to side, bends over forward to talk in a mike, arms move naturally and it talks. Its mouth moves six times a second, 360 times a minute, 21,600 times an hour and 259,200 times in a 12-hour day. I have been working 30 days with it, and it has not worn out yet. Whole figure is automatic. This is not kidding, as I am putting it on a Guess Your Age concession."

Showmanship displayed by Max Klmerer in the presentation of the midget show with **Rubin & Cherry Exposition** is outstanding. This show has one of the funniest comedians in any kind of show business.

BEN R. BRADLEY letters from St. Louis: "George Vogsted, of Illusion Show fame, in my opinion has one of the most remarkable shows under can-

vas. He is with Beckmann & Gerety. It is titled "Expose." It is a combination of underworld rackets and strip-tease blackouts. The customers rave over it. In fact, straw houses are in evidence almost every night. This show is Vogsted's original idea and is causing lots of talk among visiting showmen. Wonder how many shows of this type will be seen with carnivals in 1939, I was thinking. Yes, I am a friend of George Vogsted."

High water and the racket will break the best of them. All will survive high water and weather conditions, but the racket never in this enlightened day and age. Walk on almost any carnival lot and one will see the sightseers walking far and wide away from the concessions. They have become concession shy. It is time some carnival managers and owners get wise to themselves. Legitimate concessioners cannot put money in the office as long as showgoers shy away from the concessions. This should be plain enough and is fully apparent to the wise show owner and manager.—Red Onion.

A lot of carnivals are considerably better this season than some of the press agents they have, I have recently noticed.—Unkle Jerk. Writing is a trade, same as any other line of human endeavor. Because a man is a good mechanic is no reason he can make a good press agent.—Red Onion.

ALEX LINTON, sword swallower formerly in the Hawaiian Islands, letters from New York: "Still touring the country here and having a good time. Visited Ringling-Barnum Circus in New York and met my old friends Austin King and Art Hubble and numerous others with whom I have trouped in the past. Been east about six weeks and am getting homesick for the Pacific Coast. Plan to motor back to Los Angeles and pick up Mrs. Linton and then make a trip thru Canada. Worked a couple of spots east and bought neon tubes to be used instead of swords in the future. Have 12 assorted colors and have broken three already. Figuring out a new idea, but if I do get it working I will have to give friend Ray Knight credit for a part of it."

EMMITT KIMBRELL letters from Atlanta: "Alamo Shows moved here after two weeks in Macon and one in Griffin, Ga. Business was satisfactory despite three nights lost in Griffin, but at close Saturday night there was a little profit. Frank Starkey, business manager and general agent, has returned from West Virginia and said he would later railroad into the coal fields of that State. Starkey is enlarging the show as it moves along. He is well known in outdoor show business. J. L. Johns, owner of Alamo, has turned all equipment over to Starkey for him to manage. Show now moves in trucks and has new 25 and 15 kw. light plants. Many members of Royal American Shows visited during that show's engagement here. Alamo plans to play Atlanta lots until last of May."

BOOST THE LITTLE MAN! Some of the largest and most influential men in industrial and public life started without a dime, but they had ideas and grew to be men of high

statue, so to speak. Never tell a man a thing cannot be done; he may fool you, as no one has yet been able to see what is back, as an idea, in men's heads.—Unkle Jerk.

FRED H. PONTY'S carnival friends will doubtless be pleased to learn that he is back in the amusement park business again. He is no stranger in it, either. He had a park where Playland, Rye Beach, N. Y., is now located; one at Poughkeepsie, N. Y., and managed a pier at Miami Beach, Fla., among his activities in a long life in outdoor show business. Fred H. recently wrote from New York: "If conditions ever return to near normal again I will have success. Took over Atlantic Beach, Atlantic Highlands, N. J. Park has a good beach, excellent excursion facilities and a fine pier. Its 20 acres is ideal for picnics. About 20 miles from New York by boat. Central Railroad of New Jersey has a station opposite park and backed up by good highways. Frank Hall, John T. Fitzgerald and I have taken a lease, with option to buy I recall that one of Red Onion's weak spots is sea food, and we will have plenty of that."

The way some so-called general agents make out a committee or fair contract it is a wonder that they ever get them signed by intelligent business men and women. A contract should never be scribbled on soiled paper, and for that matter all contracts should be neatly typewritten on any kind of paper and never partly printed and partly penned. Looks like some general agents are in such a big hurry over nothing at all that they do not have time to do anything right. Every general agent should be able to plant a good opening story in the newspapers in every town contracted, but few of them know how. They should also study local railroad facilities more thoroly than most of them do. We once heard of a general agent who made a railroad contract and the best he could do was to land the train within 15 miles of the lot. Now ain't that going some for a man that is supposed to know his business in advance of a carnival?—Unkle Jerk.

WALTON DE PELLATON, secretary-treasurer White City Shows, lettered A. C. Hartmann from Coalinga, Calif.: "Inclosed two honorary memberships for you and Red Onion in the Association of Rats. This exclusive organization was launched by Lucille King for winter social activities and has the following charter members: C. F. Zeiger, Clara Zeiger, Bertha Grubbs and Rosemary Loomis, of C. F. Zeiger United Shows; Orville N. Crafts, Mabel Crafts, Roy E. Ludington, Mary Ludington, Elmer Hanscom and Estelle Hanscom, of Crafts amusement enterprises; Ted Corey, Margie Corey, Ted LeFors, Marlo LeFors, Walton de Pellaton and Lucille King, of White City Shows; Archie Clark, Rose Clark and Florence Webber, of Clark's Greater Shows; O. H. Hilderbrand, Everett W. Coe, Betty Coe, Hazel Fosher, Verna Seeborg, Fern Chaney, Claude Barie and Leona Barie, of Hilderbrand's United Shows; Nina Rogers, of Monte Young Amusement Co.; Sis Dyer, of Henries Bros.' Shows; Virginia Kline, of Salem, Ore., and *The Billboard* correspondent; Relley Castle, of Heart of America Shows; Ethel Krug, of 20th

Century Shows; Edith Bullock and Harry Hargraves, of Venice Rides; Hot Potato, A. C. Hartmann and William Judikns Hewitt of *The Billboard*; Edith Walpert, of West Coast Amusement Co.; Joe Krug, of 20th Century Shows, and John R. Castle, of Heart of America Shows. The two honorary cards inclosed winds up all entries for 1938. Five members will be added in 1939 and five each year thereafter. Wish to thank *The Billboard* for all favors."

A. DORNBRACK, now a motor license agent in Stilwell, Okla., was once in the carnival business and professionally known as Mike Dorn. He letters: "When one has been off the road for 14 years and then runs across two good shows in the same town on the same date and meets people he has not seen for over 20 years it makes him feel mighty good and also makes his feet itch some. Went over to Muskogee and looked the Tom Mix Circus over and found Ted Metz handling the Side Show. He was with me on the old Con T. Kennedy Shows many years ago. With Mix also found Leona Carter, mentalist. We were on Zeidman & Polle Shows 18 years ago. On the Goodman Wonder Show I met Dave B. Stock, who has almost all of the rides. I worked for Stock on the old James H. Gibson Shows some 25 years ago. Then there was Izzy Firesides with the cookhouse. First time I saw him was 15 years ago when he was with Zeidman & Polle. Both circus and carnival had fine equipment and were nice set-ups. I must say that shows have progressed with the rest of the world. Expect to go back again and look Goodman over."

CORRESPONDENTS, show-letter writers, press agents and others who may be interested in *The Billboard*, please note: Newspaper clippings sent in that do not give the name of the paper, date and name of show or person referred to are of absolutely no value to the columns of *The Billboard*. All data should be complete to be of any value to *The Billboard* as this publication gives credit to all newspapers from which it takes matter for publication. Get this right and please do not clutter up the carnival editorial desk with clippings that do not carry the information requested above.

Let Us Put You Right About Max Gruberg "Going To Play!"

DICK COLLINS, press agent Gruberg's World's Exposition Shows, Inc., letters from Winchester, Va., April 27: "We certainly were contracted to play Gadsden, Ala., for the PTA. We were to show on Gadsden highway outside the city limits, as license was refused except at a prohibitive rate. We billed the town and took and used 24 inches of newspaper display ads and ran two stories in the local paper. Contract was not certified by Max Gruberg on account of probability of flood, which happened and inundated the grounds. But we fully intended to play the town, otherwise we would not have billed it and used the papers. Attalla, Alabama City are all really Gadsden and all within a four-mile radius. We were to play between the two places, as there we could draw from all three towns."

NOW LET'S analyze the above and give some additional facts: Dick Collins sent in the contract which shows that World's Exposition Shows agreed to play Attalla, Ala., for Parent-Teachers Association for six days starting April 11. This was changed to May 2 to 7 and the location was to be Forman Land, Attalla, Ala. However, Collins states above that Max Gruberg did not certify this contract, and we take it from this that unless Max Gruberg certifies contracts for the World's Exposition Shows, Inc., they are therefore not valid. So in view of this no valid contract existed between the World's Exposition Shows, Inc., and the Parent-Teachers Association of Attalla, Ala. The latter despite the statement that the show billed the community and used newspaper advertising. Let's go further: The U. S. Postal Guide of 1934 on this writer's desk lists Gadsden, Ala.; Alabama City, Ala., and Attalla, Ala., as three separate post offices, so in view of this Gadsden, Alabama City and Attalla are not one municipality and not all really Gadsden, as Dick Collins states above.

The above reminds the writer of the time he was in Florida with Leo M. Bistany. A carnival was advertised to play Titusville, Fla. We went to Titusville and found the carnival about four miles outside that city's limits in an orange grove.—William Judkins Hewitt, carnival editor.

PINA-COLADA DRINK DISPENSER

The New Sensational Pineapple and Coconut Drink

Will Put You in Business on a Very Small Investment

FOR BIG PROFITS
NO EXPERIENCE NECESSARY
WE SUPPLY THE FORMULA

Dispenser is cork insulated thruout with a stainless steel juice container which covers all health department regulations.

There are two dispensing faucets so that two people can dispense from each tank at one time.

The electric mixer is the finest made—with General Electric Motor. Send today for details.

W. KESTENBAUM, INC. Est. 1895
1790 FIRST AVE., NEW YORK, N. Y.

LORDS PRAYER PENNY MACHINES

AMAZING NEW MACHINE
Engraves FUNNY Designs on pennies (HOT STUFF). Makes people laugh, keeps the crowd roaring, coins money for you. Write for literature. HURRY.

RAY MFG. CO.
2250 Clybourn, Chicago, Ill.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$3.50 Ea., African Specimens Small Animals in Jars.
Fine Condition.

\$10.00 Pop's Old Barrel No. Wheel, Money Getter.
\$33.00 Ossified Outlaw Mummy, Life size, Bargain.
\$35.00 Mysteria Illusion with Mirrors, Great Bargain.
Prof. W's 1st'g Mat. 14x22", Fine Cond'n, Sell Cheap.
WE BUY ALL KINDS OF RINK SKATES AND CANDY FLOSS MACHINES. **WEIL'S CURIOSITY SHOP**, 20 S. Second St., Philadelphia, Pa.

SPECIAL PAPER TARGETS

For Short Range Shooting Galleries, also Long Range, 5 different sizes. Price per Thousand, \$6, \$7 and \$8. The best and most perfect Targets made for Jackpots. We build portable Short Range Galleries. **RED CIRCLE GUN CLUB.**
695 Washington Street, Boston, Mass.

B. & V. SHOWS

Haledon, N. J., week of May 9; Stamford, Conn., week May 16.—Want Grind Stores. Shows with own outfits, Silo Drome, Rides—Whip, Octopus or any Flat Ride. Write or wire till May 14.
193 Passaic St., Garfield, N. J.

Sunset Amusement Co.

Want capable Man to take over Athletic Show. Experienced Aide Foreman, write or wire. Must be capable semi-drivers. Lead Gallery, Cigaret Gallery, Pitch Win and Bowling Alley; exclusives open. Marshall, Mo., this week; Trenton, Mo., next.

CUTRIGHT & MILLER ATTRACTIONS

WANT Ferris Wheel, Kiddie Ride, or small Merry-Go-Round. Shows with own outfits. Grab Joint or small Cook House, Candy Floss, Photos. We have one of West Virginia's Best Fourth of July spots. Spencer, W. Va., this week; Mason City, next.

WANT AGENTS

Nail and Concessions. Wire French LaPage or come in to Norwood, O. Good spots.

MIGHTY SHEESLEY SHOWS

Harry Corry wants Assistant Auctioneer.



HERE WE HAVE THE LARSEN FAMILY KIDDIE BAND booked for the season with Byers & Beach Shows. Photo taken recently at Pontiac, Ill., in front of the Twin Big Eli Wheels. Tilt-a-Whirl is seen to the right. Members of the band, left to right, are Louise, Grace, Charles, Lola and Gene Larsen.

Roasts and Toasts From Pacific Coast

By HOT POTATO

SAN FRANCISCO — Outdoor season now in full swing. All shows in California tented realm have hit the trail for the season. Some report good business, others spotty. Mike Krekos West Coast Amusement Co. played Emeryville recently to fair business. Hilderbrand's United Shows had an ordinary run at Sacramento and now headed north, where they will hit their regular route of celebrations and still dates in Oregon and Washington. . . . Orville N. Crafts' Golden State Shows had good week's business at Santa Monica celebration for West Side Business Men, promoted and handled by Ralph Losey, who has another promotion now in progress at Boyce Springs. . . . Golden State Shows enjoyed another good week's run at Santa Paula, Calif., making two in a row for that organization, while Crafts' 20 Big Shows played two bad ones in a row in Los Angeles suburban territory. . . . Fat Alton's new show opened season recently at Terminal Island and moved to San Pedro, after which date will start moving north to Alton's regular route of stand-bys played by him in former years.

bination grab stand and large sign above that reads, "It's O. K. To Eat With E. K." . . . Candy floss, crackerjack and confectionery on Crafts Shows are dispensed in a one-front counter tent that always sits in the concession line-up at the head of the midway. The Ferris Wheel that runs backwards on Foley & Burk Shows. Those dancing girls on the Greek's show. Here is the closing yarn related by Jess Reis during his sojourn on the West Coast year or so ago: A colored minstrel performer decided to quit the road and go into rice farming on shares when the show played Louisiana one fall. The next year the colored gentleman appeared at the show office wagon soon as the wagon was spotted in the same town and lot. "Tse tru farmin, boss. Kin I git mah old job back wid yo all?" "Thought you were a rice planter on shares," said the carnival owner. "I wuz, boss, but de ducks got all de rice las year." "What you mean the ducks got it all?" "De ducks, boss, de ducks. Whut I mean is de landlord he deducts for dis and deducts for dat until de blame de ducks done took it all."

Hither and thither: Route card from Tom Mix Circus indicates it is getting in territory usually played by circuses in fall of the year. . . . Al G. Barnes-Sells-Floto Circus continues to draw and from all reports its spring business will about equal last year and in some towns even better. . . . Since when did Mel Smith become an authority on judging side-show canvas. I'm asking you, neighbor? Speaking of canvas, what a study that subject has. If you do not believe it just listen to history of treatments, weaves, cross weaving, weights, drills and a hundred and one other essentials a good piece of rag must possess. Any good canvas salesman can enlighten you on this subject, but Capt. Bill Curtis, now of Barnes circus, could give a young man desiring knowledge on canvas more valuable information than could be obtained elsewhere. Captain Curtis talked with writer a short time ago during the Barnes engagement at Hill and Washington streets in Los Angeles. He still possesses a keen gait and keen mind of a young fellow. He can converse on most any subject, holds patents on many circus-labor-saving devices, a peacan grower of note in Mississippi, and when it comes to getting the old "rag" in the air Capt. Bill Curtis takes his sombrero off to no living human. . . . And back to Mel Smith, the "boy orator" of the circus. What a hustler he is. Talk to him one day on the Coast and few days later he is in Indianapolis. Mel gained nation-wide publicity one day in 1936 when he appeared on a busy downtown street in Los Angeles attempting to sell genuine \$10 bills for a quarter.

Personal ambitions to attain some day: To have a party and let Walton de Pellaton invite the guests from his "list of names book." To loop-the-loop with Orville Crafts in his airplane. To wear a derby hat, pair of spats and swing a cane as nonchalant as O. H. Hilderbrand after playing a couple of good dates. To lay out a perfect midway where no one ever registered a beef. To live to see day when all loud-speakers will be barred or toned down and kept that way on a midway.

Remember whens: Mort Wescott used to take a show out of Chicago every fall for the South? . . . K. G. Barkoot along about 1910 had a real big show, closed the season after a good week on Popular avenue, Macon, Ga., then organized a gilly show for Florida dates? . . . Billy Williams had the Mamie show on Barkoot Shows a number of years? Billy was a stickler to keep help busy at all times; if nothing else wooden stakes were pulled and washed, driven back in the ground. "Idleness is bad for anyone" was Billy's theory. . . . Charley Williams had the Great Train Robbery motion picture show on the same aggregation? Charley is still alive and active in fair work in Indiana. . . . Who remembers early fairs of Indiana, Michigan and Ohio? A Ferris Wheel and a Merry-Go-Round were the great attractions. Main location or corner was always occupied for years by Lady Confectioner Mrs. Jessup, mother of the well-known Ed, Charles and Joseph Jessup, still identified in the outdoor business. Ben Stocker (Buckskin Ben) and his Wild West were among the early-day attractions also at these fairs. Midway oddities: E. K. Fernandez Shows, of Hawaii, have a truck-style com-

Missouri Show Women's Club

ST. LOUIS, May 7.—Afternoon of May 5 club entertained visiting members at a bridge-tee in clubrooms in Maryland Hotel. With five big shows in immediate vicinity, it was a wonderful get-together. Membership committee presented Catherine Little, Bab Hutchinson, Gadette Storm, Lucille Osborne and Jessie Clark as new members.

Millicent Navarro presided at tea table, with Irene Burke, Grace Goss, Nell Allen, Florence Parker, Ollie Hager, Lewis and Kathleen Riebe serving. Vice-President Burke introduced Viola Fairly, who paid an effective tribute to success of club. Katie Dodson, Ella Dodson, Dorothy Hennies, Leila Gerety and Catherine Little also made interesting talks. Table prizes were won by Celia Martin, Catherine Little, Margaret Sherman, Blanche Sullivan and Katie Dodson, who were very proud of their rhinestone clips.

Those present were Dorothy Hennies, Rose Hennies, Vivian Miller, Ann Lavin, Celia Martin, Blanche Sullivan, Sis Dyer, Jackie Dondinger and Margaret Pugh from Hennies Bros.; Leila Gerety, Alice Wilson, Mary Benton, Doris Bellen and Nancy Miller, Beckmann & Gerety; Viola Fairly, Catherine Little, Alice Strout, Peggy Parsons and Marie Jones, Fairly & Little; Babe Hutchinson, Tom Mix Circus; Mary Francis, Ruby Francis, Peggy Smith and Margaret Maddox, Greater Exposition; Katie Dodson, Ella Dodson, Margafet Sherman, Lucille Osborne, Jessie Clark, Emma Rocco, Lena Ayers, Lillian Murray Shepard, Ruth Davis, Stella Regan, Jessie Williams, Esther Carson, Ollie Hager, Lewis and Katherine Brewer, Dodson's World's Fair. St. Louis members were Grace Goss, Nell Allen, Irene Burke, Florence Parker, Millicent Navarro, Beatrice Guilian, French Deane, Clea Jacobson, Gadette Storm and Kathleen Riebe. Attendance prize was won by Emma Rocco. Reported by Kathleen Riebe.

Los Angeles

LOS ANGELES, May 7. — Annual Italian Festa opened here April 23 to good business, but rain the last two days cut attendance considerably. Florence Appel had the midway contract, and Joe Krug's 20th Century Shows furnished the rides, which included Ferris Wheel, John Card, foreman; W. G. Hundley, assistant; Mrs. E. Miller, cashier. Merry-Go-Round, Ray Lindmeyer, foreman; Harry Tieman, assistant; Ellen Forbes, cashier. Kiddie Ride, Joe Anderson, foreman; Walt Gurley, assistant; Mrs. E. Tomasino, cashier. Glider, Burwell Parker, foreman; Joe Andreana, assistant; E. Fazzi, cashier.

Concessions: Cookhouse, Florence Appel and Whitey Olsen, owners; T. Hurley and A. DeSalvo, counter. Lead Gallery, Kirt Ober, Charley McCarthy, Willard Peck and T. Sturgis. Gun Range, John Gonzaili and Joe Accorsini. Ham and

ROPED WALL SPECIAL

In Stock for Immediate Shipment.

| | 50' Sections | 100' Sections |
|-----------------------------------|--------------|---------------|
| 36" 8 oz. Standard Khaki, 8' High | \$15.85 | \$29.95 |
| 36" 10 oz. " " 8' " | 16.80 | 31.95 |
| 36" 8 oz. " " 10' " | 18.90 | 35.95 |
| 36" 10 oz. " " 10' " | 20.50 | 38.95 |
| 29" 8 oz. " White 8' " | 14.90 | 28.20 |
| 29" 8 oz. " " 10' " | 18.00 | 34.30 |

Above prices subject to present stock. Wall roped all around, snaps every 3 ft. along top, lanyards at bottom. Wind band through center.

Write—Wire—Phone

BAKER - LOCKWOOD

17TH AND CENTRAL,
America's

Big Tent

KANSAS CITY, MO.
House

NEW ENGLAND MOTORIZED CARNIVAL, INC.

Now Playing Albany-Troy Road U. S. No. 9 Circus Grounds. First Show in Ten Years. Next Week, Schenectady, N. Y., Auspices American Legion. First Show in.

WANTED—Snake Show or any Grind Show. Concessions of all kinds wanted. Can use two good Stock Wheel Agents to Grind.

COMMITTEES: Have two open weeks in July, two in August.

Have practically new Knickerbocker Light Plants for sale. One 15 K.W., one 17 K.W.

BILLY GIROUD.

DICK'S PARAMOUNT SHOWS, INC.

WANTED — CONCESSIONS: Ball Games, Cigarette Shooting Galleries and any Ten-Cent Grind Stores; reasonable privilege.

SIDE SHOW ACTS: JOHN and ZOLA WILLIAMS write or wire EDDIE PEDEN, care of the Show. SHOWS: Any Shows that do not conflict. RIDES ALL BOOKED. Roll-down Agents wanted by Francis Kelly.

We start with our celebrations soon, with twelve bona fide fairs to follow. Playing best spots in New England. ROBERT LESLIE get in touch with WHITEY FULMER. IMPORTANT.

Write or wire DICK GILSDORF, Mgr., until May 14, Rockville, Conn.; following week, Norwich, Conn.

THE BIG DATE — FOR 1938

LOUISVILLE, KY., MERCHANTS' EXPO. and CIRCUS

28TH & BROADWAY, 14 DAYS, JUNE 6-19—2 SATURDAYS, 2 SUNDAYS.
Auspices Business & Professional Men's Clubs.

WANT • Rides • Quality Shows • Concessions • Circus Acts • Girl Contest Promoter • Baby Show Promoter • Public Wedding Promoter • Capable Solicitors on Exhibits • Banner Arch • Book • Tickets, Etc. WILL CONSIDER BIG ORGANIZED CARNIVAL.
Address TOM TERRILL, Director for Committee, Plaza Hotel, Louisville, Ky.

Bacon, Dick Roberts and Tom Perley. Hoop-La, Mrs. E. Burke and Edith Quarles. Tip 'Em Over, Dan Stover. Bingo, Mr. and Mrs. Louis Gotfredsen. Penny Pitch, Andy Tourneur and Miss E. Demarrio. Cotton candy and candy apples, Ethel Krug and E. Bruenner. Photos, Tony Capello and Miss E. Cervanti. Pistachio, John Ceccini and Mrs. Porteur. Lunch and soft drinks, Johnnie Apoll and Miss R. urzilo.

C. H. Steffen Shows have been playing suburban lots, while Roland Shows are playing lots adjacent to city.

Joe Dienl Jr.'s Kiddie Park in Beverly Hills is reported as doing big week-end business.

Ross R. Davis stated that business at Griffith Park had been somewhat affected by the recent flood, but the return to more reasonable weather had brought very good business. His attractions in Lincoln City Park are reported as doing well.

The alligator and ostrich farms are doing satisfactory week-end business. Johnny Ward came in from the Ocean Park sector and stated business during the festival week there was satisfactory, and Harry Hargraves reported that the American Amusement Attractions are doing okeh.

Crafts Golden State Shows are playing to good business in Northern California.

Al Painter and Sid Graumann have put the Rollerdrome in Hollywood over and attendance is showing a steady increase.

Dr. Charles H. Strub, managing director of Santa Anita Race Track, is working to interest his friends with capital to promote a vast amusement center in Hollywood for all indoor events and circuses.

Harry Bernard, lessee of Crafts World's Fair Shows, reports a satisfactory opening at Placenta, Calif.

Clark's Greater Shows played to good results in Sacramento, Calif., last week, and Will Wright's Golden West Shows did fair at Paso Robles.

Local parks have been getting business, as are the beaches. Venice Pier and Ocean Park Pier also are doing well. Manager Anderson reports that week-end business has been good.

Jack Beach left this week for Balboa, where he will have concessions.

Ed (Dad) Workman came up from Balboa and stated that his business has been good.

WANTED K. G. AMUSEMENT SHOWS

Shows with or without outfit. Will furnish new 130-ft. Top Side Show, if Show is worth while. Concessions that work for stock. WANT Front Man for Geek Show. This Show carries five up-to-date Rides. Earnest Ray answer this ad. Fair Secretaries in Iowa, Minnesota and Wisconsin, have some open dates. Look us over. Address all inquiries to Warrensburg, Mo.

W. H. Westlake left Crafts 20 Big Shows to join Clyde Ingalls on Ringling-Barnum circus side show.

Eddie Stewart also joined the side show of the Big One. Joe Glacy lettered that West Coast Shows opened at Clarkston, Wash., to big business after closing a successful engagement in Spokane.

Joe De Mouchelle, special representative of the West Coast Shows, is also public relations director with the organization.

J. E. Pepin recently shipped a pair of buffaloes to the Mikado of Japan.

Capt. W. D. Ament is working local night clubs and special events with his one-man band.

Val Vino, who has been wintering here, will be associated with J. E. Pepin soon.

United Attractions, with Milt Runkle as general superintendent, open Saturday.

Bob Winslow is with the Florence Appel concessions.

Big (Heinie) Heinwinkle was finally located at Redding, Calif.

Nate Miller came in for a short visit and reported the rides as doing well at the beaches.

Moxie Miller also visited and reported that he is doing okeh at the beaches.

Spot Fowler and Howdy Walker will be at Venice Pier this summer.

J. Ed Brown's announcement of the new Virginia Park is of much interest to Southern California showfolk.

Cecil De Villiers, who recently returned from South Africa, is associated with a local news service.

William (Dutch) Steinhardt visited for a day and advised that he was doing well with the World's Fair Shows.

Otto Taglieber is doing his high-dive free acts with the W. C. Huggins West Coast Shows.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 7.—On May 11 the association will issue and send to its membership the first bulletin of 1938 season and asks each member to read it and place it on file.

Inclosed with this bulletin will be the official 1938 certificate of membership of good standing in the association together with information and suggestions to the membership as to the manner of using the certificate in connection with identification and otherwise. Also inclosed with each bulletin will be additional information and inclosures of interest to the membership of the association.

The office acknowledges an inquiry from Coleman Bros.' Shows for membership in the association and anticipates being able to welcome this organization as the 41st member within the next few days.

Transportation Developments

Within the past few weeks there have

ARCADES

WILL PAY BIG THIS SEASON WITH

EXHIBIT'S

NEW LINE OF AMUSEMENT MACHINES AND SUPPLIES

WRITE AT ONCE FOR FULL PARTICULARS ABOUT

"HI-BALL"

Vertical 5-Ball Amusement Game.

"CHAMPION BAG PUNCHER"

Always an Arcade Favorite.

"BARREL OF FUN"

New, Novel and Different.

"LOVE METER"

"DISPOSITION REGISTER"

"PERSONALITY INDICATOR"

A New Rage for 1938 Arcade Season.

"BLUE STREAK"

New Model Crane Type Digger.

"NOVELTY CANDY VENDER"

Rotating Table Merchandiser.

"NEW DELUXE CARD VENDER"

and New Line Exhibit Cards.

"CONEY ISLAND"

New 5-Ball Novelty Pin Table.

"TURF TIME"

A Compact Counter Game With Console Appeal.

Battery, 3 Little Penny Getters.

AND OUR BIG NEW LINE OF ARCADE SUPPLIES

Write for Descriptive Literature and State Your Needs.

EXHIBIT SUPPLY CO.

4222 W. Lake St.

CHICAGO

been some developments in connection with the matter of railroad transportation which should be of interest to each railroad show member. The first item of importance was the message of the President in which he outlined proposals for giving the railroads quick relief to prevent possible operating difficulties. It is noteworthy that the President's message made no specific recommendations, but he did submit with it the report of the Interstate Commerce Commission which provides certain recommendations and which have been discussed previously.

About the same time that the President was delivering his message to Congress, the Interstate Commerce Commission denied the application of the Eastern carriers for an increase in passenger coach fares from 2 to 2½ cents a mile and declared in its decision that it found the proposed increase not justified.

In addition, several plans of consolidation proposed by various carriers were rejected holding that it was not considering plans for mergers at this time.

Whatever can be said of the merits of the various proposals to remedy the situation, it has been pointed out by authorities on the subject that the suggested relief is only a temporary expedient. The basic problems confronting the carriers will remain unsolved until the larger and more important questions of recapitalization and consolidation are determined.

While we do not express any personal opinion in connection with this subject, we feel that the facts as they develop from day to day should be presented to the members of the association interested so that they may be apprised of developments in this field.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, May 7. — Monday night's regular meeting attracted 31 members, almost all of whom were homeguards. Altho not largely attended, the meeting was one of the most enthusiastic for some time. First Vice-President Harry Hargraves has reinstilled much pep in members by his tireless efforts in handling club details in a businesslike manner. He stated the aggressive efforts would be continued as a means of accomplishing the many things with which members are familiar.

Usual business routine was followed. This included reading and approval of the previous meeting's minutes and current bills were ordered paid.

Communications: Several persons lettered seeking information on requirements for membership in the club, while several members forwarded partial lists of prospective members.

Newest member is William D. Newcombe Jr., prominent business man and now interested in outdoor amusements. He was sponsored by Harry Hargraves and Charles F. Halecess. John M. Miller received the weekly award.

As business was resumed Hargraves outlined at length his plans for the Gigantic of which he is chairman. He also stated that he would announce matters of interest in the project from time to time.

When the matter of selecting a chairman for the forthcoming Annual Charity Banquet and Ball came up, Hargraves stated that he felt that if Frank J. Downie could be induced to accept the position he would be the most popular choice. When Downie was called upon



WALTER HALE began his carnival career as a talker. In an emergency Ruben Gruberg, president of Rubin & Cherry Exposition, Inc., drafted him for publicity work in 1937 with that organization. He remained with R. & C. for a while, then joined Beckmann & Gerety Shows, where he finished the season and resigned for 1938. His outstanding capability is rated as promotional projects. Walter is a good writer and keen student of pictorial publicity. Hale is first vice-president of the Outdoor Press Club. Photo by Jack E. Dadswell.

he declared he would like to consider the appointment for another week. After much persuasion, however, he accepted. (See PACIFIC COAST on page 69)

15 Years Ago

(From The Billboard Dated May 12, 1923)

Final check-up on proceeds of Showmen's League of America Banquet and Ball held in Chicago in February revealed a net profit of \$2,300. . . . Minnesota Bill prohibiting traveling carnivals from showing in State was defeated, and amended bill, as approved by Showmen's Legislative Committee and State Fair Association, was passed, allowing all clean carnivals to play in State. . . . Favored with ideal weather, Greater Sheesley Shows auspiciously launched their 1923 season at Rockford, Ill. . . . George Hines, well-known showman, successfully underwent an appendectomy in a Venice, Calif., hospital. . . . Harry E. Crandall, general agent for DeKreko Bros.' Shows, was in Chicago making several railroad contracts and looking for some flat cars.

Wade & May Shows opened their season in Detroit to fine weather and good business. . . . W. W. Downing, special agent with Brown & Dyer Shows, was in Ludlow, Ky., taking care of his part for final arrangements for shows' appearance there. . . . Dixieland Shows were playing Missouri territory to fair-to-middlin' business. . . . H. C. Levi, with Miller Bros.' Shows, was in Cincinnati looking for pit-show people to join organization at Paris, Ky. . . . Snapp Bros.' Shows concluded successful week's engagement in Albuquerque, N. M., under Odd Fellows' auspices. . . . B. C. (Shep) Sheppard, formerly and for many years a concessioner, was working one of Buell's war picture shows in Jamaica, W. I., to good results.

Crawford Club, a social organization with John Francis Shows, held its first banquet and ball of season at Pawhuska, Okla. . . . Mrs. C. A. Wortham, of San Antonio, was host at an afternoon luncheon to wives of new owners of Wortham's World's Best Shows in Texas City. . . . Old Jupe Pluvius was still dogging heels of John T. Wortham Shows, playing Texas. . . . Charles F. Watmuff, general agent of Great Patterson Shows, was in St. Louis in interests of organization. . . . American Exposition Shows were having no difficulty playing to big business in Newburgh, N. Y., despite fact that weather was uncomfortably cold. . . . Dee Marshall Atwood, widely known outdoor showman, died suddenly at home of his sister-in-law, Mrs. J. L. Hartley, in Cairo, Ill., April 27.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, May 7.—May 5 saw the house dark as the final spring meeting was held April 28. Chairman Brother Tom W. Allen advises the ticket sale for the combined SLA and International Association of Showmen's benefit party held in St. Louis yesterday was good and final results should show a good return for the club's charity fund. A number of members made the trip, some by automobile and others by train.

Proposed home for showmen is meeting with great favor with all in the profession. Numerous inquiries already have been received. Brother Fred Beckmann, chairman of the home trustees, and Brother Carl Sedlmayr, fund committee chairman, are planning an extensive campaign for the summer. Brother M. H. Barnes has been named chairman and Brother E. W. Evans secretary of the trustees' committee.

Visitors during the week included Carl J. Sedlmayr, R. L. Lohmar, Doc Allman, P. T. Strieder and Vice-President Frank P. Duffield. President McCaffery came in on business but went right out again. Vice-President Joe Rogers is still making Chicago his headquarters and says he may remain here all summer.

Fred Kressmann is still active in league affairs and reports he is out to win a gold life membership card in the 1938 drive. Ned Torti and Brother John Galligan also report they have their eye on life memberships.

We would appreciate receiving route cards from all shows. Why not see that your organization sends in your route.

We again call your attention to the question of dues. "Nuff sed."

Ladies' Auxiliary

May 5 meeting was well attended. President Leah M. Brumleve presided and seated with her were First Vice-President Ida Chase, Third Vice-President Mrs. Joe L. Streibich; secretary pro tem, Mrs. Robert H. Miller, and Treasurer Mrs. William Carsky. Invocation was rendered by Mrs. Mattie Crosby, chaplain.

Secretary Mrs. Lew Keller is visiting in St. Louis. Dorothy Kline and Mildred Barton are with Greater Kline Shows. Members regretted to hear that Mrs. Ora Miller is ill and confined in her home.

Rummage sale is in session and Cora Yeldham, chairman, thanks all for contributing and co-operating. Some prizes were delivered for the May 19 party.

After adjournment a surprise birthday party was tendered sisters, Mrs. Pearl McGlynn and Mrs. Bessie Simon. A beautifully decorated cake was donated by Sisters Mrs. Ida Chase, Mrs. Bert Clinton and Mrs. Clara H. Harker, while President Leah M. Brumleve and Mrs. Robert Miller donated refreshments.

Club will hold a special meeting May 12 at 8 p.m. to dispose of unfinished business. Reported by Elsie Miller.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Everyone makes mistakes. One of yours may be that you've delayed becoming a member. Now that you are acquainted with the fact that you can become a member on approved application, apply at once.

27 FT. WHITE TRAVEL CAR

Ideal for show business. The last word in a home on wheels. Lovely beds, drapes, rugs, desk, radio, refrigerator, running water, sanitary toilet, shower bath, copper screens, outside tent, extra large storage space. Motor, body, tires, equipment in A-1 shape inside and out. Low overhead, 10 miles per gallon. Sacrifice for \$1,500. Don't delay. Write for picture and details. W. E. JONES, 174 S. Eureka Ave., Columbus, O.

WEER SHOWS WANT

SHOWS—Need two at once and will leave space for that number at Goshen next week. A red hot spot on the new Highway 33.

CONCESSIONS—All Concessions that contracted with me, your deposit will be accepted for this spot. Come on. Can locate any legitimate Concessions.

We are at Goshen, Ind., and then the best money spots in Michigan.

KAUS EXPOSITION SHOWS, Inc.

CAN PLACE FOR LONG SEASON:

SHOWS—Fun House, Walk-Thru Shows and any Single Pit Attractions that don't conflict with what we have.

CONCESSIONS—Custard, Novelties and any legitimate Concessions. Also American Palmistry. Jack Washburn wants Boxers and Wrestlers. Talkers for Motor Drome, Minstrel and Unborn Show, Ride Help in all departments. C. O. Davis wants Cook House Help. Address this week.

ODONNELL AND HAVEN STREETS, BALTIMORE, MD.

Spring-Quarters News and Gossip

As Reported by Representatives for the Shows

Frisk

MINNEAPOLIS, May 7.—Quarters have been very active past week despite disagreeable weather. New all-chromium sound truck arrived on lot and entire personnel dropped everything to admire it. Show also has new chromium and neon-trimmed entrance arch. New Hi-Way semi-trailer and transformer truck arrived. Electrical equipment is being installed. Mrs. C. B. Frisk has spared no expense in carrying out plans made with her late husband. All are looking forward to opening in St. Paul. Blackie Burns is daily giving evidence that he knows rides from ticket booths to the center poles. Blackie's wife arrived from Chicago to help him enjoy their new house trailer. Mr and Mrs. George Peterson and daughters are regular callers, being very much interested in new double de luxe photo studio being built by writer. Phil Warren finished

building his portable cafe. He uses one-inch plywood where others usually use No. 3 pine. Frank Allen, "Human Wonder," will contribute to show's free acts. He is getting equipment in readiness for his "Believe It or Not" show. **EDWARD HOGAN.**

Badger State

MILWAUKEE, May 7.—With opening near at hand activity at quarters is strenuous, as finishing touches are being made to new fronts, trucks and trailers. Manager Jack Vomberg returned from booking tour and reports things looking good. Opening stand will be here. Following is staff and part of force: Jack Vomberg, owner and manager; Mrs. Jack Vomberg, secretary-treasurer; Jack Boody, Big Eli Wheel; Red Roberts, Tilt-a-Whirl; Elmar Martin and John Maki, Merry-Go-Round; Arnold Vomberg, Pony Ride; Jimmy Obyrin, electrician. **JACK BOODY.**

BAZINET SHOWS

(Continued from page 47)

stadt, foreman; Ted Boger, second man. Ferris Wheel, Duke Sorenson, foreman. Tilt-a-Whirl, Ken Dimmick. Dual Loop-o-Plane, Henry Hanson. Acroplane, Gus Fabbello; Pony Ride, Joles Brothers; Kiddie Autos, J. C. Heimbuch.

Concessions

Concessions: Corn game, Mr. and Mrs. Bird; cookhouse and karmelkorn, Mr. and Mrs. Matt Gross; short-range and cigaret galleries, Mr. and Mrs. Revards; cats ball game, Bob Day; spill the milk, McDonough; cannon, P. Hoffinger; shooting gallery and watch-la, Sig Signor and F. A. Hyson; post office, Wimpy Graves; photo gallery, Paul Warren; blanket wheel, Sammy Nemo, agent, and bowling alley, with lady as agent. Reported by G. E. Sundberg.

ROSENBERGER

(Continued from page 47)

py and satisfied with a marked attitude of mutual support and loyalty. William Storey and people arrived too late to open first day, but all ready for the week. Storey besides owning and operating several concessions is on the executive staff as adjuster. His many friends on the show were pleased to welcome his arrival.

Free Act Solid Hit

The advance of Haag Bros.' Circus, H. G. Crabtree, Hillis Dalton and James Du Bois, after noon lunch at Wallace's cookhouse, were the guests of Mettler brothers looking over the new miniature circus menagerie and wild animal exhibit. They complimented the Mettlers on the new show and looking over the little cage wagons said "it takes us back to the old original Gentry show days." Gene Mettler, aged seven, presents an animal act; his brother Joe, 12, lectures inside. Ten single and cross cages mounted on pony-drawn wagon chassis is practical for street parade. A large iron arena, two pits, five stake displays and 18-foot ring makes the show very attractive. Cliff W. Patton in charge of show and handling front.

Harry Copping Bantly, Ray Millerin, Daisy Hartwell, Mrs. Cheatham and many others of the Bantly Shows were visitors and well-wishers.

Irving Lewis presents a strong bally that stopped the midway on its opening and the show behind it is fine support. Bud Brewer, a well-known comedian with a host of fans thru this section, handles the front in a fast and convincing manner.

Sensational Royals more than please with their high act, with youth, color, daring and showmanship displayed. Reported by Ramon Mettler.

PATRICK SHOWS

(Continued from page 47)

pressed their appreciation for their reception, especially that given by Mr. and Mrs. Patrick. Prof. Jack Whitney's 12-piece band and Rue Enos' free act are good features. Mr. and Mrs. Patrick spared no expense to make this show and its opening a success.

Monroe Eisenman, advance agent and banner man, had midway loaded with banners. The "Big Boys" cookhouse is very attractive and meals are served

promptly, with cleanliness and politeness at popular prices to all.

The Art Show tops midway with a full electrical display of living pictures produced by 2,400 watts of electricity. It is under supervision of Lindell and his able assistant, Mrs. Lindell.

Visitors were Harry Schumman, Mr. and Mrs. Oscar Levitch and son, Harold, E. Hall, Elsie Neville, V. R. Nims and wife, Jim Kitterman and wife, Dave Marsden and wife, Dr. Goodman and family, Dr. Oppenheimer and wife, Mr. and Mrs. Kronenberg, Mrs. Patrick's family, Mr. and Mrs. Meredith, Mrs. Carroll and brother, Willard, and sister, Opal.

Roster of Organization

Roster of show follows: Lee Hoagland, Carl Lindell, Clyde Womack, E. E. Jesmer, Mrs. Lindell, Gene Lanning, Cecil Haynes, George Ritter, Logan McDonald, Frank Zais, W. O. Grey, Mrs. Ritter and two little sons, Billy and George, Mr. and Mrs. Bill Fielding, Jack Beezly, Jim Greer, Les Fee, Mrs. Fee, Phillis Walker, Bull Montana, Abraham Mendaloach, Bill Bloom, Henery Cohen, W. H. Olson, M. K. Karsen, F. J. Reid, Frank O'Brien, Mrs. F. J. Reid, William Adler, Bob Wrick, Dick Collier, Bren Olson, Eddie Lane, Charles Hildebrand, L. A. Dale, Eddie Harris, Joe Ryan, C. S. Lanchrean, Beaver States, Grover Wright, O. H. Chandler and wife, Mrs. Monroe Eisenman, Enos Trio, Bill Kruger, Ray Stone, Pat Mills, Al Boyce, Bill Youmt, Bob Gonderman, Don Brewer, William Clark, Joe Blake, Frank Darlington, Sam Fox and Jack Whitney. Ride men: Merry-Go-Round, Don Meredith, Calvin LaVelle. Chairplane, Mickey McVary, Vernon O'Mally. Pony Ride, Eugene Foster, Elmer Butler. Big Eli Wheel, Roy Miller, Jim Thompson. Tickets, Edna Miller, Mrs. Walker, Gene Marks, Andy Carnahan, Mrs. Lindell, Ed E. Jesmer, Harold Stover, Clyde Womack. Loop-o-Plane, Elra Starks. Staff: W. R. Patrick, owner and manager; Mrs. W. R. Patrick, secretary and treasurer; Monroe Eisenman, advance agent; Elmer Tate, press agent. Reported by Jack M. Whitney.

LANDES OPENS

(Continued from page 47)

Michaels, Howard Haden, Clyde Heavener and A. D. Uble, assistants. Dual Loop-o-Plane, T. C. Fisher, foreman; W. T. Beard, helper. Octopus, R. E. Prall, foreman; Bob Miller and Bill Parsons, helpers. Lindy Loop, Merlin Finley, foreman; Ray Sturgin, Frank Vernon and Lawrence Pare, jugglers. Merry-Go-Round, Owen Dood, foreman; Roy D. Fowler and Bill Gordon, helpers. Mix-Up, Ted Garris, foreman; Hubert Underwood, helper. Pony Ride, Jim Campbell.

Concessions: Midway Cafe, Wally Brunk, manager; Marie Brunk, cashier; Joe Limubroker, chef; Ernest Jones, A. V. Snyder, Gervis Russell and Roy Watts, waiters. Novelties, Frank Chvala; ball game, Verna Adams; hoop-la, Mrs. Eutah; ball game, Jewell Grammer and Florence Martin; clothespins, George Nolan; blower, Harold Eutah; cigaret gallery, Lloyd Anderson; snow cones, Tyny Lasch; candy apples, Molly Ross; penny arcade, Edward Lenhart, foreman, and Charley Petty, helper; L. F. Gale, pitch-till-you-win; scales, Sam Grammer; jingle board, W. H. (Dutch) Lasch; high striker, Sam Catherwood; lead

shooting gallery, Gerald Martin; P. C. wheel, J. B. Harmon; grocery bumper, Nat Morgan; diggers, Mrs. Templeton; log, Pat Templeton; penny pitch, Betty Prall and Rooney Ferris; pop corn, Orrin Jones; photos; W. E. Walker; rolldown, Russell Hull; corn game, Edith Buton, manager; Dave Zeferjohn and Mabel Knauff, clerks.

WORLD OF MIRTH

(Continued from page 47)

that city council last week more than quadrupled the carnival license fees and by refusal of local daily newspaper to accept even paid advertising from this show, affected receipts to some extent.

Attendance Beats 1937

Despite this adverse situation, nearly 1,000 more visitors than a year ago came thru gate Saturday night, and total receipts for evening were several hundred dollars greater than last year.

Show attractions presented include Earl and Ethel Purtle's Lion Motordrome sensations, midway toppers; T. W. Kelly's Odditorium, Mrs. Max Linderman's Bughouse, Jack Ward's Miss America, Fred La Reine's Snow White and the Seven Dwarfs, Cliff and Gertrude Karn's Pat Show, Art Gordon's La Conga Rumba and Swing Club, Russell Judy's Colored Revue; Mabelle Kidder's Nations on Parade, with Kuma, magician; Nell Judy's two-headed baby, Gilman Brown's Honky Tonk, Carl A. Turnquist's Penny Arcade, Charles Holliday's Big Apple Funhouse and Charles Docen's Freak Animals. Riding devices include Waltzer, Heyday, Caterpillar, Ridee-O, three Big Eli Wheels, Merry-Go-Round, Rocket, pony ride, three kiddie rides, Chairplane, Skooter and Speedway.

Physician Joins in Philadelphia

The services of a registered physician will be made available to show's personnel next week when Dr. J. E. Boze-man, of New York, takes charge of midway clinic to be opened for first time with Philadelphia engagement.

News of death of Norman Selby Jr., former mailman with show, reached lot Wednesday morning. Norman, for past year with Art Lewis Shows, suffered a stroke several weeks ago at Concord, N. C., and was removed by ambulance to U. S. Veterans' Hospital at Columbia, S. C. His condition grew steadily worse and he passed away Monday afternoon. He was totally blind in last days of his life. Always a popular figure on midway during four seasons he served as World of Mirth mailman, Norman had many friends on midway who are saddened by his death. He leaves a wife, Mrs. Laura Selby, and his father, Norman Selby, Kid McCoy of pugilistic fame. Reported by Gaylord White.

BANTLY'S OPENS

(Continued from page 47)

Harry Agne, Mrs. Bobbie Allen, of Royal Exposition Shows.

Staff and Shows

Staff: Herman Bantly, general manager; Harry E. Wilson, assistant manager and press representative; Bennie Smith, business manager; William S. Whitmore, secretary; Mrs. Herman Bantly, treasurer; Ray Hilborn, contracting agent; Stanley Hull, chief mechanic; John Long, chief of motor transportation; Herman Bantly, superintendent of rides; Ray Milliron and Slim Hetrick, assistants; Frank Sheppard, chief electrician; James Alters, first assistant; Mike Fusco, second assistant; Aladin Rosenberg, billposter; James Marshall, carpenter, and Howard Megerle, sound technician. Ella Carver, free act. Shows: Sportland, Pete Zanin, manager; L. Stein, assistant. Circle of Thrills, Dick Keller, manager; riders, Dick and Babe Keller, Reckless Johnson; Louis Caetano, tickets; Jim McCarty, superintendent of construction. Jungleland, Charles Tashgy; manager, Earl Lewis, talker; Edward Weiss, tickets; James Fuller, lecturer. Parisian Revue, Charles Tashgy, manager; Jimmy Hurlock, talker and piano; Pat Julian, talker; Virginia Megerle, Doris Spencer, Dorothy Jefferson, Ann Marvella, dancers; feature dancer, Mlle. Zola. Palace of Sex Science, Stanley Hull, owner-manager; Wallace Barber, assistant. Posing Show, Charles Tashgy, manager; Harry Forrest, talker; Walter Jamison, tickets. Artists Models, Syd Regges, Eva Brooks, Dolly James and Marilyn De Voe. Garden of Eden, Eddie LaVerne, manager; Jean LaVerne, dancer. International Congress of Strange People, Frank Zorda, manager; Jack Hudson, talker; W. H. Elliott, tickets; Ducky Wucky,

magician; Rosa Lee, armless wonder; Daisy Hartwell, mentalist; Mrs. Jack Hudson, sword box; Popeye Gilmore; John Cook, tattoo artist.

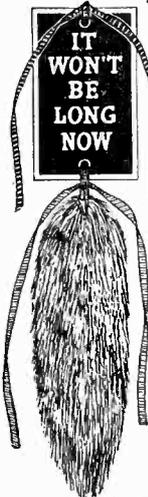
Main gate ticket sellers, Mrs. Pearl Sheppard and Mrs. L. C. Landrum. Lankford's Family Band made trip from Johnson City, Tenn., and arrived Monday in time for evening show. Band consists of Walter Lankford, cornet; Edward Lankford, cornet; Lester Lankford, drums; Kenneth Stears, bass; Russell Butler, clarinet, and Wayne Chapman, trombone.

Rides and Other Items

Rides: Ridee-O, Slim Hetrick, foreman; Frank Rudolph and Mike Houck, assistants; Mrs. Mack McGinnis, tickets. Twin Big Eli Wheels, Mack McGinnis, foreman; Finn Crissman, James Joy, operators; Mack McGinnis, tickets. The Octopus, Tex Nichols, foreman; Whitey Mullica, Lynn Brown, assistants; Fern Whit-mire, tickets. Chairplane, Earl Brooks, foreman; Bob McClintock, assistant. Whip, L. Blymiller, foreman; Jim Dorsey, Jim Dorsey Jr. and Harold Storey, assistants; Mrs. McClintock, tickets. Merry-Go-Round, Clark White, foreman; David Jones, assistant; Mrs. James Dorsey, tickets. Kiddie Autos and Planes, Albert Urban, foreman; James Lewis, assistant; Mrs. Whitmire, tickets. Funhouse, William Fleck, manager and operator; John Dunkley, tickets. L. Tommy Garner is rigging master and assistant to Ella Carver. Emergency crew: Waller Buty, Charles Keresnyie, Curly Johnson, Chester Dougherty, Elmer Swonger and Harry Marshall.

Big Number of Concessions

Concessions: Cookhouse, H. K. DeVore, owner and manager; Mrs. Alma DeVore, Raymond DeVore, Chester DeVore, Irene Sinclair, Ed Larkin, Profit Jackson, Jack Wallace, Pal and Mike DeVore. Bingo, Harry Agne, owner, manager and caller; James Wilson, stockman; Clair Dowling, checker; Herbert Berringer, John Luffman, John Lecpold, agents. Ike Faust, concessions; Harry Swanger, Sailor Meyers, Red Appleby, Frank Ryan, Henry Whitmier, Max Cocoran, Bernie Baker and Amelia Whitmier, agents. E. Philbert, candy apples; Stanley Hull, diggers and pop corn; Mrs. Huil, manager of diggers; Charles Pariseach, agent. Pop corn, George E. Lambert, manager and operator; Snowball Holman, handy man; Mr. and Mrs. G. B. Snyder, frozen custard; Eva Allen, photos, James McCarthy and Bill Richardson, assistants. Theodore and Florence Somerville, owners and operators of concessions. Ball games, Mr. and Mrs. Leo Brenner, owners and operators, assisted by Smokie Sheen and J. Johns. Bennie Smith, concessions; Mrs. Bennie Smith, George Miller, Beatrice Miller, Pete Kaminski, Leo Smith, agents. John Weiss, concessions, John Weiss and Mrs. Ina Weiss, agents. Freddie Bennett, concessions; Fred Bennett, Bob and Mrs. Murray, Kathaleen Bennett, George Lamont, Slacks Murtrie, agents. Phil Ruberman and Joe Strauss, concessions; Phil Ruberman, Joe Strauss, Mrs. Joe Strauss, Eddy Tobin, Frankie Monroe, Edward McCarthy, Nick James, Boris Mickoff and Ned Tyler, agents. Earl Thompson, Russell Cauthey, Pete Stevens. Jimmie Braswell, scales; L. C. Landrum, frog pond. Reported by Harry E. Wilson.



NEW FLASH ITEM!
For Carnivals, Midways, Etc.

FOX TAIL

Genuine Fur Tail mounted on Colored Card with Funny Sayings. Ribbed for attaching to cards or as wall ornament.

\$6.00 Gross

LUCKY RABBIT FOOT \$3.60 A Gross

25% Dep. with Order.

CHAS. BRAND
208 W. 26th Street,
NEW YORK CITY.

CANDY FLOSS & CORN POPPERS

Cheapest, Best, Genuine. Original ball bearing Motor. 10 patents. Latest 4/20/37. Double heads, one piece bands run 100% true. Originators. 1 lb. Sugar brings \$2. Guaranteed. Catalog free.

NAT'L FLOSS MCHN. CO.
310 East 35th St., New York City.

Mrs. Morris Miller, treasurer; Billy Gear, general representative; Mrs. Billy Gear, special promotions; Chic Franklin, publicity; Ernie McCollum, general superintendent; Billy Bacon, assistant superintendent; Ed Shuman, mechanic; Bob Winchell, special announcer for free acts, and J. Vernon Archer, superintendent of concessions.

CHIC FRANKLIN.

W. C. Kaus

Baltimore, Md. Chase and Luzerne. Week ended April 30. Weather, fair. Business, good.

Several shows in city. However, with ideal weather and second week on different location and good crowds and attendance increase each night. Wednesday and Saturday 3-cent matinee proved successful in drawing kiddies. Big Eli Wheel purchased from factory topping all rides. Carl Hall's Oddities on Parade topped shows. Bingo new from stakes up. Plenty of flashy merchandise, attendants neat and courteous, giving out plenty of stock, therefore doing business

GOODING GREATER SHOWS

Side Show can use Real Freak to Feature, Working Acts, Half-and-Half for extra show. This is an office show.

GOODING GREATER SHOWS, Lima, O., May 9-14; Muncie, Ind., May 16-21.

G. H. TOTHILL ATTRACTIONS

OPENING MAY 22, LOCKPORT, N. Y.

CAN PLACE Rides, legitimate Concessions. Shows not conflicting with what booked. Will furnish outfits to reliable showmen. Louie McNece, Doc Travis, Roy Barnes and Jimmy Curroll wire.

167 Washburn St., Lockport, N. Y.

OWNER OF SHOWGROUND

WANTS Carnival any time in May with organization or independent.

PAUL DRAGO, Kokomo, Ind.

UNBORN AND ANATOMICAL SHOW

FOR SALE. EVERYTHING COMPLETE. Wax Specimens, Colored Plates, Real Unborn Babies in jars; Human Brain and parts of Body Structure; beautiful modernistic Front, trimmed with Chromium. Loads in one wagon. Built new last season with Jones Exposition. Stored in Newberry, S. C. E. W. CHRISTOPHEL, 3938 Folsom Ave., St. Louis, Mo.

TANGLEY CA48 CALLOPE

With COLLIS GAS ENGINE SPEED BLOWER. Mounted on 1935 Dodge 1½-Ton Truck, driven 9,000 miles. Large van body. Guaranteed. \$550.00. No reasonable offer refused.

UTILITY FINANCE CO.
St. Paul, Minn.

IF YOU WANT CASH

For Your Rides or Show Equipment Wire
RALPH R. MILLER, Baton Rouge, La.
Have Little Beauty and Three-Abreast Allan Herschell Merry-Go-Round ready for delivery.

NEAL'S NEW SHOW GROUND

KANKAKEE, ILL.
Now open for bookings of Carnivals, Circus and other Outdoor Amusements. Electric Highline on grounds.
THOMAS H. NEAL, Owner.

WANTED

Good Merry-Go-Round Foreman and good Ferris Wheel Foreman.

CHARLES OLIVER
1417 Craftan St., St. Louis, Mo.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

and topping concessions. W. C. Kaus kept busy all week discussing various kinds of show business with acquaintances from other shows. Harold Thompson back with Coleman's Serpentina show. McIntyre's cookhouse popular meeting place for showmen and concessioners. Walter Cox running short of mice for his concession, likewise Leslie Coleman short of balloons. Chuck Beckett is advance man. Bob Howell, of side show, and Blackie Weddle, of Hawaiian Village, two popular front men. Wynne, popular mentalist, getting many repeaters. Makes flashy appearance with change of gowns daily. Adolph Kaus, general manager of Kaus No. 1 unit, was a daily visitor. Writer entertained by Jo-Ann and Earl Dail.

BOBBY KORK.

Bright Lights

Slovan, Pa. Week ended April 30. Business, good.

Show opened Monday night to good attendance. Business was 25 per cent better than last year at this spot. Staff: John Gecorma, manager; Jack Smith, assistant manager and lot superintendent; Mrs. Dorothy Smith, secretary and treasurer; Bert Berger, electrician. Rides: Si Hornical, Big Eli Wheel and Merry-Go-Round; Jack Smith, Chairplane; John Dealing, Kiddie Airplane. Concessioners: Homer Simons, Jack Smith, George Renz, J. Shaler, Harry Harrison, Sam Uhanshy. Shows: Crime, George Renz; Ten-in-One, Jack Orr; Girl, Wally Blair. JACK SMITH.

Douglas

South Tacoma, Wash. Week ended April 30. Location, Richfield Tower. Auspices, Veterans of Foreign Wars. Weather, good. Business, fair.

Leonard Fajerson, master of transportation, had road equipment in town early Sunday and everything running Monday night. Junior VFW band paraded each afternoon and played on lot each evening. C. W. Reagan putting on hammer and nail concession. Al Hamilton added scales to his concessions. Harry Goodman bought new Dodge truck for bingo and Mrs. Pearl Jones bought new top for candy floss. Major Arthur is doing well with photo gallery. Ralph Haddock has new wardrobe for his aerialists. Saturday was big night, best of season. Visitors: Frank Kirsch, Nancy Meyers, Mr. and Mrs. Osborn, George French, Whity Barr and Tommy Gibson. CURLEE JONES.

New England

(Motorized)

Ossining, N. Y. April 25 to 30. Auspices, American Legion. Weather and business, good.

Legion committee, their friends and public gave show good support. All shows, rides and concessions did business. General Manager William J. Giroud and Business Manager P. S. McLaughlin seemed convinced that it pays to operate a clean carnival. Buster Gordon's high dive and water act with four people pleased, as did Captain DeAlmo, World War aviator and parachute jumper. ALFRED P. YOUNG.

Winters'

(Baggage cars and trucks)

Aliquippa, Pa. Week ended April 30. New Sheffield grounds. Auspices, V. F. W. Weather, cool. Business, good. Free gate.

Monday big crowd and as it was a two weeks' pay day everybody had money and result was that all shows, rides and concessions did business. Cookhouse crew of Barnett Bros.' Circus arrived in town about 8 p.m. and were guests of show. Tuesday morning all up early to watch circus unload, their grounds just one block away. R. W. Rogers sent an invitation for everybody to attend afternoon performance and by look of grandstand seats everybody connected with Winters' attractions was there. It was a fine performance and everybody thoroughly enjoyed it. Tuesday night business slow up to 9 o'clock, when show began to get overflow from circus grounds and from then until midnight midway was packed and good business was reported by all. Wednesday morning Captain Cushing, with Marjorie Bailey, sky lady, and dare-devils came in from Goldsboro, N. C. Captain Cushing will present his acts known as "Death's Holiday" with Winters Shows for season. Burnam Pelley made trip from Glasgow, Ky., here to see C. L. Bockus. He left same day to join Broadway Shows for their opening at Coving-

ton, Ky. F. A. Worner with mickey mouse game arrived Wednesday. Made an 800-mile jump from Cape Girardeau, Mo. Howard Mitchell cards from Newark, N. J. that he is on advance of Ringling-Barnum this season and while in Boston ran into Pop Jones and some of others that were with him on Bockus & Kilonis Circus two years ago. Gus Kants, of Kants Novelty Co.; John Robins, of John Robins Novelty Co., and P. Bloom, of Cleveland Merchandise Novelty Co., were visitors. Milton D. Myer was a late caller. John D. Hamilton, of tent company bearing his name, on lot looking for business. Floyd Davis, of Moscow, Mich., booked high striker to join at Carnegie, Pa. Louis A. Finnotti will be in charge of it. ETHEL BOCKUS.

T. J. Tidwell

Odessa, Tex. April 17 to 23. Business, fair. Weather, ideal with exception of one bad day.

Among visitors was Johnny, famous call boy of Philip Morris cigaret radio program, who seemed to be enjoying himself on midway as guest of management. Mr. and Mrs. G. M. Dean, formerly with this organization, were daily visitors. They operate Odessa Coffee Shop. Mrs. C. M. Brown left for a visit to Brown home in Atlanta. New Scooter ride is proving the hit ride with this show, catching on with personnel as well as patrons. Patsy Ann Tidwell, baby daughter of Mr. and Mrs. T. J. Tidwell, is an enthusiastic customer of pony ride, where she may be found each evening. Midway Cafe, operated by Joe Grask, offers a red, white and chromium color scheme this season. Employees wearing red and white uniforms. Capt. Leo Simon continues to thrill crowds nightly with his fire dive. Shows, rides and concessions are all with gleaming new paint. BEA CRAIG.

Kaus

(Baggage Cars)

New Bern, N. C. Week ended April 23. Auspices, Button Fire Co. Weather, rain four days. Business, poor.

Opening Monday night called off on account of rain. Tuesday broke clear and a good crowd gave show a fair start for its opening stand. However, rain started again Wednesday night and both Thursday and Friday nights completely lost. Committee gave show excellent cooperation and staged street parades two nights weather permitted. Local newspapers carried numerous stories and one had a special supplement devoted to show. Wednesday night entire personnel of show met in Cotton Club top and perfected organization to hold weekly midnight shows. Admission charge goes into a sickness benefit fund. Officers chosen were Elberta Mack, Jas. McDonald, Lester Kejn and Ray MacWethy. Sex show added latter part of week with following personnel: Bernie Brown, producer; Harold Stevens, tickets; Carolyn Tige and Irma Paige, models. LESTER KERN.

Crafts

(Motorized)

San Fernando, Calif. Week ended April 30. Location, circus grounds. City license. Business, ordinary.

San Fernando, beautiful little city nestled in valley bearing its name, 25 miles from downtown Los Angeles, responded with usual packed midway of people but lacked spending money. Despite fact this show was first in and gratifying attendance recorded no attraction complained of being overtaxed with excessive patronage during the five-day engagement. However, Saturday night did bring out usual good night San Fernando has long been noted for. Harry Fink, well-known ex-concession owner now living here, was seen hobnobbing with friends on midway nightly. Charley Smith, of Smith & Snow Museum fame, also visited, as did Moffat and Harvey, of United Tent and Awning Co., and owners of United Tents Amalgamated Carnival Co. Sam Hinson, master mechanic, reported here to check equipment and rolling stock. Sam returned from Nos. 2 and 3 shows, where similar inspections were made. Elmer Hanscom reports electrical wagon about completed. Tommy Myers, show's secretary-treasurer, thinking of applying for professorship in mathematics in some college at end of season after dealing in so many tax figures. Social Security, compensation, hundred and one other book items now saddled on an office man. Jake Boyd has new Eyerly Roll-o-Plane brilliantly illuminated. Hubert

VanSikle took Double Loop-o-Planes to No. 3 show. Jimmie Lynch's new candy stand made its appearance here. Mrs. Ed Kanthe purchased Mrs. Roy E. Ludington's dart balloon concession and will operate it herself. Mrs. Ludington still retaining bingo concession. Other women concession operators are Mrs. Ruth Korte, ham and bacon; Mrs. Elmer Hanscom, photo booth; Mrs. Clarence Turner, candy stands; Mrs. Claude Hickman, ball games. Ragland-Korte completed all three of their ball games, new canvas, stock and equipment thruout making quite a flash. Phil Stopeck, operator of devil's bowling alley a number of years on Crafts' midway, purchased a ride and departed for East. Karl Miller, monkey circus, received a shipment of eight specimens of simian family recently, consisting of weepers, ringtails and giant spider. This attraction one of standouts on midway this season. Billy Bozelle's side show, capably handled by Orator Buchanan, is getting results. New addition is Prof. L. Levitch coming from Arizona. Kanthe's Athletic Show continues to arouse attention and Professor Ed himself meets all comers. Avon Gaylee, with her glorified girls in *It Girls Revue*, packs them in on ramble nights. Charles Miller, Mrs. Miller, Roy E. Ludington and John Ragland away attending court several days last week in Santa Barbara, subpoenaed as witnesses in a civil case. ROY SCOTT.

O. C. Buck

Stratford, Conn. Week ended April 30. Auspices, American Legion. Avon Park, Stratford avenue. Weather, bad. Business, only fair.

Second full-week engagement. Cool nights with rain Wednesday and Friday caused show to do only fair business on week. Days weather permitted showed a good gross from every standpoint. Tom Hasson's Side Show opened at this spot with a beautifully framed show with 156-foot banner line. Hasson attended opening but left immediately on a business trip, leaving show in charge of his daughter, Hazel. Show has 12 working acts and did nice business. City banned fireworks, sirens on shows and sound wagon, but this did not seem to hurt attendance. Final touches made to Joe Casper's Follies Bergere show and pronounced a thing of beauty by everyone, particularly visiting showmen, who were numerous. Front for Jack David's Port of Missing Girl just completed by New York firm. This attraction stepped right up in top-money class. Mrs. Mary Crane joined Al, who has several concessions, including custard. Al Grill Shows opened in Bridgeport Thursday. Much visiting back and forth. Grill has put together very creditable outfit with plenty of paint. Visitors: Bill Lynch and Artie Steinberg, of Bill Lynch Shows; Doc Cann, World of Mirth Shows; John Kilonis, well-known carnival and ride owner; Al Burt, novelty supply and concessioner; Dick Coleman, of Coleman Bros.; H. W. Jones, bingo operator, who has one of his concessions here; J. R. Freemont, promoter, at present Hamid-Morton Circus, New Haven; E. V. McGarry, of World of Mirth; Billy and Clarence Giroud, of New England Carnival. Billy Ritchey Water Circus still big feature. Captain Craig slightly injured Friday night but did not miss a dive. Roster complete with exception of three shows is as follows: Oscar C. Buck, general manager; J. D. Wright Jr., general agent; Mrs. J. D. Wright, advance promotions; Billy Owens, advance publicity; Richard Tolman, superintendent tickets; Tom Heffernan, general superintendent; Jack Wells, chief electrician; James Grosch, assistant electrician; A. L. Sykes, general announcer; Billy Ritchey, director free acts; Ernest Vandermark, sound truck; Morris Levy, manager concessions.

Merry-Go-Round, James Allen, foreman; Big Eli Wheels, Joe Conway, foreman; Skooter, Joe Falco, foreman; Chairplane, W. B. Robertson, foreman; Whip, Larry Abbatiello, foreman; Octopus, Ralph Manning, foreman; Ridee-O, Clarence St. Germain, foreman; Kiddie Autos, Mr. and Mrs. Donald Frear. Following are all ride men, many of whom have not been definitely assigned: Ernest Johnson, John Monohan, John O'Connell, Red Smith, Thomas York, Emil Paige, Frank Black, Moe Smith, Harold Eddy, Walter Lyons, Jack O'Brien, Frank Maribato, Oscar Manning, Al Crispi, Tom Riley, John Rokky, Wallace Ayres, Ed Scesches, Gene Chapman, Walter Hayes, John Reoder, Jimmy Gatto, Port of Missing Girls, Jack David, manager; Mary Baine, Donna Rogers, Louise Cisco, Frank Shay, Frank Carr, Gilbert Nectrola assisting. Monkey Speedway,

V. Guenther, manager. Reptile show, Mr. and Mrs. R. A. Kessler. Harlem Revue, Col. A. L. Sykes-McRorie, front; Billy Lewis, bandmaster; Jimmy Williams, first trumpet; Calvin Wilson, second trumpet; Duke Bradley, third trumpet; Willie Weasel, first alto; Eustace Pilgrim, tenor sax; Jimmy Copeland, electric guitar; Alvin Thomas, bass. Performers, Eloise Copeland, Elsie Johnson, Gladys Martin, Edith Burley, Billie Jones, Emerson Sylvester, Sylvia Sidney; Mazenda, shake dancer; Chuck Underlie and Bobby Ray, canvas. Motordrome, Jockey Roland, manager; Ethel Roland, Jockey Roland and Hurricane Hardiman, riders; Adray Roland and John Pawlock, tickets; Paul Shelton, front; John Purifoy, mechanic. Side show, Tom Hasson, manager; Follies Bergere, Joe Casper, manager; Mickey Mouse Circus, Henry Peterson, manager. Concessions: Morris Levy, five merchandise wheels, two ball games and four grind stores, including darts and bowling alley. Agents, Al Katzen, Charlie Keller, George Bernstein, Bob Burton, Johnny Webber, Frank Milton, Lester Rice, Sonny Stapleton, Sammy Cohen, Jim Lucas, Moe Sommers, Jackie Reynolds, Bill Conway, Barney Walker. E. C. Evans, concessions; Penny Arcade, Al Lord, manager; diggers, E. C. Evans and Clych Brown; fishpond, Mrs. E. C. Evans and James Evans; cigarette gallery, Art Johnson and H. R. Brown; two penny pitches, Mrs. Al Lord and Al Gerance. Mr. and Mrs. Curley Graham, short-range gallery, ball game, wild mice. Stevens Homans, Ruth Hunter, Myrtle Speake, assistants. Mr. and Mrs. Roy Van Sickle, long-range gallery and knife rack. Bud Bowen Jr. and Whitey Peters, gallery; Johnny Hicks, knife rack. H. W. Jones, bingo, with Ray Rehrig, manager; William Sindell, Cy Perkins, Fred Strohl, Eddie Keegan, Dick Adams. Cookhouse, grab and pop corn and candy apples, Mr. and Mrs. Max Gould. Hank Easton, Jimmy Boston, George Dixon, Henry Redding, Alfred Notter, Henry Stearns, Paul Shriver, Henry Boatwright, assistants. Mary and Al Crane, custard, cotton floss, prize candy and scales. Benny Bergen, J. A. Lynch, Paul Towl, Stewart Pinson, Alfred Nottoway, assistants. Mrs. Jack Wells, penny pitch. R. F. McLENDON.

Patrick
(Motorized)

Court de'Alene, Ida. April 25 to 30. Location, Mill Grounds. Auspices, V. F. W. Weather, some rain. Business, good. Opened Monday night to large crowd of rain-drenched patrons. In spite of drizzling rain all evening rides did good business. Mr. and Mrs. W. R. Patrick moved in their new house trailer and are getting situated for season. Patrick leaving on week's trip. Bull Montana opened new Japanese mouse game and is attracting large crowds nightly. Monroe Eisenman has second week of season to his credit by filling midway with banners. Bill Fielding is working on a new store to be put on. Eddie Lane came from California to join show. Conditions in this part of country are very good considering slow winter just undergone. Wire from Capt. A. Jack said he would make his appearance on show. He is bringing a troupe with him. Rue Enos got a very bad break when he dislocated his right shoulder while putting on free act. A doctor was summoned immediately. Enos resting easy and intends to go on with show. Tiny Enos, daughter of Rue Enos, deserves much credit in upholding her part of act. V. F. W. Drum and Bugle Corps entertained with several numbers at front gate, alternating with Jack Whitney's Band. JACK WHITNEY.

Marks

Charlottesville, Va. Week ended April 30. Auspices, none. Business, good last part of week. Weather, fine except Saturday afternoon, light rain and cool. John H. Marks Shows always a favorite in Charlottesville, having played here several years in succession. With two days' billing in advance Monday's opening receipts were fair, increasing nightly with weather warm. Show arrived Sunday from Richmond spick and span in modernistic show fronts and fresh paint. Location was on Monticello road just outside city limits and close to Main street. Shows played day and date with Newton Bros. Circus Friday, April 29, and both shows enjoyed big business at night. Majority of Marks showfolk attended matinee performance as guests of William Newton, manager. Writer visited with Joe Haworth and M. M. McLean, legal adjusters; Rhoda Royal, equestrian director; Harry Fitzgerald,

press agent of circus, and Col. Jack Rinehart, of Wild West contingent. After night performance Mr. and Mrs. Newton were guests of John H. Marks on midway. Most of circus folk stayed on lot until long after midnight. Marks Shows' radio unit staged half-hour program Tuesday and another Thursday over Station WCHV, with Jimmy Hurd and his American Beauty Revue and Swanee Swing Five Orchestra; Cash Miller and Sandy McNeill, Scotchman ventriloquist, and "Tommy McCarthy," his stooge. Marks Shows' band and members of Hot Chocolate Club minstrel show on program. Tie-up with Uncle Bill Junior Club program resulted in a big Saturday matinee marred somewhat by showers and cool weather. Shows' band with McNeill and dummy and Bluey-Bluey, as clown, headed parade of 1,500 kids in morning. The Daily Progress gave show good publicity during week. Gordon Lindsay, publisher, and Tod Miller, of Hearst International News Service, were among midway visitors. Saturday night was big winner, over 8,000 paid admission at main entrance. Mrs. W. R. Harris visited. New main entrance is a beautiful creation with its neon trimmings and striped circus-style marquee and huge electrical display. New Whip arrived from New York. Joe Marks is main entrance superintendent. Mrs. John H. Marks and daughter, Jean Thelma Marks, arrived from Richmond. Sam D. Vermarci, employee of Monkey Circus, was severely lacerated by monkey during performance Thursday. His injuries were attended to at University Hospital and he returned to his duties. Free acts: Captain Delmar and fighting African lions in steel arena and the Billy Siegrist troupe of flying aerialists who joined this week. Max Glynn's cookhouse is favorite rendezvous for showfolk and is serving appetizing menus. WALTER D. NEALAND.

Gold Medal
(Motorized)

Bowling Green, Ky. Week ended April 23. Location, Main street showgrounds. Auspices, Spanish War Veterans. Weather, clear and warm. Business, good. Show made first road stand here after leaving quarters. Home town of writer. Biggest show to play city in 17 years. Plenty of paper well displayed by Special Agents Pat Ford and John Hood. Park City Daily News and Times Journal gave both stories and art. Cash customers from opening night on and show chalked up first winning date of season. Margarita Garcia rejoined here after several days in a Nashville hospital. Many visits were exchanged by members of J. F. Sparks shows, which were making a stand at Glasgow, and L. J. Heth Shows, which were at Russellville the same week. Members of show were saddened by death of mother of Viola Hayes, who is one of the popular young women of Gold Medal organization.

Columbus, Ind. Week ended April 30. Location, East Columbus showgrounds. No auspices. Weather, cold. Business, fair.

Show made 212-mile move. All trucks were in before 8 o'clock Sunday night, many of them arriving by 3 in afternoon. Crowds came early and stayed late, but spent little, front gate getting most of money. Dottie Moss and her dare-devil girls topping midway nightly. Ray Daley's Miss America show running close second. Francis Overstreet, member of Indiana State Fair commission, visited several times during week. Doc Dodson, of medicine show fame and father of C. Guy and Mel G. Dodson, was a nightly visitor, as were parents of Ken Maynard, who live in city. Prof. Clarence Clayton left here to take up his duties with a chaufauqua company for summer. Ride Superintendent Bill Dunn has all rides looking spick and span with time out as The Billboard and mail agent. DeCost and Hayes have a fine cookhouse that folk all like and many town people drop in for a snack after taking in midway attractions. H. B. SHIVE.

Elite

Winfield, Kan. Week ended April 30. Location, West 9th street hill. Weather, windy. Attendance, poor. Business, bad. Short jump from Arkansas City, 15 miles. All trucks on lot at 8 o'clock Sunday morning. Lot was on top of high hill, mile west of city limits. Wind blew constantly and it was only by hard work and careful watching by entire crew that all tops were kept in air. Jack Conway and cookhouse crew made jump in record time, serving breakfast in Arkansas City and dinner in Winfield. Visitors: Mr. and Mrs. Ralph Glenn, Elmer Elwick

FRUIT CONCENTRATES
FOR SNOW-BALL AND DRINK STANDS
GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.
Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details today and get started right this year.
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Also Many Other Outstanding Celebrations.
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IMPERIAL MOTORIZED SHOWS
On account of disappointment want Side Show. Have complete new outfit for same, or would engage capable Manager for Side Show who could manage and engage Attractions for same. CAN PLACE one or two more shows with own outfits. Real terms. WILL BOOK OR BUY CHAIRPLANE. Must be in first-class condition. WANT American Palmistry, Photo Gallery, Merchandise Wheels and Grind Store, also Frozen Custard. Mt. Pleasant, Mich., until May 14; Alma, week following. Address E. A. HOCK.

BANTLY'S ALL AMERICAN SHOWS
CAN PLACE FOR BALANCE OF SEASON:
Long and Short Range Shooting Gallery, Pitch-Till-You-Win, Fish Pond, String Game, Japanese Bowling Alley, and any type Grind Stores. Will furnish outfit for Monkey, Fat, Midget, Illusion, or any good Grind Shows. WILL BOOK Mechanical City. Frank Zorda can use useful People and Working Acts for Side Show at all times. Chas. Tashgy can use Dancing Girls. No sticks. All address Punxsutawney, Pa., this week; Arnold, Pa., May 16-21.

and Ty Kolbe. Mrs. Charles Smith now working in Blackie Pike's pit show. Another attraction that joined pit show was Lucky Ball, sword swallower. Lucky appeared in Shirley Temple's picture, Wee Willie Winkle. He was with show last season. Jack Conway added two new concessions this week, clothes pin pitch-till-you-win and a break bottles ball game. Otto Houba is in charge and Manuel Staggs is assisting in clothes-pin stand. Dutch Nerrow, from Gentry, Ark., is handling break bottles ball game. F. C. Bogle, Sandy Saunders and Spud Wells visited Parker & Watts Circus in El Dorado, where they were entertained by Ben Weaver, formerly of Elite Shows. Orval Cox is Chinese checker champion of midway. Biggest envy of midway is Frank Harris' smile. DON FOLTZ.

Zimdars
(Motorized)

Evansville, Ind. Week ended April 30. Auspices, Cook's Goldblume baseball club. Location, Cook's ball park. Weather, ideal. Business, good. Five-cent gate.

Short jump from Henderson, Ky., made it possible to have show in readiness for Sunday afternoon to play to Hagenbeck-Wallace Circus crowd. Circus played about two blocks from carnival, which proved to be good advertisement for show, as it was in direct view of all passers-by. Wallace Bros.' Shows set up Monday nine blocks from Zimdars show. Shows rivaled with clean competition until, lo and behold, Zimdars showfolk awakened Wednesday morning to see Wallace Bros. setting up on lot right next door. Lot was supposedly tied up by another show. This moving in on us had no effect as business was continually getting better until suddenly on Friday someone threw the proverbial monkey wrench in works which has this show still wondering what it was all about.

Hundreds of visitors between two carnivals and circus. Bud Munn made trip and came back with new International truck and miniature train ride. Chief Deerfoot added to his animal show Oklahoma Kids, trick and fancy ropers and sharpshooters using human targets, also Texas Drifter, yodeling cowboy and guitar player. Mystic Oddi, mentalist, and Dusty Rhodes, clown, joined Ten-in-One. Dutch Waldron received many compliments from show visitors on his splendid cookhouse. Charles Seip is still hustling The Billboard sales. Concessioners to join are Frank Self, J.

Schwartz, Harry Schreiber, Benny Kaplan and Benny Hartz. BUDDY MUNN.

L. J. Heth

Owensboro, Ky. April 25 to 30. Location, 14th and Tripplett streets. Auspices, Masonic Lodge. Weather, light shower Friday. Business, very good.

Banner spot of season. Showfolk all smiles. Gate well over last year. Weather splendid all week. However, a light shower Friday helped lot on account dust. Very good kids' day Saturday afternoon, with attendance better than last year. Writer is handling The Billboard sales and mail and keeping busy with work for newspapers. Big party at Rud Hotel all week, due to manager of hotel being member of committee. He gave all show people a real nice room. Arthur Petty, of Petty Printing Co., nightly visitor on lot and meeting old friends. He got large order for printing from L. J. Heth. Writer received card from Howard Jandon, manager Franklyn Theater, Tampa, getting inside information as to most recent pictures there. Joe J. Fontana having tough time keeping his mice in training for his mice game and having some of them on a diet. New lights arrived for Swooper and the Octopus. Snake show received large cobra from India. Side show has many new attractions. TOM PARKER.

Fairly & Little
(Motorized)

Jefferson City, Mo. Week ended April 30. Weather, one night lost to rain. Business, good.

Much work was accomplished during sunny days and with a few more weeks of good weather all painting will be done. Big double front for Artist Models completed and is outstanding in every respect. Midway lighting towers were tried out and proved okeh and as soon as all spotlights arrive they will be ready to set up. Cary Jones is recovering from recent illness and is able to be around lot. Peggy Parson joined with frozen custard, after playing Battle of Flowers, San Antonio. Phil Little made trip to Dallas and Noble C. Fairly returned from a business trip east. Friday show played day and date with Seil-Sterling Circus and visits were exchanged during day as showgrounds were only two blocks apart. A homecoming was seen around Beckmann & Gerety and Dodson's showgrounds Sunday night in St. Louis as

showfolk from all parts of country were paying visits. Hennies Bros. also playing St. Louis and within 15 miles of city many other carnivals are playing.

M. VAN HORN.

J. F. Sparks

Campbellsville, Ky. Week ended April 30. Weather, fine. Business, fair. Located mile and half from city.

Glenn Wyble, who has Oriental and Coquette Revue, has new flashy front that adds much to midway. Al Packard is now on corn game. Wurlitzer organ recently purchased by Sparks now in use at front entrance. Zoma show is topping all, packing them in each night. Manager J. F. Sparks is away on booking trip.

JAMES H. TIMMONS.

Rafferty's

(Trucks and baggage cars)

Newport News, Va. Week ended April 30. Auspices, Wythe Athletic Association. Location, Shell and Kecoughtan roads, Wythe District. Weather, rain Saturday afternoon and early evening. Business, good.

With beautiful weather first five days engagement came very near being a big one. Rain spoiled Saturday matinee and cut closing night's business, but with all of that engagement finished profitable and enabled show to move out of town with local obligations piled up in disastrous Hampton week taken care of. Wythe Athletic Association has interlocking membership with Wythe Fire Co. and engagement took advantage of hundreds of sheets of paper hung for a fire department date and canceled by another show at last minute. Dates were switched by Manager Jimmy Rafferty to permit engagement here and show moved three miles into thickly populated Wythe district on Newport News city line. Jamie Graves joined with her up-high free act and that department now includes her act, Pearle and Griffin, comedy ladder act, and a fireworks program which drew hundreds thru 10-cent gate all week. Mrs. Rafferty made trip to Richmond to obtain talent for her girl show and Rastus and Mamie strengthened their minstrel show with talent from Norfolk, one of acquisitions being five-piece orchestra. Business Manager S. T. Carson paid visit to West Shows at Norfolk and returned highly praising Manager Frank West's 1938 world's wonders. Advertising Agent W. H. Crooks returned to show for a visit from West Point, Va., to discuss details with Rafferty. General Agent Joe Sheeran departed for visit north. Roy Kelly and Louis G. Waldrop, of Newport News, latter having been associated with many Premier folk on another show, were nightly visitors. Waldrop has a responsible position with Newport News Ship Building and Dry Dock Corp., while Kelly is a prominent Newport News merchant. Mrs. Kelly won an everlasting place in Premier staff hearts with several gifts of home-made pies and cakes.

CARLETON COLLINS.

Frank West's

(Railroad)

Norfolk, Va. Two and one-half weeks ended April 30. Location, 13th and Monticello. No auspices. Weather, warm, cool and intermittent rains.

Opening engagement proved a good starter. Everybody was ready for business. Big crowd greeted this 12th annual premier of this show in Norfolk. Visitors from Art Lewis Shows booked across river in Portsmouth were Art Lewis, Mr. and Mrs. F. Percy Morency and Mr. and Mrs. Cash Wilkes. Also visiting was James E. Strates, of shows bearing his name; Fred Thomas, of side-show fame, and Frank Hilderbrant. Mike Conti off to Wilmington, Del., to look after details there. General Agent Neil Berk in and out of city during shows' stay here. Illusion show of L. H. McKwade and Beppos Marionettes in Snow White and Seven Dwarfs are booked with show for season. Billy Sieg-

rist Troupe joined here week of April 25 and Crash Dunnigan's Four Aces of Hearts will join in Wilmington, Del. New wild animal paper arrived from Donaldson and is really a work of art. Newspapers and radio stations co-operated, which materially helped in making this premier worth while.

FRANK LABARR.

Endy Bros.

(Trailers, Trucks and Baggage Cars)

Chester, Pa. Week ended April 30. Auspices, Vaucrain Fire Co. Weather, clear. Business, excellent.

Opened Tuesday, day earlier than billing called for. No mishaps on long haul from Goldsboro, N. C., everyone arriving on time. Another carnival scheduled to play here failed to appear, altho extensively billed. Plenty of dimes among locomotive and shipyard workers in this industrial center, with no recession or depression evident. Firemen, headed by Joseph E. Dougherty, real workers and boosters. Business built up well thruout week, hitting high gate Friday night. Location on main highway made parking a tough problem, cars were strung out for at least a mile in two directions. Great Wilno, free act, proved strong magnet, holding crowds till after midnight. Careful check of school children patronage revealed over 17,000 passed thru stiles out of a possible 22,000. Good help from local press, contrary to report it was adverse to carnivals. Magic-eye shots of Wilno for a national picture magazine were made Thursday. Same Philadelphia photographer also got some great angle stuff on Speedy Merrill's motordrome stunts. U. of P. biology professor got excited about Kittle Docen's pig-faced turtle. He borrowed it for showing at class. Several trips to Pottstown, Pa., by Endy brothers and wives, latter staying on there to renew home-town ties. Mr. and Mrs. B. H. Patrick, ne *The Billboard* representative in Philadelphia, were welcome visitors Friday evening. Benny Weiss' bingo boards so bristled with business that he had to take on three extra hands. Shows topped rides, and Bobby Mansfield's girl attractions played to packed houses.

GLENN IRETON.

Strates

(Railroad)

Harrisburg, Pa. April 27 to 30. Auspices, Governor's Troupe. Attendance, excellent. Weather, clear. Business, good. Pay gate.

Harrisburg people literally turned out in thousands to officially welcome Strates Shows, all shows, rides and concessions doing a wonderful business. Entire show came in for some fine comments from Harrisburg officials, both city and State, for high standard in which Managing Director James E. Strates conducts his midway. Samuel S. Lewis, president of York Fair, and Jake Fickes, of York concession department, visitors.

BEN H. VOORHEIS.

World's

Winchester, Va. Week ended April 30. Apple Blossom Festival. Auspices, Fire Department. Lot, end of Kent street. Ten-cent gate. Weather, fairly good but cold and some rain. Business, poor; not up to last year.

Show arrived for a Tuesday opening. Most attractions ready but lack of lights kept all shows closed until after 9 o'clock. Third line of three-phase system burned out on lead into power house. Only rides were operated until a late hour. French Casino did top business such as it was. Motordrome close second, with Dorothy Stone as feature. Ruct Davis, Miss Alabama, new star of Casino, did nicely when called in at a moment's notice to portray part of a colleague who was taken suddenly sick but doing well. New picturesque and fine lighted poses arranged by Mons. Dr. Loupe. Jean-Eugene arrived here from New York, where she operates all winter. Turns out high-class costumes for night clubs. She is the one and original Aphrodite and was very welcome. Elsie Wolf doing everything possible to make Esquire show a winner and succeeding in spite of conditions. Princess Peggy and her midgets, including Lady Gertrude, of Snow White and Seven Dwarfs fame, her able assistant. Mrs. Vining, mother of Don Vining, manager of Mrs. Gruberg's bingo, a visitor. Thousands of people attended Apple Blossom Festival. Blossoms were a minus quantity, all blown away previous week by storms. Streets were roped off for dancing at night. Plenty of parades and too much going on

for carnival business to be good. Show did not gross half what it did last year. Press very responsive. Every issue of both morning and evening dailies had lengthy stories and near-by towns were covered with billing. Many drove from Rome, Ga. John L. Firpo had train in Monday night after run of 1,003 miles. Charles Joy Gramlich has a nice show lined up but suffering too from bad business. Bill Sylvan left here much to regret. Jack Monroe, of Monroe Bros., took over Look show. Shows' legal adjuster, Buck Denby, was taken sick at Rome, Ga., and confined to his bed. John Moran arrived from Wichita, Kan., and will act in that capacity.

DICK COLLINS.

De Luxe

Dundalk, Md. April 25 to April 30. Auspices, Republican Club. Weather, fine. Business, fair.

Show moved across town, so ready to open on schedule. First part of week very dull, as families in that section of city seemed not to be show-going people. But business brightened up considerably latter part of week. It seems that pay days falling latter part of week had much to do with that. Ralph Aikens, from Kaus' No. 1 show, a visitor on lot and quite a number of our people visited Kaus Shows, which were also playing Baltimore. Loop-o-Plane topped midway, while new ride, Speedway, very popular with people and ran a close second. Pee Jay Ringen's act is proving a great attraction in every spot. Act is different from much used aerial free attractions. Show is carrying two free attractions, other one being "Mae West," high-diving monkey, owned by Captain and Mrs. McVay, which attraction is much liked by young and old.

MRS. CHUCK SIMMONS.

Majestic

Dickson, Tenn. Week ended April 30. Location, outside county fairgrounds. Weather, variable. Business, light.

By what quirk of mental strabismus, manager, agent or committee should expect anything but light business here is beyond writer. At last minute show was forced outside of city by hostile officials to a rough lot directly in front of county fairgrounds. Faced three days dramatic show opposition, topped off with variable weather. Entire company might just as well have gone fishing. Spot was chosen to break a jump into proved territory where "Majestic" is favorably known. Mr. and Mrs. Buck Denby arrived first of week. Buck took over a one-third interest in organization and left at once on trip to St. Louis in interest of booking two or three additional rides. Cotton Willard and Tyree Harris, members of Denby's organization, came with him. Doc George Lippy, who was company physician last year, returned in same capacity. Laura and Red Gerald in Cookeville, Tenn., this week taking care of publicity and promotions. J. C. Henderson joined Emmet Bufkin's staff. Jack Thompson and Danny Kline have formed a concession partnership. Visitors: Members of H. V. Rogers' carnival showing Nashville; Cecil Hendricks, Mr. and Mrs. E. Moore, Mr. and Mrs. E. K. Smith, who are in business in Nashville; their daughter, Elizabeth Ann, and son-in-law, H. M. Lomasney, with grandson, John Edward. CHRIS M. SMITH.

Hennies Bros.

(Railroad)

Joplin, Mo. Week ended April 30. Auspices, Joplin Fiesta. Location, Landreth Park. Weather, ideal. Attendance, excellent. Business, good.

Best weather ever for fourth annual Joplin Fiesta, auspices Chamber of Commerce and Fiesta Association of Joplin. Carnival committee headed by D. J. Poyner, and Paul Van Pool, big circus fan of that city. Visitors: Ned Torti, of Wisconsin De Luxe Corp.; Slim Johnson, of Midwest Novelty Co.; James Guptil and other friends and relatives of Hennies brothers, from Kansas City; R. C. Beezley, of Kansas State Fair Board; Moxie Hanley, his wife and Mrs. Turner, of Kansas City; Jack E. Dads-well and son from their new home, Anderson, Mo., and a score of members of Beckmann & Gerety Shows motoring thru from San Antonio to St. Louis. During week Jack Dads-well, late of Royal American Shows, was engaged to shoot pictures on midway for use of show's press department and his visit was greatly enjoyed by writer. Big fiesta days were held Monday and Tuesday and attendance of out of towners was much larger than ever before, according to fiesta committee. Balance of week held

up well for Hennies midway. Big kids' matinee Saturday afternoon—promoted thru *Joplin Globe* and *News-Herald* and Radio Station WMBH. Gordon Rollins, of *Joplin News-Herald* staff, acted as publicity director for this year's fiesta and did a thoro job of it. Before show arrived in Joplin, Homer Gilliland, Denny Howard, Mr. and Mrs. Orville W. Hennies and the writer drove over to Springfield, Mo., and visited Fairly & Little Shows. New Caterpillar ride arrived before show reached Joplin and was erected under direction of Oscar Halverson, and during fiesta week this brand-new ride ran neck and neck with other top-money rides on midway.

JOE S. SCHOLIBO.

Goodman

(Railroad)

Little Rock, Ark. April 16 to 23. Location, Overman Park. Weather and business, fair.

Business as well as could be expected in Little Rock, where Goodman Wonder Show opened season. A get-together and get-acquainted party was held Sunday night, April 17, with all members of organization present. Festivities were held in a large auditorium at Fair Park. Mr. and Mrs. Max Goodman acted as host and hostess, with Milton M. Morris serving as inimitable emcee and proved to be life of party. Program started with selections by orchestra from all-colored feature, Show Boat Revue. Vocal numbers and dance specialties were offered and other impromptu entertainment given by many members of cast of that production. Entertainment was thoroly enjoyed by all present. Following stage show a group of latest dance hits were played by orchestra and all those ready, willing and able tripped light fantastic for an hour. Upon conclusion of this portion of program more serious matters were brought to light. Everyone of executive staff and all department heads, show managers, ride foremen and others prominent around show were introduced, one by one, by versatile and humorous Milton M. Morris, who never failed to get a laugh on his witty and droll remarks accompanying each introduction. Managing Director Max Goodman delivered a very sincere talk to entire organization. Goodman emphasized that in his 31 years of show business his policy has been and will continue to be to conduct his concessions and shows upon highly ethical, clean and legitimate principles and forcefully brought out that he knows that this policy is the only policy. His success in amusement business evidences soundness of his principles. During the evening impromptu speeches were delivered by Milton M. Morris, manager; Grant Chandler, assistant manager; Arthur Riley, superintendent; Max Klepper, superintendent of concessions; Dave Stock, ride owner; R. W. Richards, publicity director, and shows' chef de guerre, Isadore Fire-side Murphy.

R. W. RICHARDS.

F. H. Bee

Elizabethtown, Ky. Week ended April 30. No auspices. Weather, ideal. Business, excellent.

Show here for 12th year. Ready Sunday afternoon. Show has outgrown lot. Looked like old times to see natives out to see show set up and to renew acquaintances with showfolk. Manager Bee was busy all week greeting many friends and receiving compliments on show. Minstrel show seemed to get most patronage and was followed by Alfredo with Ten-in-One. Big Eli Wheel was most popular ride among big rides and Kiddie Autos carried off honors among kiddie attractions. Morris Jarvis is holding down coupon box in good style and was busiest man on lot. Mr. and Mrs. L. L. Rice joined with frozen custard and started off with a bang. Frank Meeker is still tops with his band and gets many requests for downtown concerts. E. E. Baker all smiles, proudly pointing out new electrical equipment. Gus Bethune's cookhouse becoming more popular every day since Chef Morgan has gone in for biscuit making. Mr. and Mrs. Leonard McLemore are expecting their daughter, Virginia, who will be on as soon as school is out. Jimmie Bailey joined to take over front gate tickets, a position he has held for several seasons on this show. Arthur Carroll added new top to his concessions and plenty of stock also. Mrs. Bee went home to Huntington, W. Va., for a brief visit with folks. Only one on sick list this week was Mrs. Douglas Saunders. Visitors: Judge Howell and Sheriff Kennedy of Hodgenville, Ky., fair board.

WILLIAM R. HICKS.

Zimdars Greater Shows, Inc.
WANTS
 FOR ANNUAL DOG RACES, NEW ALBANY, IND., MAY 16 TO 21.
 And Balance of Season.
 High Sensational Free Act. CAN PLACE two more worth-while Shows. Concessions come on. Will sell X on Frozen Custard. WANT Girl Review People. Blackey wants Earl Livingston and Beansy to come on. Address this week, Washington, Ind.

Acts, Shows, Rides Will Be in Sunbury

SUNBURY, Pa., May 7.—Free acts furnished by George A. Hamid, Inc.; shows, concessions and Reithoffer Bros.' rides will comprise entertainment features at Friendship Fire Co. and Band's annual carnival here, celebrating their 43d anniversary, reports Secretary Ralph Youtz. Mabel Mack's Mules, Roy Dower's *Broadway Revels*, Jimmie Helman's Ten-in-One, Tommy Fallon's two girl shows, mirror and monkey shows and an arcade will also be on the midway.

Nights have been set aside for drum majors' contest among school bands, amateur entertainers and farmers. Other attractions will be firemen, auxiliary and Elks' Club parades. Event will be advertised by billing, radio and sound truck.

Byers for Fall Festival

STATE CENTER, Ia., May 7.—Byers Bros.' Shows, free acts, concessions and dancing will be featured at the Fall Festival here, sponsored by the Commercial Club, reports Publicity Director Bert Merrill. On the program will be baby beef show, band concerts, parade and competitive events.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Groups Taking Management of K. C. Jubilesta

KANSAS CITY, Mo., May 7.—City's third annual Jubilesta, scheduled to be held in Municipal Auditorium, will be operated by the merchants' association, hotel managers and Chamber of Commerce, it was decided at a meeting today in the Hotel Muehlebach.

In other years the city administration sponsored the elaborate eight-day event. Under private control now, it is expected that an experienced showman will be hired to put the event over after loss of \$35,000 in 1937.

Talent costing \$65,000 was used last fall, but an infantile paralysis epidemic which kept all schools from opening two weeks kept thousands away. MCA has booked all attractions in previous years.

Charlotte Show Draws Big

CHARLOTTE, N. C., May 7.—Most successful show of its kind in this section was held by *The Charlotte Observer*, Carolinas House and Home Exposition, April 12-15 in Charlotte Armory Auditorium. On the entertainment bill were Jesse Crawford, organist, booked for two nights and held over the third night; Billie Vallie, former *Our Gang* member, and Dave Burnside and his orchestra, featuring Betty Lou and others. Opening night a fashion show of cottons was offered, with Catherine Cleveland, fashion consultant of the Textile Institute, in charge. Packed houses every night patronized the 76 exhibitors so well that each has agreed to buy space in a similar show exposition next year. F. Earl Crawford, promotion manager, and P. H. Batte, advertising director of *The Observer*, handled the expo.

Memphis Legion Has Teter

MEMPHIS, May 7.—Under American Legion Post auspices, Lucky Teter's Hell Drivers made appearances here on April 24 and May 1, drawing 12,000 on April 24 and a big crowd on the following Sunday, reports Charles H. Maughan. Exhibition received good publicity in newspapers and thru radio appearances, arranged by press agents "Irish" Horan and Don Wilson. Teter was heard on all four Memphis stations and arrangements were made at that time for his appearance on Fred Allen's network show.

New Haven Show Holds Up

NEW HAVEN, Conn., May 7.—Business at the Hamid-Morton Indoor Circus in the Arena here week of May 2 was parallel with that of last year, indicating that the show made a profit, said Bob Morton. During the week over 40 circus fans visited the show.

NEW YORK, May 7.—Frank Wirth reports that he has again been awarded a contract to stage annual Shiraz Grotto Indoor Circus, Pittsfield, Mass., the fifth year he has staged the show. Monarch Art Briggs has appointed committees to publicize the show.



WILLIAM J. LEWIS is in his fourth year as general chairman of Streator, Ill., Annual Celebration. The 1938 event will be the sixth consecutive one. Under civic auspices, with City Clerk F. J. Hart as secretary-treasurer, the celebration is not conducted for profit. Midway will be in the business section, with free acts, concerts, parade and fireworks.

Firemen and Lions Combine

ENFIELD, N. C., May 7.—Firemen's Fair and Lions' Club Cotton and Peanut Festival will be held jointly this fall, said George R. Ivey, secretary of Enfield Fire Department. Firemen purchased a lot along Highway 301 and are planning a fair plant. Last fall firemen held their annual fair and were well pleased with receipts and co-operation. Lions' Club held a Cotton and Peanut Festival that attracted State-wide attention. The organizations have combined for 1938 and expect to improve over last year's success.

Ohio Expo Is To Repeat

CUYAHOGA FALLS, O., May 7.—Board of Trade here announced that it will sponsor another exposition on downtown streets this fall. L. J. Callinan, who handled details of the successful promotion last year, will again be manager. A spread of canvas covering three city blocks will house merchant exhibits and there will be concessions, shows, rides and free acts.

Shorts

VFW POST, Prairie du Chien, Wis., has booked the Reynolds & Wells United Shows for its spring festival.

AN ENLARGED program will mark the second annual National Rice Festival in (See SHORTS on page 69)

HELP This Department by Telling Committees About It.

WANTED CARNIVAL

Several Rides, Concessions, one week, starting July 2. Also Free Attractions to entertain 15,000 to 20,000 people.

CITY OF PARK FALLS, WIS.

WANTED CARNIVAL

OR RIDES AND CONCESSIONS,

JULY 2-3-4

35,000 Holiday Crowd in Minnesota's Famous Lake Region.

SUICIDE CLUB PROGRAM.

Write DAN NELSON, Secretary, Detroit Lakes, Minn.

CELEBRATION

JULY 3 and 4

AMERICAN LEGION POST.

WANTS legitimate Concessions, Rides and Free Acts, for Big 2-Day Event in thriving industrial community of 150,000. Write

DON SWEET, East Moline, Ill.

WANTED RIDES

—FOR—

FIREMEN'S ANNUAL CELEBRATION

About Week of June 13.

Write WESTPHAL HOSE CO. No. 5, Martinsburg, W. Va.

WANTED

SHOWS AND STOCK CONCESSIONS. Reithoffer's Rides Booked. Conley Troupe, Free Acts.

FRIENDSHIP FIRE CO. AND BAND CARNIVAL, WEEK JUNE 12 TO 18. RALPH YOUTZ, Secy., Sunbury, Pa.

WANTED LARGE CARNIVAL

For AMERICAN LEGION CELEBRATION, July 11 to 16, 1938.

Write L. N. MRUK, Dickson, Pa.

Annual CHEESE DAYS

SHABBONA, ILL., June 17-18.

On Lincoln Highway.

Attendance 20,000. Rides and Bingo booked. WANT Concessions and Free Attractions. Will spot on percentage. Biggest event in DeKalb County. Address

P. PEDERSEN, Shabbona, Ill.

WANTED

FOR AMERICAN LEGION JULY 4TH CELEBRATION.

Rides, Shows and Concessions.

Free Gate. AMERICAN LEGION, Richland, Mo.

WANTED

RIDES AND OTHER CONCESSIONS

For Annual Homecoming, July 30-31, 1938

Coatesville, Indiana. Address: HARLAN BROS.

WANTED

THE ALMA CHAMBER OF COMMERCE WANTS

to secure Rides, including Ferris Wheel, Merry-Go-Round, Kiddie Auto Ride, Air Swing, and five Acts, including acrobat numbers, to play two performances. Show to be free in exchange for two days' Ride Concession Privileges, plus 10% of gross profits on Rides. 10,000 attendance. One-Day Celebration, August 26, 1938. Give details in first letter. write ALMA CHAMBER OF COMMERCE, Alma, Mich.

ENFIELD COTTON AND PEANUT FESTIVAL FAIR

WANT—First-Class Carnival, Week of October 3-8 or October 10-15.

Wire, Write GEO. R. IVEY, Secy., Enfield, N. C.

DELAWARE COUNTY FIREMEN'S CONVENTION

FOLCROFT, PA.

Chester Pike, Near Philadelphia

WEEK JUNE 6 TO JUNE 11

Parades, Free Attractions, Fireworks, 29 fire companies and drum corps in parade. WANT Independent Rides, Shows, Legitimate Concessions. Lucky Boys, save stamps. Address RALPH HAZLETT, 301 Baltimore Ave., Folcroft, Pa.

GOOD CARNIVAL WANTED

For Big Two-Day Celebration at Farmer City, Ill., July 3 and 4. Spot Good All Week. Write or Wire E. S. WIGHTMAN.

WANTED CARNIVAL

FOR WEEK OF MAY 29.

Contact

G. L. MEREDITH, Secy., Citizens Fire Co., Tamaqua, Pa.

WANTED CARNIVAL

FOR 41ST ANNUAL CELEBRATION, July 4th and 5th, Vandervoort, Ark.

H. E. SANDEFUR, Secretary.

WANTED A Small Carnival

To show in our town July 2, 3 and 4. Guaranteed attendance of 5,000 or more, weather permitting. Also for the Community Fair on September 8th.

FLOODWOOD CIVIC CLUB, Floodwood, Minn.

WANTED

Rides, Concessions, Small Shows and Orchestra carrying Dance Floor, for ANNUAL HOMECOMING CELEBRATION.

F. N. SANDERS, Chairman.

August 27-28, Hermann, Mo.

RIDES AT LIBERTY

For Fairs and Celebrations in Western Pennsylvania and West Virginia.

Merry-Go-Round, Ferris Wheel, Kiddie Rides, Chairplane, Over the Jumps.

MRS. HOWARD RINARD, Everett, Pa.

WANTED Merry-Go-Round and Ferris Wheel for Veterans of Foreign Wars' Celebration for 2nd, 3rd and 4th of July. Merry-Go-Round must have Style 125 Wurlitzer Organ, well tuned, with plenty of March Rolls, or Style 105 will do, but brass pipes preferred. Concessions like Hi-Strikers, Corn Game, Girl Show, Scales, Kiddie Ride are O. K. Address

BOX 303, Thief River Falls, Minn.

WANTED

BY THE STREET RAILWAY EMPLOYEES AND PRINTING PRESSMEN OF DUBUQUE, IA. Good Carnival for last week in July, 1938. Only best need apply.

ELMER BRAUHN,

Bus Barn, 24th & Central Ave., Dubuque, Ia.

WANTED

For 6 Big Days. Sponsored by Service Club, Edinburg, Ind., May 16 to 21. Concessions of all kinds. Can use Rides, three clean Shows and Corn Game. Address DOC STODDARD, Gosport, Ind.

WANT MORE REVENUE

for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

SNAPPY VENTRILOQUIAL DIALOGUES — Written, simplified method, eliminates all lip movement. Monologues, Songs. Stamp for particulars. **TIZZARD**, 17 Suydam St., Brooklyn, N. Y.

AGENTS AND DISTRIBUTORS WANTED

A BUSINESS OF YOUR OWN—MAKING PALMER'S Original Chipped Glass Name Plates, Numbers, Mirrors, Signs. Illustrated literature and sample free. E. PALMER, 522 Wooster, Ohio. x

A TROPICAL WONDER — PLANET TABLETS. The great dollar selling remedy of 1938. If not already in on this, write at once to **PLANET PRODUCTS CO.**, Orlando, Fla.

AGENTS—500% PROFIT SELLING GOLD LEAF Letters for store windows. Free Samples. **METALLIC CO.**, 439 N. Clark, Chicago. tfnx

AGENTS, ATTENTION! — WEIGHT REDUCED. No dieting, exercising or medicines. Guaranteed harmless. General reduction or in spots. Formula \$1.00. Sell for \$5.00 per lb. **MYRA WATSON**, 620 N. State St., Chicago, Ill. x

AGENTS! PITCHMEN! CANVASSERS! — "Golden Magic" simply amazes! Tremendous appeal! No competition. Enormous profits. Sample 25c. Details free. **EVERS**, 8501 W 52d Ave., Elmhurst, N. Y.

ATTENTION, SUBSCRIPTION SALESPERSONS! — If you work east of Rockies and north of Mason-Dixon line write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago. x

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Uniforms, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, Dept. 43, 4922-28 Lincoln, Chicago. ma21x

CREW MANAGERS—A 25c ITEM THAT COSTS a dime. Non-competitive. A sale on every call. Reserve territory on this fast-selling item. Write to **J. W. ADDISON**, 716 Wiltshire Road, Columbus, O.

DEMONSTRATORS, PEELERWORKERS, DISTRIBUTORS — New irresistible 25c Kitchen Gadget. Send for illustration. Sample 25c postpaid, \$7.20 gross. **ANE DISTRIBUTING**, 2110 Marshall Blvd., Chicago, Ill.

EARN \$1.50 — ON BEAUTIFUL \$6.95 REVERSIBLE All Weather Topcoat. Free selling outfit. **UNITED WATERPROOF GARMENT CO.**, 487 Broadway, New York. x

FREE! MEXICAN FRAMED FEATHERED PICTURES! 5 1/2 x 8 1/2" costs 49c, retails \$1.00. Sample, 50c stamps, refunded first order. **MARQUEZ-B**, Apartado 1176, Mexico City. my21x

IF YOU AGREE TO SHOW YOUR FRIENDS, I will send you actual sample Snag-Proofed Silk Hosiery and show you how to earn up to \$22.00 a week. **AMERICAN MILLS**, Dept. F-46, Indianapolis. x

KLENZOL KRISTALS — MAKES EFFICIENT, safe cleaning fluid. Profits large. Samples 25c, makes six gallons. **CURTIS LAWRENCE MFG. CO.**, Sellersville, Pa.

LORD'S PRAYER OR TEN COMMANDMENTS on a Penny. Cards included, \$3.00 per 100. Samples (3) 25c. **PERKINS**, 4327 DeTonty, St. Louis, Mo.

MAGIC AUTO REFINISHER—MAKES CARS look like new in 30 minutes. Big profits. Small sample free. Write **McGUIRE ANTI-FREEZE CO.**, Johnson City, Tenn. my14x

MAKE ARTIFICIAL FLOWERS — 40 DIFFERENT Flower Patterns and Materials to make six dollars' worth sent prepaid, \$2.00. **ZANONE**, 308 VanBuren, Chicago, Ill. je4x

AGENTS AND SALESMEN read

DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. my28x

PERFUME BUDS — COST 1c EACH, SELL 5c. Particulars free. Sample 10c. Agents, street-men, demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif. my28x

SELL BY MAIL — FORMULAS, BOOKS, PICTURES, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Welis St., Chicago. tfnx

STREETMEN — NEW WILDFIRE 5c PUZZLE. Hourly profits \$2. Dime brings sample. Hundred \$2. **CONCESSION SPECIALTIES**, 310 East 35th, New York. my28x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. je4x

ANIMALS, BIRDS AND PETS

ALLIGATORS—HARMLESS ASSORTED SNAKE Dens; 8 Large, \$10.00; 10 Medium, \$3.00; 10 Large Water Snakes, \$5.00. Price list. **ROSS ALLEN**, Silver Springs, Fla., wire via Ocala, Fla. my21

ANIMALS, BIRDS, MIXED FIXED DENS Snakes, Boas, Dragons, Iguanas, Gilas, Monkeys, Parrots, Macaws, Parrakeets for Wheels. **SNAKE KING**, Brownsville, Tex. je11x

"BO-BO"—MANDRILL BABOON. DOING 20 tricks. Time of act, 15 minutes. Cuts, mats, trailers, photos, banners, props. Price \$250.00. **FRED KNOTT**, 4203 Grand River, Detroit, Mich.

FOR SALE — THREE-LEGGED CALF, SIX months old, born with only three legs, in excellent health. **ROBERT BROWN**, R. 2, Casey, Ill.

FOR SALE—LIVE PORCUPINES, PRICE \$4.00 each. Shipped express collect from Norway. Me. **IVAN C. KIMBALL**, East Stoneham, Me.

LARGE DENS HEAVY FAT SNAKES—INCLUDING Rattlers, Bulls, Kings, etc., \$15.00. No delays. **THE AMAZON SNAKE FARM**, St. Stephen, S. C. je18x

PAIR PRARIE DOGS, \$3.50; PAIR KANGAROO Rats, \$2.50; Dozen Racing Turtles, \$3.50; Coyote Pup, \$5.00. Cash. **LEM LAIRD**, Harper, Kan.

PLENTY SNAKES — ARMADILLOS, IGUANAS, Gilas, Dragons, Alligators, Horned Toads, Chameleons, Monkeys, Prairie Dogs, Coati-mundis, Guinea Pigs, Rats, Mice, Parrakeets, Wild Cats, Ringtail Cats, Peafowl, Hawks, Owls. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. my14x

RHESUS MONKEYS — ALL SIZES. ALSO Guaranteed Genuine Rhesus Mother and Baby Combinations. **WOHLSTADT CO., INC.**, 186 Greenwich St., New York. je4

SNAKES, \$1.50 EACH; CUB BEARS, PORCUPINES, Rabbits, etc. List free. Hounds, Bird Dogs. 35 years business. **W. B. CARAWAY**, Alma, Ark.

TWO LIONS—TRAILER CAGE, STEEL ARENA, Pedestals, 3 Trained Goats and Props, Chamo Baboon and Cage, Bay Pony. **GEO. GAINES**, 439 Josephine Ave., Columbus, O.

BUSINESS OPPORTUNITIES

BARBECUES — INTERIOR AND EXTERIOR Models from \$145.00 up. **PEERLESS STOVE & MFG. CO.**, Dept. B, Columbus, O. my21x

GO INTO SHOW BUSINESS—PROMOTE SHOWS for lodges, organizations, etc. No experience or capital required. **ANTHONY SERVICE**, 4 Everett Place, East Boston, Mass. my28x

POP CORN MACHINES — NEW MODELS. Geared Kettles, Griddle Stoves, Tanks, Burners and other Concession Supplies. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. my28x

IMPORTANT—MONEY FOR CARNIVAL AND Concession People, Mail Dealers, Agents, Pitchmen and others. Dollar starts you. Information free. **ROADMAN'S GUIDE**, 47 Miller Bldg., Toledo, O. x

MAKE OUR ADDRESS YOUR ADDRESS—COMPLETE, Confidential, 24-Hour Mail, Telegraph and Telephone Service. Low rates. Los Angeles, Calif. Licensed Office. **BOYER & SHIELDS**, 2505 S. Grand, Los Angeles, Calif.

PERMANENT ADDRESS MAILING SERVICE— Hold or forward all mail, \$5.00 yearly. Remailing single letters dime. **RANDOLF**, 1803 Pierre, Shreveport, La. my14

PITCHMEN! SOLICITORS! — MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalogue 69-b free. **C. H. HANSON**, 303 W. Erie, Chicago. x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 RECONDITIONED SKEE BALL ALLEYS — 30 Keeney Bowlettes, 20 Wurlitzers, 1st model; 20 Bally Rolls; 25 Genco Bankrolls. What do you offer for any part or all of this lot? **GEORGE PONSER**, 31 W. 60th St., New York. x

AAA-1 BARGAINS — ONE-BALL PAYOUTS. Preakness, Derby Day (clock), \$29.50; High Card, Miss America, Latonia, Foto Finish, \$25.00; Golden Wheel, Carom, Classics, Heavy-weight, Flicker, \$15.00; Ray's Track (check separator), 4200 series and over, \$90.00. Write for our list of Novelty Games. **MARKEPP COMPANY**, Cleveland, O.

ARCADE MACHINES—PIN GAMES, BUMPER Games, \$5.00 up. Biggest assortment factory remodeled Arcade Machines. "May" List on request. **MUNVES**, 555 W. 157 St., New York.

BARGAIN IN PENNY ARCADE MACHINES— Drop Pictures, Card Machines and several other types. **MILSBROOK AMUSEMENT CORP.**, Olympic Park, Maplewood, N. J.

BARGAINS! BARGAINS! BARGAINS! BARGAINS!—\$15.00 each: Dux, Genco Football, Long Beach; \$13.50, Stoner Races; \$11.50, Speed; \$18.50, Power Play; \$32.50, Bull's Eye; \$22.50, Hare 'N' Hound. **MUNVES**, 555 W. 157th, New York.

CAN USE VARIETY OF 5-BALL TICKET GAMES. Send list, including best prices. **GEORGE PONSER**, 31 W. 60th St., New York.

COUNTER GAMES — TRADE YOUR USED Counter and Pin Games on new Masters, Tom Thumbs and Triple Grips. **COLUMBIAN VENDING CO.**, Parsons, Kan.

DAVAL DERBYS, \$12.50; REEL SPOTS, \$10.00; Paces Races, \$98.50; ten Wurlitzer Skeeballs with ball return, \$75.00, uncrated. **MILLS AMUSEMENT CO.**, 186 E. Felton St., North Tonawanda, N. Y. my14

DIGGERS — BUCKLEYS, ERIES, MERCHANT- men, Mutoscopes, Iron Claws, Candy Bar Machines, Arcade Machines, 100 Juggle-Jug, \$4.85; Toledo Free Weighing Scale; 200 Peanut Machines. Bargains. **NATIONAL**, 4242 Market, Philadelphia, Pa.

FIVE MILLS DELUXE DANCEMASTERS; FIVE Seeburg Deluxe Selectophones, ten for \$325.00; sample \$37.50. Phonograph bargains galore. **COLEMAN NOVELTY**, Rockford, Ill.

FOR SALE—ONE KEENEY TRACK TIME, 38 Texas License, \$159.50; one Exhibit Jockey Club, 7 Coin Head, 38 Texas License, \$94.50; 2 Big Shot, \$10.00 each; 5 Columbus Ball Gum Machines, \$3.00 each. All in A-1 condition. 1/3 deposit. **A. A. JUNEAU**, Rio Grande City, Tex.

FOR SALE—MILLS BLUE FRONTS, \$45.00 UP; Jennings Chiefs, \$40.00 up; Watlings, \$15.00 up; Evans Dominos, \$110.00. Write for complete price list. **A. R. KISER**, 127 N. Brevard, Charlotte, N. C.

FOR SALE—5 INTERNATIONAL MUTOSCOPE Photomatic, latest models, used only a few weeks. Guaranteed like new, only \$695.00 each. Will ship in original crates. Send your order immediately. **REX NOVELTY CO.**, San Francisco, Calif. my21x

FOR SALE—20 IRON MUTOSCOPES, REELS, Frames, \$20.00; 15 Mills Drop Pictures, \$20.00. F. O. B. Keansburg. **RABPIN**, Keansburg, N. J. my21

GINGERS, \$12.50; PENNY PACKS, \$7.50; Reel Spots, \$12.50; 120 Pack Advance Cigarette Machines, \$19.50; Turf Champs, \$29.50; Cargoes, \$47.50; Airway, \$39.50; Masters, \$7.50; Grip Machines, \$9.50; Slot Machines, \$10.00. **LEHIGH SPECIALTY CO.**, 2d and Green Sts., Philadelphia, Pa.

GOODBODY'S BARGAIN LIST IS WAITING FOR You. We buy, sell or exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. my14

GOODBODY OFFERS YOU — TURF CHAMPS, \$25.00; Stoner's Races, \$25.00; others. Write. **GOODBODY**, 1824 E. Main, Rochester, N. Y. my14

WANTED TERRITORY WHERE FIFTY PACES Races and Rays Tracks can be successfully operated at a profit. State entire details of set-up, anticipated expense and kinds of machines now in operation in your territory. **BOX C-515**, Billboard, Cincinnati, O.

MILLS—ONE TWO THREE TABLES WITH new Payout Units, \$90.00, F. O. B. Miami. Other good buys in Novelty Games, priced right. **BILL FREY, INC.**, Miami, Fla.

ONE BETTER, HI DE HO, TEN STRIKE, SKIP- per, Running Wild, Hialeah, Multiple, Leather-neck, Sunshine Baseball, Daily Races, \$4.75; Master 1c and 5c Venders, \$3.00; Advance and Columbus Vendors, reconditioned and sprayed, \$3.50; Iron Stands, \$1.50; Mills Dance Master, refinished, \$39.50; DeLuxe, \$44.50; Rock-Ola Regular, \$64.50. Trade for A. B. T. Guns or Basket Balls. 1/3 deposit. **MILWAUKEE CONCESSION CO.**, 1635 W. Cherry, Milwaukee, Wis.

SELL OR TRADE—5 1937 POPMATIC, \$75.00 each, like new. Take Late Model Slots, Consoles or what have you. **AMERICAN SALES**, 609 17th, Rock Island, Ill.

SPECIAL—3 TURF CHAMPS, \$22.50 EACH; 2 Air Races, \$15.00 each; 3 Penny Packs, \$4.00 each; 2 Bally Babys, \$5.00 each; Golden Wheel, \$25.00. **HUB NOVELTY CO.**, 22 N. Potomac St., Hagerstown, Md.

SPRING CLEARANCE—MILL'S GREEN FRONTS, \$20.00; Mill's Skyscraper, 1c and 5c, \$22.50; Jennings's Triple Jax, Mystery Pay, 5c and 10c, \$25.00; Mill's Q.T., 5c and 1c, \$30.00; Treasury, 1c, 5c and 10c, \$35.00; Mill's Extraordinary, \$35.00; Rol A Top, 1c, 5c and 10c, \$40.00; Chiefs, 5c and 10c, Mystery (late models), \$37.50; Mill's Blue Fronts, 1c, 5c and 10c, \$37.50. One-third cash. **BIRMINGHAM VENDING CO.**, 2117 Third Ave., N., Birmingham, Ala. x

USED GAMES WITH 1938 TEXAS LICENSE Paid—3 Caroms, \$32.50; 8 Preakness, \$49.50; 1 Multiple, \$15.00; 1 All Star, \$15.00. In first-class condition. **DE KALB NOVELTY CO.**, De Kalb, Tex.

WATLING BIG HEAD SCALE, \$17.50; MILLS Q. T., 5c, \$25.00; Double Jackpot Mills Small Scales, \$25.00. **O'BRIEN**, 89 Thames, Newport, R. I.

WANTED — MUTOSCOPE FAN-FRONTS OR Factory Red Tops at the right price. **REX NOVELTY CO.**, 255 Natoma St., San Francisco, Calif. my21

WILL TRADE SEEBURG MODEL B SYM- phonola Phonographs for any machines, such as Vending or Arcade Equipment. **JOHN E. MORRISON**, Flanagan, Ill.

YOUR NICKEL COIN CHUTES REBUILT FOR Penny Play, fifty cents each by return mail. **F. RICHARDSON**, 15844 12th St., Detroit, Mich.

5/8" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. ma14x

1 NEARLY NEW BIRMINGHAM IMPERIAL Pool Table. Cost \$262.50. Bargain at \$160.00. Also 8 Candy Machines, \$10.00 each. Late 1-Ball Pay Table, will trade for 7-Slot Consoles. 1/3 cash, balance C. O. D. **JACK MAASHART**, 901 13th Ave., Fulton, Ill.

4 WURLITZER P-10 PHONOGRAPHS, \$39.50 each. 1/2 deposit, balance C. O. D. **LOUISVILLE NOVELTY MFG. CO.**, 330 E. Breckinridge St., Louisville, Ky.

6 DOUBLE JACKS PACE BANTAMS AND JEN- nings, 4 Stands. What am I offered? **ASSID**, 838 N. Penn., Lansing, Mich.

6 WURLITZER SKEE BALLS, \$45.00; 6 KEENEY Bowlettes, \$35.00; 6 Genco Bankrolls, \$40.00; 1 Steven's Skee-ball, \$25.00. Crating \$5.00 extra. Half deposit. **CLEVELAND COIN**, 2336 Prospect, Cleveland, O.

6 JENNING'S LIBERTY BELL, \$75.00 EACH; 2 Ray's Track, \$90.00 each; 3 Paces Races, 3000 series, heavy-duty motors, \$75.00 each; 2 Buckley Track Odds, \$100.00 each; 1 Evans Galloping Dominos, \$75.00; 1 Rotary Merchandiser, \$65.00; 3 Mills Post Time, \$30.00 each; 3 Turf Champs, \$30.00 each; Grub Stake, \$25.00; 15 Mills McCoy's, \$15.00 each; Diamond Mine, \$15.00; Win-A-Paks, Bally Babys, Penny Packs, \$5.00 each; Hialeah, Alamo, Challenger, Big Richard, Top Row, Multiple, \$10.00 each. 1/3 deposit, balance C. O. D. **BOX C-516**, Billboard, Cincinnati. my21

COSTUMES, UNIFORMS, WARDROBE

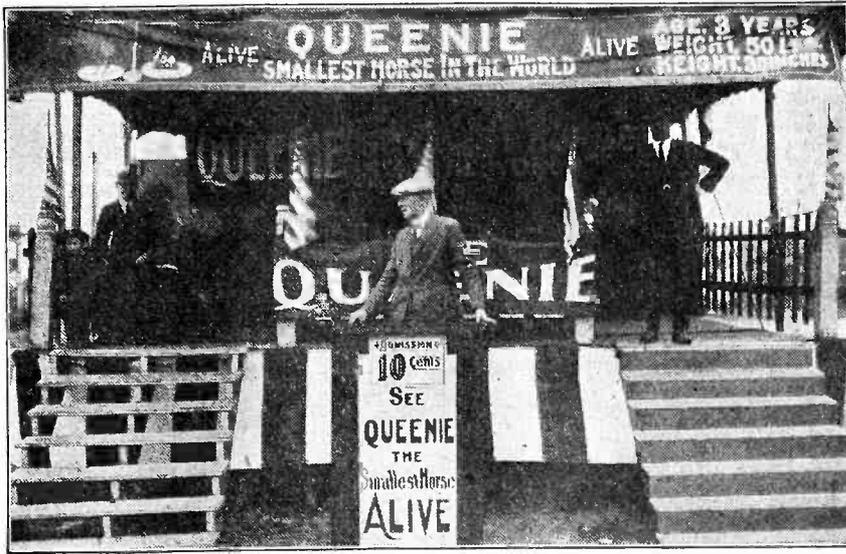
A CLOSE-OUT—EVENING SHOES, 50c PAIR; Gowns, \$1.00; Wraps, \$3.00; Street Dresses, \$1.00. **CONLEY**, 310 W. 47th, New York.

RED BAND COATS, \$2.50; RED CAPS, \$1.50; White Mess Jackets, \$1.50; Tent Curtains, \$15.00. Costumes, Hulas. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas! Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142; Sunnyside, Chicago. tfnx

Show Family Album



"QUEENIE," billed as the smallest horse in the world, was exhibited with Levitt-Brown-Huggins Shows in 1923. Picture was taken in Bellingham, Wash. In the ticket booth is Will Wright, now manager of the Golden West Shows. To the right is Joe Demouchelle, special agent, who now occupies a similar position with W. C. Huggins' West Coast Shows. At the left is Bernie Levitt, son of the late Victor D. Levitt, and Floyd E. Bentley, press and advertising agent, who now conducts a poster service in Hillsboro, Ore.

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.

FOR SIDE SHOW — MINDREADER. GOOD proposition. Also Novelty Attractions. Wire or write **HOWARD SPECTOR**, Sims' Shows, Windsor, Ontario, Can.

GIRLS—TENOR SAX AND TROMBONE PLAYERS for summer engagement. Write **JUNE MURLEY**, 222 Langdon, Madison, Wis. State experience, enclose picture.

HAWAIIAN AND ORIENTAL DANCERS—ENTIRE season in permanent location. **W. O. KING**, Jefferson Beach Park, Detroit, Mich.

HELP WANTED—RIDE FORMAN FOR OCTOPUS, Ferris Wheel and Loop. Can use sober Ride Help. **R. A. JOLLY**, Bucyrus, O.

MED PERFORMERS—ALL LINES, INCLUDING Black, and Pianist that doubles. Change two weeks. Paid every night. No time dicker. State lowest. **MOULAN**, Box 244, Bridgeton, N. J.

OUTDOOR ACTS—ALL TYPES. SEND DETAILS and descriptive literature. Two afternoons, August 18-19, Cincinnati. **BOX C-512**, The Billboard, Cincinnati, O.

PENNY ARCADE MECHANIC — UNDERSTAND all makes machines. Summer park near Buffalo. **WILLIAM POWERS**, Edgewater Park, Grand Island, N. Y.

WANT GIRL MIDGET DANCER — SURE salary. Work winter and summer. Send photos. State all in first letter. **E. W. DRAKE**, care General Delivery, Springfield, Mass.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue, 30c. Since 1921. Beware of imitators. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. my21

FREE! CATALOG 500 MAGIC TRICKS FOR pocket, parlor, club or stage. South's largest line. **LYLE DOUGLAS**, Station A-9, Dallas, Tex. x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. jellix

MIND-READING AND SPIRIT TRICKS— Ghost Show Equipment, Luminous Paints, Graphology-Palmistry Charts. Catalogue 10c. **REILLY**, 57 East Long, Columbus, O.

PINXY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquial Figures, Punch and Judy and Marionettes. **PINXY**, 1313 N. Wells, Chicago, Ill. Illustrated folder free. my21

VENTRILLOQUIAL FIGURES—24-PAGE ILLUSTRATED Catalog, 10c. **FRANK MARSHALL**, 5518 S. Loomis Blvd., Chicago, Ill. Used by all professional ventriloquists. my14

MISCELLANEOUS

BUY POPCORN FROM A GROWER—GENUINE Yellow South American Popcorn, \$3.75 per hundred, F. O. B. Guaranteed to pop. **SAM TEAL**, 1216 Lafayette, Terre Haute, Ind. my21

CHIPPEWA INDIAN RESERVATION MADE Ladies' Beaded Coin Purses, \$1.00; Beaded Bracelets and Dolls, 50c prepaid. Write for dozen prices. **BEMIDJI JEWELRY COMPANY**, Bemidji, Minn.

M. P. ACCESSORIES & FILMS

EXCHANGE—WESTERN AND COMEDY FOR "Jesus of Nazareth," 16MM. Sound. Two Talkie Powers Projectors, \$150.00. **PAUL GEORGE**, Rt. No. 2, Tuscaloosa, Ala.

MOVIE ROAD SHOW BARGAINS — 35MM. Sound Portables, complete, limited quantities. DeVry, Weber, Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From \$189.50 up. Special bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATER SUPPLY CORP.**, 1600-B Broadway, New York, N. Y. my28x

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A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. my14

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CAPABLE FRONT MAN—SINGER PREFERRED. Also Fast Trumpet. Name Band. **BOX C-513**, Billboard, Cincinnati, O.

COMPOSER, ARRANGER WANTED—TO WRITE melodies, prepare piano scores with guitar chords. Good paying proposition. **R. E. MILLER**, Silver Hills, New Albany, Ind. my21

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JOE E. KLEIN—Acrobat, Pantomimist, and do Trampoline. Three Tumbling Routines. Age 23 years; height, 5' 5"; weight 135 lbs. Address 1238 Newton, N., Minneapolis, Minn.

AT LIBERTY AGENTS AND MANAGERS

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CONTRACTING AGENT, Publicity Director—Twenty-two years Circus, Vaudeville, Theatrical experience. Close contractor, expert press agent. State salary. Can fill any official staff position. Join on wire. **CIRCUS AGENT**, 149 N. Winter St., Adrian, Mich. my14

CONTRACTING OR BILLING AGENT at liberty. Wife, Banners. For circus, carnival, tent show, rodeo. Know auspices setup and promotions. Twenty years big and small show experience. Well known. Have car for traveling. Mail, wires forwarded. Address **BOX C-508**, care The Billboard, Cincinnati, O. my14

AT LIBERTY BANDS AND ORCHESTRAS

DON RICARDO—THE OL' Gaucharoo and His Swingaroos. Available for hotels, resorts, etc. Tell all. 650 N. Dearborn, Chicago.

EDDIE HOLT'S DIXIE Swing Music. Trumpet, Clarinet, Sax, Piano, Bass-Vocals, Drums. All special arrangements, union. Young. Go anywhere. 141 Laurel St., Fitchburg, Mass. my14

FIVE-PIECE SURE-FIRE Entertaining Band—Available at two weeks' notice. All boys single and polished professional entertainers. Do complete stage and floor show work. Sweet and plenty hot. All sing, vocal trio, complete wardrobe, 20 instruments. Non-union. Desire a summer location if possible. All congenial. Playing past six months at Green Frog in Milwaukee. Any place not too far. For a funny, entertaining stage show, hotel or night club dance band, write or wire **TED PYZYK**, 1916 W. White St., Milwaukee, Wis.

ALL-GIRL BAND—TEN PIECES FROM LARGE Midwestern State University desire summer location. Dance. Also unique doubling for classical ensemble. Prefer hotels or resorts. **BOX C-517**, Billboard, Cincinnati.

AT LIBERTY AT ONCE—6 TO 8-PIECE BAND, 3 Saxes, 2 Trumpets, Piano, Drums, Bass. Radio and floor show experience. Young, free to travel, well organized. Wire **ORCHESTRA**, 1103 Jenny Lind St., McKeesport, Pa. my14

AVAILABLE—SWEET SWING 10-PIECE OR-chestra. Doubles include 4-Way Saxes, 4 Clarinets, 6 Trumpets, 3 Violins, Hawaiian Guitar, Vocalists. Well equipped, own transportation. Location only. State all in first. **BOX 307**, Billboard, Chicago.

CHARLIE WALTHERS AND HIS "HIGH HAT Club Orchestra" with featured entertainers available for week-end engagements in New York and New Jersey. Non-union. Have completed engagements at "Prospect Club," "High Hat Club" and "Joyce's Manor." Write or wire. 623 W. 170 St., New York City.

COLLEGE DANCE BAND WANTS SUMMER Work. 7-9 Pieces. Complete library with special arrangements. Equipment includes stands, uniforms. Can furnish public address. Available after June 20. **CHUCK WELLINGTON**, 1511 Golden, Ann Arbor, Mich. my14

FIVE TO TWELVE-PIECE ORCHESTRA—FINE library Sacred or Concert Music. No jazz. Vocals. Available June 1. **LEADER**, 213 Kresge Bldg., Lincoln, Neb. my14

ROY SANDERS' SYLVANIANS—UNION, 11 men, desire summer location. Now on location. **DEL EDWARDS**, 1017 N. 9th, Reading, Pa.

SMART 4-PIECE DANCE AND ENTERTAINING Outfit. Piano, Clarinet, Sax, Guitar and String Bass. All doubling Violins and Vocals. Prefer clubs and hotels in East. **BERNARD MOUSHURE**, 221 Main St., Athol, Mass.

LESSE LAYNE AND HIS ORCHESTRA—Five to fourteen men for cocktail or dance. Available for good summer engagement. Also singles. Reliable and will produce. Union. Write or wire all particulars in your first letter to **LESSE LAYNE**, 41 Orient Ave., Brooklyn, N. Y. Phone Evergreen 8-9457. my14

FINE SWING BAND AT LIBERTY—Consisting of 5 pieces. Cut shows, union, sober and dependable. Plenty of experience. Interested in summer work in mountains or nice resort steady. Write or wire all particulars to **STEVE LANE**, 182 Washington St., Auburn, N. Y.

FOUR OR FIVE HAWAIIANS—Experienced. Sing and play Double Mandolin or Clarinet, Electric Steel Guitar, Spanish Guitar and Bass Violin. Will travel but location preferred. State all in first letter. **THE ISLANDERS**, General Delivery, Washington, D. C.

SMOOTH, SWEET Six-Piece Swing Orchestra—Double several instruments. Union. Working. Available June 1. Dinner, dance. Prefer Eastern summer resort. Address **BOX C-510**, Billboard, Cincinnati. my14

THREE YOUNG MEN—Professionals, Union. Dance Orchestra. Play ten instruments. Singing, dancing, comedy specialties. Have amplifying system. **MANAGER**, Room 600, 86 W. Randolph, Dearborn 9660, Chicago.

TRIO—Dinner, Dance. Violin, Saxophone, Piano, doubling two Violins, Cello, Clarinet, Guitar, Swing and classical, Union. Prefer summer resort New England, New York. Address **BOX C-509**, Billboard, Cincinnati. my14

YOUNG, WELL-ORGANIZED 10-Piece Band—Consisting of 4 Saxes, 3 Brass, 3 Rhythm with Fiddle doubles, desires summer resort spot. Vocalists, complete library, nice appearance. Consider board and room and salary proposition. Write or wire **ART SOLOMON**, 815 Main, Kansas City, Mo. my14

5-PIECE SWING BAND—Now Available. Can read, fake, do floor shows. Reliable and sober. Have own P-A. Reliable engagements considered only. Will go anywhere. Can play sweet or swing. All can sing and entertain. Have own uniforms. Write or wire **ALVIN BYRD**, 1644 Hoefgen St., Indianapolis, Ind.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—MAN AND Wife. Ten years' experience operating successful Corn Games and Cookhouse. Have complete Corn Game outfit. Address **L. M. C.**, 111 North Ave., Owego, Tioga Co., N. Y. my21

AT LIBERTY—FIRST-CLASS COOK, SOBER and reliable, age 40. Experienced circus and carnival. **W. K. PIERCE**, 700 E. 2d Ave., Rome, Ga.

BANNERMAN—CIRCUS, MINSTREL, ONE Nighter, Large Carnival. No heat. **C. V. SUMMERS**, care The Billboard, Cincinnati. my21

DR. E. J. IRVINE—MITT READER, TALKER and Publicity Man. Care General Delivery, Washington, D. C.

GIRL—22, owns Snappy Pony Ride and transportation, wishes to join good show. May 20-June 1, in Idaho or Montana. **BUCKY TERREL**, General Delivery, Miles City, Mont.

PRODUCERS OF LAUGH—Years of experience. Best of Acts. All white wardrobe. Lots of real props. Go anywhere. Three regular Clowns. Address **RIDICULOUS TRIO**, Billboard, St. Louis. my21

AT LIBERTY COLORED PEOPLE

SENSATIONAL 14-PIECE COLORED BAND—Sweet, hot and swing. A real drawing card. State full particulars. Only reliable bookers and managers. Contact **STUBBY JORDAN**, 638 Jefferson Ave., Buffalo, N. Y.

AT LIBERTY DRAMATIC ARTISTS

GENERAL BUSINESS—Characters, double Advance, Stage Manager, Electrician. Car, trailer, wardrobe. References best; scripts direct. Reliable trouper. State all. **JACK LANCASTER**, 221 E. King, Decatur, Ill.

HEAVIES OR GENERAL BUSINESS—Some Leads. Age 37, five ft., ten, weight 170. Twelve years Stock and Rep. Two years Screen. Wire. **BOB ROBINSON**, 6429 Primrose Ave., Hollywood, Calif.

TEAM—Characters, General Business, Comedy. Woman doubles piano. Singing and talking single and double specialties. Wardrobe, ability, sober and reliable. Have car. Need advance for gas and oil to join. Address **W. LEROY**, 1810 Willis Ave., E., Perry, Ia.

UNIVERSITY GRADUATE—With Stock Company experience wants work. Managers and agents write **S. ESCALANTE**, P. O. Box 353, Sunnyvale, Calif.

AT LIBERTY MAGICIANS

MAGICIAN—Can you use a first class Magician in your show? Absolutely sober and reliable. Experience and ability. Change for two weeks if desired. Work in acts. Straight and Comedy Magic. **HARRY HUNSINGER**, Greentown, Ind.

AT LIBERTY MISCELLANEOUS

EX-RHYTHM PIANIST—27 years old. wants "Flunky" Job for all summer, with chance to brush up on piano. Must start soon, as have no roof overhead. **GRANT MAHAFFEY**, 3750 N. Kildare, Chicago.

LECTURER-TALKER—Two years World's Fair, one year San Diego, two years Dallas. Can talk on Medicine, Diet or any kind of show. Fine appearance, sober, reliable. **BOX C-418**, Billboard, Cincinnati. my14

ROLLER RINK ORGANIST—Available immediately. Experienced on Hammond Electric Organ or Pipe Organ. Roller-Dance Steps, Schottische, Two-Step, etc. Guaranteed absolute sobriety, conduct, appearance at all times. Inherent ability. Fifteen years as spotlight organist on Loew's, Warner, Public circuits. **BOX C-518**, Billboard, Cincinnati. my28

AT LIBERTY MUSICIANS

A-1 LADY TRUMPET PLAYER FOR LOCATION Job. Prefer near Cincinnati or Dayton. **BOX C-506**, Billboard, Cincinnati.

A-1 MUSICAL DIRECTOR-LEADER—DOUBLE company, stage manager. **MUSICIAN**, 436 Crown St., Brooklyn, N. Y.

ALTO, TENOR SAX, CLARINET, ARRANGER—Consider anything reliable June 1. Thoroughly experienced all lines. All transpositions. Write **ART INGVALSON**, 832 E. Dayton St., Madison, Wis. my14

ALTO, TENOR SAX, CLARINET, ARRANGER—Read and take-off. Play any chair. Consider location only Young, union and reliable. Write. **BOX C-500**, Billboard, Cincinnati. my21

AT LIBERTY—TRUMPETER, EXPERIENCED in all lines. Trouper. Address **MUSICIAN**, 308 First St., Albany, N. Y. my21

AT LIBERTY—DRUMMER, YOUNG, SWING, ride, flash, etc. Experienced all lines. Go any place. Write or wire. **JIMMY HIGGINS**, Mt. Pleasant, Ia.

AT LIBERTY—EUPHONIUM, GOOD TONE. Concert band or circus. **MORELLI**, 2630 Boniteau Ave., Detroit, Mich.

BAND CLARINET—Bb or Eb. FOURTEEN years' varied experience. Locate or travel with reliable band. **D. SMITH**, 1347 Palmetto, Toledo, O.

DANCE TRUMPET—29, SINGLE, RELIABLE, sober, appearance. Want to contact band leader organizing for summer location. Ten years' dance experience. Cut floor shows. Can give good references. Member Locals 166 and 181. State all first, including size of band and salary. Write **JIMMY KOVARIK**, Spillville, Ia.

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DRUMMER AT LIBERTY—EXPERIENCED IN Dance and Show. Union, reliable and sober. Prefer location. **BOB DUDDY**, 858 S. Mount St., Indianapolis, Ind.

EXPERIENCED BANJO, GUITAR, BASS STRING Player for June, July and August. College student majoring in music. **WM. LENZ**, 107 W. 13th St., Dubuque, Ia.

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GIRL DRUMMER—EXPERIENCED THEATER, cafe, dance work. Union. Prefer resort. **BOX C-511**, Billboard, Cincinnati.

GUITARIST—SIX STRING, READ, FAKE, swing. Vocalist, radio experience. Go anywhere, steady. Write particulars. **FREDDIE BARTIG**, 2912 W. Grand Blvd., Detroit, Mich.

STRING BASS—DOUBLING VIOLIN. NOW working, desires change. Union, experienced, good reader, no faking. Dependable, sober, age 22. Violin transpose. Reliably answer. General Delivery, Watsonville, Calif.

STRING BASS—YOUNG, NEAT APPEARANCE, formerly name bands. Can bring good Drummer. Consider anything. **CLIFF THOMAS**, 38 Washington Square, Gloucester, Mass.

SWING DRUMMER—PLENTY DIXIELAND, ride. Young, union, arrange. **DRUMMER**, 4 Union Ave., Danbury, Conn. my14

TENOR SAX - CLARINET—UNION, AGE 21, neat, sober, reliable. Experienced. Read, fake, modern take-off. Play lead or second tenor. Can transpose from alto parts. Want location job with reliable orchestra. Write **CLYDE ALDERMAN JR.**, 1037 Cribb St., Toledo, O.

TROMBONE—AVAILABLE AFTER MAY 2. Age 23. Read well. New gold-burnished trombone. Tuxedo. Dance band experience. Only reliable offers. Accept best. **RUFUS BUCHANAN**, Murfreesboro, Tenn.

TRUMPET—EXPERIENCED BAND, ORCHE-stra. Write particulars. **F. BELL**, 806 Howard Ave., Altoona, Pa. my14

TRUMPET—GOOD READER, MODERNISTIC take-off. Experienced, go anywhere. State details. Reference. **EARL BLESSEY**, 701 Washington St., Biloxi, Miss.

VIOLIN AND PIANO TEAM—POPULAR AND Classic. Hotel and restaurant experience. Want job at resort. High-class references. **FRANCINE FRAZIER**, 1712 Connecticut, N. W., Washington, D. C. Phone Decatur 3528.

VIOLINIST—VERSATILE, UNION, EXPERI-enced. Guaranteed satisfaction any job, swing or classical. Feature man. Modern one string and four string hot fiddle. Handle any conducting job in any line. Am high type musician. References exchanged. Prefer good radio and dance band in East. Must give two weeks' notice. State all first letter. **BOX C-519**, Billboard, Cincinnati. my21

AT LIBERTY After August 1st—Band Teacher and Director. Five years' experience teaching school bands. Have put out first division contest winners. Best of references. Will go anywhere with right offer. Preferably West or South Carolina. **Y. ST. C. ALLEN**, 522 E. Main St., Rock Hill, S. C. my21

AT LIBERTY—Piano and Accordion. Old-timer. Have home trailer. Not the best, but if you can use me write **MUSICIAN**, 1407 N. Sheridan St., Bay City, Mich.

BASS VIOL—Age 25, wants summer location at lake resort in Indiana or Michigan. Only reliable and swing bands answer this ad. State all. Panics lay off. **SAM ROWE**, 409 E. Wood, Paris, Ill. Phone 918-X. my21

ACCORDIONIST—Double Piano and Sing. Also Tap Dancer would like connection with good, reliable show or orchestra. Both young, neat and good workers. Experienced on stage and radio. Have nice specialty numbers. Will go anywhere. **JACK MANNING**, General Delivery, Allentown, Pa. my14

DRUMMER, BARITONE SINGER—Union, read, fake, exhibition, nice outfit. Sober, reliable, references. Six years' experience. Join small or large orchestra. **JAY FRANCIS LITTLE**, 200 West 88th St., New York. Schuyler 4-9347.

DRUMMER—Age 27, experienced, union, troupe with unit or locate with club band. Can cut it. Acknowledge all inquiries. **DICK DIXON**, 316 E. Magnolia Ave., Knoxville, Tenn.

GIRL TROMBONIST—Experienced for hotel or dance orchestra. Prefer girls' orchestra. **RUTH E. CHASE**, 25 Forest Road, Delmar, N. Y.

MODERN GUITARIST—Past eight months with Cary Roberts Orchestra. Can join at once if you send ticket. All essentials, young, union and a \$400.00 guitar. References exchanged. **FREDDIE STIVERS**, 858 W. Sawyer St., Decatur, Ill. my14

SAX MAN—Union, sober, age 29. Play Tenor, Alto, Baritone Saxes; Clarinet, Flute, Bass Clarinet, double Trombone. Good tone, read, take-off. Also have 5-passenger car. At liberty June 1st. **RUSS WINTER**, 329 N. Jefferson, Indianapolis, Ind.

SHOW DRUMMER—Fast and flashy for tent or unit doing fairs later. Been with the best. Need ticket. **DICK ELLIS**, General Delivery, Toledo, O.

STEEL GUITARIST—Union, 26. Voice, stage radio and strolling experience. Swing, Hawaiian, fake. Played Electric Guitar lead last three years. Wants to join strolling unit anywhere. **AL MONTE**, 2873 N. 58th St., Milwaukee. my21

STRING BASS—Wants change and connection with a steady reliable Strolling or Dance Combination. All essentials, good rhythm and instrument. Reliable, single and good car. Join at once. **GEORGE KEPLER**, 2807 Oliver St., Ft. Wayne, Ind.

TENOR SAX-CLARINET—Sober, reliable, age 35. Want job with large or small band June 1st. **LEON MONDRON**, 114 E. Hamtramck, Mt. Vernon, O.

THREE YOUNG MEN—Union Dance Band. Play ten instruments. Have amplifying system. Put on Floor Show, Ventriloquism, Club Juggling, Rope Spinning, Comedy, Singing, Tap Dancing. Suitable for fairs, units, vaudeville, night clubs. 3600 Addison St., Chicago. Keystone 8491.

TRANSPOSING TENOR MAN—Any chair. Double Flute, Clarinet, Sing Solo and Trio. Am experienced band manager, booker, publicity, etc. Plenty of name band experience. Will take full-time job in either capacity or handle both. Have car; go anywhere. **HARRY A. WEISS**, 107 Stevenson, Reno, Nev.

TROMBONE—White, single, 21, congenial, good appearance, well educated, no weak characteristics or bad habits. Prefer individually styled sweet swing band with future. Playing range to G above high Bb. Double and triple tongue proficiently. Read both clefs well, transpose, arrange, double, etc. For further information address **ANTON SOLARZ**, Pillager, Minn. my14

TRUMPET, TENOR SAX, PIANO—Three brothers. Sight read and take-off. Latest styles. State pay. Join immediately. Write or wire. **CHARLEY CATANZARO**, 402 W. 3d, Pittsburg, Kan. my21

TRUMPET—Experienced for radio, concert, floor show, ork, municipal bands. Have tone, range, good reader. Hams lay off. Address **BOX CH-48**, Billboard, Chicago, Ill.

TRUMPET—Experienced. Competent in all lines. Clean cut, sober. Available June 1st. Will troupe or locate. Address **BOX NY-83**, Billboard, New York.

AT LIBERTY PARKS AND FAIRS

AERONAUTS—BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. **JOHNSON BALLOON CO.**, Clayton, N. J. my28

BALLOON ASCENSIONS, Parachute Jumping. One to five drops. Fairs, parks, celebrations any place, any time, always reliable. **CLAUDE L. SHAFER**, 4704 West Washington St., Indianapolis, Ind. my28

BALLOON ASCENSIONS for Parks, Fairs and Celebrations, covering the United States and Canada. Write **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. my21

BALLOONIST—AMERICAN BALLOON EXHIBITION CO., Reliable. Write, wire. Humboldt, Tenn. je4

BALLOONISTS AND AIR-plane Parachute Jumpers. Go anywhere for reliable committees, fairs, parks, etc. Established 1903. **THOMPSON BROS. BALLOON & PARACHUTE CO.**, Aurora, Ill. my21

TUMBLING AT WOODS—Bozo, Raggedy Ann, Falling House. Billboard, Cincinnati, O. my28

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. **BOX C-464**, care Billboard, Cincinnati, O. au27

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. my21

BALLOON ASCENSIONS FURNISHED FOR ALL occasions. **HENDERSON BALLOON CO.**, Haskins, O. (formerly of Toledo). my28

CARMENE'S CIRCUS REVUE—FOUR COM-plete and distinct Free Attractions. Price and literature on request. Address **BOX 21**, Williamston, Mich. my21

EDUCATED MULE ACT—2 COMEDIANS, Clown Numbers. Now playing night clubs. **SI OTIS**, Billboard, Cincinnati. my14

FOUR HIGH CLASS ACTS — WORLD'S BEST
Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. **BINK'S CIRCUS ATTRACTIONS**, Route 1, Cudahy, Wis. je4

WORLD'S GREATEST ALLIGATOR WRESTLERS.
Capturing Alligators Barehanded. Spectacular educational sensation. Headline attraction. **ALLIGATOR JACK COPPINGER**, 1860 N. W. 19th St., Miami, Fla. my21

AERIAL COWDENS — Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. je4

AMERICA'S FOREMOST Fair and Celebration Clown. Clown Motorcycle Cop, Comedy, Straight Juggling, Comedy Wire, Grandstand, Comedy Horse Act for races, pulling contests, etc. Positively no "Hollywood" stuff. Can include Clown Dog. **ART ATTILA**, Billboard, Chicago.

AT LIBERTY—Four separate Acts. Wire Walker. Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. **CHESTER HUBER**, Wabasha, Minn. my28

FOR INFORMATION regarding the World's Greatest Trained Animal Act for every event write **RICE'S ANIMALS**, 1200 Linwood Ave., Jackson, Mich.

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. **Bradner**, Ohio. my21

HIGH CLASS FREE ACT—Original and the only Novelty Acrobatic Act of its kind. Something new and different from anything ever seen before. Now playing night clubs in Kansas City, Mo. Write or wire **MR. J. W. BRADFORD**, 1854 Mercier, Kansas City, Mo.

LICENSED PARACHUTE and Stunt Men. Let us be the Drawing Feature to your Show with our Dangerous, Thrilling, Guaranteed Air Stunts. Also Free Ground Acts. Now Booking. **STEWART PARACHUTE SERVICE**, Elgin, Ill. je4

O'NEILL BROS. AND SKIMMILK—Combination Clown and Trained Mule Acts. Big enuff, funny enuff and good enuff for any attraction. Write for descriptive letter. **O'NEILL BROS.**, General Delivery, Pueblo, Colo. my21

PAMAHASIKA'S Dog, Pony, Monkey, Bird Circus. For a Good Standard Attraction. **Geo. E. Roberts**, Manager. **PAMAHASIKA'S STUDIO**, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

PAMAHASIKA'S Famous Acting Cockatoos — They're great. They're wonderful. They're famous. A feature for any show. Presented by the well-known Prof. Pamahasika himself. Permanent address, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

PROF. PEAK—Punch and Judy, Ventriloquism. Peak's Blockheads for engagements now and summer resorts parks. **PROF. PEAK**, Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAG. 5536.

PSYCHIC LADY READER—Experienced, World's Fair one season, versatile. Sing, play piano, guitar, small harp. Like work in outdoor park or fair. Could co-operate with another. **MISS G. FERNHAM**, General Delivery, Billings, Mont.

"SUM INTO"—The Hollywood Clown, puts real life into any program. Class A antics, also the Smallest Performing Dogs. Two separate acts. Write for details. Care Billboard Office, Chicago, Ill.

THREE ACTS—Tight Wire, Slack Wire and Rolling Globe. All acts first-class every way. Write for prices and literature. **RALPH AND SYLVIA CHRISTY**, Keokuk, Ia. je4

TWO ACTS — Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Bond if desired. **BOX C-465**, care Billboard, Cincinnati, O. au27

AT LIBERTY
VAUDEVILLE ARTISTS

AT LIBERTY — MED LEC-
turer and Office Worker. No show too big or small. Double with party having outfit and show framed. Percentage only. Carry sound system. **RAY LEWIS**, General Delivery, Clinton, Okla.

AT LIBERTY — FRENCH STREET SINGERS.
Male and Female. **BOX 304**, Billboard, Chicago. my14

AT LIBERTY — CAMPBELL AND CONNORS.
Med Sketch Team. Change 2 weeks. Man, Blackface. Put on all acts and make them go. Play no music. With Doc Pete Duval 12 years. Nuf said. Write, don't wire, Cynthia, Ind. my21

A-1 MED PERFORMER—Fake Piano, Hot Banjo. Guitar, Specialties for two weeks, including Singing, Dancing, Musical Novelty, Parts, some Straights. Only shows with P.-A. system considered. **GILBERT BOYD**, Salem, Ill.

AT LIBERTY MAY 10—Versatile, Reliable Performer. Sing, Dance, Musical Specialties. No car. State all. **JOE DOKES**, General Delivery, Rome, Ga.

AT LIBERTY—Straight Man, age 29. Guitar, Specialties, Hillbilly Singer, Rep or Med. Sober and reliable. Salary your top. Write or wire. **IRELAND CLOUSE**, Nardin, Okla. my28

FEMALE IMPERSONATOR — Singer, Dancer. Male and female voice. No would-be. There with voice, looks, personality, wardrobe. Work male. Reliable managers answer. **DORIAN CARLTON**, care C. Hunter Jr., 1108 Ridge Rd., North Woodside Silver Spring, Md. my28

VERSATILE MEDICINE TEAM At Liberty — Eccentric Comedian. Good singles and doubles. Produce. Good piano. Plenty strong changes. All offers considered. **FRANKLIN B. WHITE**, General Delivery, San Antonio, Tex.

MAFA RELATIONS

(Continued from page 43)

of a financial drain on a community; specifically, it was not for the best interests of the commonwealth, the fairs or the pari-mutuel interests to permit six weeks' additional racing.

The following were recorded in opposition: Philip A. Chapman, Boston, attorney and counsel for Crescent Kennel Club; Daniel W. Gurnett, Boston, treasurer of Agawam Park; Everett W. Stone, Auburn, master of Massachusetts State Grange; E. H. Gilbert, North Easton, secretary of the State Grange; Howard S. Russell, Waltham, secretary of Massachusetts Farm Bureau Federation; Ernest H. Sparrell, Norwell, manager of Marshfield Fair; Fred B. Dole, Shelburne, member of the General Court and president of the Greenfield Fair; Edward Wigglesworth, Boston, president of Topsfield Fair; Frank H. Kingman, secretary of Brockton Fair; Robert P. Trask, manager of Topsfield Fair; Warren B. Bodurtha, president of Blandford Fair; Willard A. Pease, Chester, secretary of Highland Agricultural Society; William J. Sessions, Hampden, representing second Hampden district in General Court; William R. Walker, county club agent of Hampden County Improvement League, representing L. B. Boston, managing director.

Mr. Adams later said he was surprised that there should be so much opposition and if it was the "opinion of the fair people that it was against their interests," he would ask to have the bill withdrawn. On March 31 Mr. Danziger wrote to Mr. Adams, asking if the bill had been withdrawn. On April 4 Mr. Adams replied, "I advised the chairman that the bill might be given leave to withdraw as far as my interests or the interests of Eastern Racing Association, Inc., were concerned. I have understood that the bill will not be reported." On March 31 the House voted to accept the committee's report for "leave to withdraw."

To safely protect interests of our members your committee has had to peruse some 2,324 bills, resolutions and orders of the General Court. While most of them have no application to our interests, sometimes innocent-appearing bills have direct connection with agricultural fairs and unless carefully watched may be inimical to the best interests of our educational institutions.

- Committee on State Relations,
MILTON DANZIGER, Chairman.
LEON A. STEVENS, President.
SAMUEL T. SHEARD, First Vice-President.
FRANK H. KINGMAN, Immediate Past President.
ERNEST H. SPARRELL, Member.
FRED B. DOLE, Member.

RECREATIONAL

(Continued from page 45)

summer of operation have been denied and the die is cast. One man loses three large Merry-Go-Rounds, where he had expected when locating several years ago to spend his declining years.

Only those who lose new buildings of fireproof construction not yet occupied can thoroly sympathize with this man. There is a lot of paths along that stretch of boardwalk. But of such is the price of progress.

That the beach will flower into one of surpassing beauty to delight and charm the multitude there can be no doubt. These men will live to see this great transformation by next year, whereas in the orderly process of evolution their grandchildren would be waiting to see the new exalted area which will extend to other beaches of the nation. Napoleon seemed to deal with a ruthless hand when he demolished homes and public buildings to make way for the Champs Elysees in Paris, which now excites the admiration of the nations, but time has amply proved the wisdom of his vision. Nevertheless we cannot refrain from pouring out sympathy for the oldtimers down there on the Atlantic Ocean who have been so suddenly uprooted from their only means of livelihood. "Where can we go and what shall we do?" are words heard so repeatedly that none of us shall soon forget them.

RISK PLAN'S

(Continued from page 44)

manner, has worked unceasingly with the committee to increase the number of policyholders who will enjoy the plan for 1938."

On the insurance committee with Mr. Alexander are Leonard B. Schloss, vice-chairman, Glen Echo Park, Washington; Richard F. Lusse, Lusse Bros., Inc., Philadelphia; A. B. McSwigan, Kennywood Park, Pittsburgh; Herbert F. O'Malley, Playland, Rye, N. Y.; Fred W. Pearce, Fred W. Pearce & Co., Detroit; H. P. Schmeck, Philadelphia Toboggar, Philadelphia, and Edward L. Schott, Coney Island, Cincinnati. Official representatives of the association are J. L. Campbell & Co., Baltimore; Cleveland Insurance Agency, Cleveland; Fred S. James & Co., and Lauerman Bros., Chicago. "Procrastination on the part of many operators, however, has been a big handicap, with the result that the brokers and inspection department of the Associated Indemnity Corp. of California are up to their ears," officials remarked. "For the benefit of those who have not studied the plan attention is called to the last bulletin issued by Secretary Hodge, giving a brief outline of the possibilities afforded by the plan. Those who have not communicated with the secretary's office for rates for the coming season are urged to do so without further delay. A letter or telegram will receive immediate attention. With the majority of openings so close at hand everyone interested in the plan is urged to act at once."

DOUBLE WEEK-END

(Continued from page 44)

Paul Schweigert, chef; George Wurster, purchasing manager; Dan Fenner, police captain; Leo Schott, comptroller; Joseph P. Brandewie, auditor; Robert F. Stayman, promotion manager; Freeman H. Whipper and Ernest Meyer, associates; Rudolph Benson, publicity director.

NEW WEST COAST

(Continued from page 44)

it is said. Many innovative ideas long under consideration are in plans that have been formulated and approved by the governing board. One of the advantages stated is that the park will be an all-year playground for Southern Californians and attractive to winter tourists. Manager Brown, asked as to population from which the spot is expected to draw, replied: "There are over 3,000,000 persons within two gallons."

Work on a new main building is under way at a cost said to be about \$100,000. Here will be housed concessions, small stores and entertainment to attract visitors. The building will open on midway and ocean fronts. On the midway will be major rides, concessions and shows of approved quality and entertainment value, laid out with an idea of diversifying attractions. There will be a Kiddie Playland of miniature rides, other juvenile attractions and "sand lounges" in the sun near the surf. Accountant as a valuable asset to the park is the presence, right in its "front yard," of the United States Pacific Coast fleet with complement of about 50,000 men. Manager Brown and assistants opened offices on May 1 in Virginia Park.

POOL WHIRL

(Continued from page 46)

they are actually ready, with the result that many swimmers are inconvenienced by painters and carpenters working around them. If you find that you didn't finish alterations in time for opening, don't have them done during swimming sessions. Have painters and carpenters work at night.

Another bad practice of some tank owners is to use last year's ticket stubs or makeshift ones while waiting for new printing order to come thru. Many feel that the first week doesn't count and that they really don't have to worry about proper management until the middle of June or until warm weather. How wrong they are, tho, especially with opposish being offered in many communities by municipal pools and beaches and even by other commercial natoriums! Be certain to start off on the right foot or you may find your biz limping all summer.

On the Surfside

A newcomer in the field of season lockers presented itself last month, the Beach Catering Corp., operating the luxurious Surfside Baths, Long Beach, L. I. It has made a real play for season locker biz, including use of indoor tank, showers, private beach fronting the Atlantic, surf bathing and card rooms. Baths are operated in conjunction with a roadhouse which features name bands and Broadway stars. Last year the place featured a \$1.50 dinner, including floor shows and swim facilities. While the same policy is expected to prevail this summer, a concentrated drive is being made for season locker trade. Season locker tickets are transferable. This is somewhat of a novelty what with most tanks selling season tickets which are labeled non-transferable.

A Visitor

Charlie Golembe, operator of Morningside outdoor pool, Hurleyville, N. Y., dropped in last week for his annual chat with the writer. He said the majority of natoriums in Sullivan County, where his is situated, are sprucing up for the season. He is planning a series of water carnivals, starting with a Decoration Day meet. From him it was learned that Grossinger Lake, also in Sullivan County, which gets a big play from week-ending Broadway crowds in summer, is plotting aquatic contests. Often wondered why Jeanne Grossinger never ran a swim race among celebrities who frequent her place.

Dots and Dashes

Some New York indoor tank managements are talking about cutting prices for summer months, which I hope they don't. . . . Because it's sure to mean a price war.—Buster Crabbe, former Olympic swim star and present screen favorite, spent most of his time while in New York last week at Shelton indoor tank, which meant that the Shelton received much swell publicity.—Ralph Beechner, manager of Capitol Park pool, Lincoln, Neb., is looking for a big reception from patrons when he opens on May 14 because of the additional sand beach provided. . . . I wonder why more high divers and water acts don't send their route to Billyboy's route department.

For Ramapo Valley Resort

FORT LEE, N. J., May 7.—Plans are being made for erection of a resort in Ramapo Valley, near here, by Rockland Realty, Suffern, N. Y., and Fort Lee, reports John A. Cervieri. Situated on Ramapo River, the recreation center will provide swimming pools with filtered water and sand beaches for adults and children, baseball fields, tennis, handball, basket ball and horseshoe courts. Another section will be equipped for picnics and a playground, with supervisor, will be built for children. Eat and drink concessions, tourist camps, boating facilities, a zoo and a bride path will be established.

BOISE, Ida.—For the fourth successive year Gem State Kennel Club's Dog Show, sponsored by *The Boise Capital News*, will be held in White City Park here on May 14 and 15.

DETROIT.—John Kalagian has taken over management of Oakley Park, Thomas Lake, Mich., for the season. Attractions include roller rink, barbecue stand, bathing beach, penny arcade and picnic grounds.

AT LIBERTY
PIANO PLAYERS

DANCE PIANIST—EXPERIENCED ALL LINES
of dance work. Double some Piano Accordion. **PIANIST**, 1210 N. Dale, Apt. 3, Oklahoma City, Okla.

ELECTRIC AND PIPE ORGANIST—FOR SKATING, hotel, theater, church. Vaudeville and dance pianist. Sight read anything. Experienced. Double on piano accordion. Young, reliable, sober. Write. **LARRY JOY**, 413 N. W. 5th St., Abilene, Kan.

PIANIST AND DIRECTOR — FRENCH HORN.
Well schooled, experienced all lines, band orchestra. Read, improvise. Accredited teacher all instruments. Prefer location but will travel. All offers considered. **WM. SHONK**, East 11th St., Chico, Calif. my14

RELIABLE PIANIST—READ, FAKE, ETC; ALL
essentials. **BOX C-505**, Billboard, Cincinnati, O.

ORCHESTRA PIANIST—25. Experienced. Prefer standard orchestras. Fake some, non-union. Will join. Ticket if far. No telegrams. Mean business. **VEDDER**, 5634 Scott, Spokane, Wash.

PIANIST OF DANCE MUSIC—Nine years' experience. Fake, transpose, swing, accompany. Single, serious, sober. Union man. **SEWARD M. JOHNSON**, Savanna, Ill.

AT LIBERTY
SINGERS

SINGING INSTRUMENTAL TRIO—AFTER MAY
14th. Beautiful Girl and two Boys playing Guitars. Special arrangements, instrumental specialties, sweet and swing. Young, appearance. Offer must be good. **DOLORES, JACK, TED**, Box 866, care Billboard, New York, my21

AT LIBERTY—Singer and Violin Soloist. Baritone Voice, Tap Routines and Impersonations. Young, appearance and ability. Prefer the South. Salary your limit. **BOX 462**, Thomasville, Ga.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

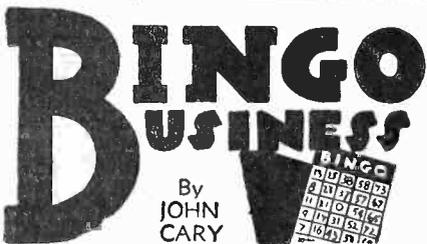
Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

186 Firms Show Wares at Premium Buyers' Exposition

Many concession, bingo, salesboard and specialty items featured—premium men expected to do \$500,000,000 business in 1938—last year's total \$450,000,000

CHICAGO, May 7.—Over 186 firms were on hand to exhibit their wares at the opening of the eighth annual National Premium Buyers' Exposition at the Palmer House May 2-6. Not only was all available booth space filled, but Howard Dunk, secretary of the Premium Advertising Association of America, Inc., sponsor of the show, stated that about 35 applications for space had to be turned down because of lack of space. Show's improvement this year speaks well for the advances which the premium industry has made in the past year. Not only did more firms

On the whole, this was one convention from which the cry of recession was strangely absent. Dunk stated that the premium industry did a total business in excess of \$450,000,000 last year, and judging by present indications this total will increase to \$500,000,000 in 1938. It is a recognized fact that there is scarcely



OUR CALL TO CONCESSIONERS has borne a tasty morsel of fruit in the form of a communication from Cliff Thomas, of Indianapolis. Not only does Thomas pass on news of his activities with bingo and other concession games, but he comes thru nobly with a nice comment on merchandise prizes versus cash games.

Thomas has been in the concession business for 30 years, the past 10 at Riverside Amusement Park, Indianapolis. He will operate three bingo games and 14 concessions this season; one bingo and three concessions at Riverside Amusement Park, one bingo and three concessions with Miller Amusement Co., now playing Indianapolis, and one bingo and five concessions with Weyls Production Co., which opened in Spangler, Pa., May 7. He has also contracted the Indianapolis State and many other fairs again this year.

Not content to drive home with amazing force, merely by the number of years he has successfully operated, Thomas goes on record to prove that cash games are death to bingo as well as other concession games, and that a smart operator can make a good, legitimate profit by handling merchandise. Says Thomas: "There are many bingo games operating in Indianapolis for cash, but I have had no part in any of them. I have been in bingo business for 18 years and always have and always will operate for and give out plenty of merchandise on all concessions. I have played the Free Fair of Bluffton, Ind., for 30 consecutive years."

LITERARY BIGWIGS ARE TURNING to bingo for material these days. Collier's, national weekly magazine, recently carried a lengthy and interesting article on the game by Catherine Brody, well-known novelist. And Damon Runyon, creator of Little Miss Marker and many another famous fiction characters, devoted his syndicated column, *The Brighter Side*, to a discussion of the game and its appeal to the public.

REPORTS FROM ALL shows now on (See BINGO BUSINESS on page 68)

a line of business where premiums are not being used to some extent.

Many Firms Show Bingo Items

Many firms displayed items suitable for bingo use, and some attractive salesboard, concession and pitch numbers were seen. Dishes, cocktail sets and beverage combinations done in the new burgundy shade were attracting attention, as were dishes finished in various brilliant shades of sprayed enamel. Rise in popularity of books as a premium was evidenced by several large displays. Other booths showed the latest and best in glassware, aluminumware, brushes, lamps, radios, novelties and were attractively set up to compel the attention of the passer-by. Items of almost all types and kinds were to be found ranging in price from 5 cents up.

Exhibition hall was closed Tuesday morning while exhibitors attended the general round-table session. William L. Sweet, president of the association, presided. Talks were made by various well-known figures in the premium world. F. H. Irwin, assistant general sales manager of Kraft-Phenix Cheese Corp., spoke on "Prizes for Distributors' Salesmen." John L. Willett gave his views on "Planning and Merchandising a Premium Campaign." "Premium Advertising to the Ultimate Consumer in Theory and Practice" was the subject chosen by Harry L. Hansen, of Harvard's Graduate School of Business Administration. J. Sidney Johnson, merchandising director of Independent Grocers' Alliance Distributing Co., spoke on "Successful Merchandising of Food Products with Premiums," and R. S. Lingard, general manager of the Friedman Mfg. Co., talked on "Are Premium Deals Truly Merchandise Promotion?"

At last year's meeting the association inaugurated the use of symposiums to bring out a cross-section of opinion on various premium problems. Only one subject was chosen for such a symposium this year, but it was the most vital of any confronting the industry today—"Methods of Pre-Testing Premiums." Executives from 10 of the largest users of premiums in the country gave views on how premiums can be pre-tested to insure their acceptance.

Dinner dance and floor show were held Wednesday evening, while Thursday and Friday were devoted exclusively to exhibits.

Calling All Concessioners

Now that the outdoor season is under way and concessioners are out on the road, it is the intention of this department to run as much news and as many features as possible of interest to them. This box is to serve as an appeal to all youse guys and gals out there in the hinterlands to keep in touch with us and tell us of your activities. We'll be glad to print anything of interest to others and we know if you co-operate you'll get a great deal of pleasure and perhaps some real value out of reading about the doings of the concession boys and girls.



By BEN SMITH

Like styles in women's clothes, styles in premium merchandise, or rather types of premium merchandise, also run in cycles, which is fortunate for premium users in general and salesboard operators in particular. This cycle, this reawakening of public interest in an item which has apparently gone with the wind and outlived its usefulness has been the salvation of many an operator who was looking for something to work with nothing new available on the market.

Murray Pierst, of Classified Distributors, recently took advantage of this merchandise cycle and brought back to life the Musical Automatic Baby Grand Piano. This is a handsomely finished replica which delivers an operatic or popular melody when the top is lifted and has a compartment inside to hold cigarets, jewelry or any small items. When first introduced years ago it was extremely popular as a premium number. It was just another item when Murray took it on. He placed two of the pianos and two Wahl-Eversharp pencils on a 50-hole card with a \$11.90 take and scattered cards around town to see how they would go. Deal clicked from the start, and Murray is convinced that the Musical Baby Grand will prove as big a seller now as it was in its early days. He is offering the deal to other operators.

On his last trip to Europe Judson Ross, of United States Products Co., ran into a cleverly constructed cigaret humidor which immediately took his fancy. Item was expensive, yet despite its price had a widespread sale wherever shown. When he returned to the States he determined to create a similar product for this market at a popular price and went to work at once. Kluster Automatic Cigarette Humidor is the result. Kluster (See DEALS on page 68)

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.

Gabby Pete and Co.

A line which Wisconsin Deluxe Corp. reports is going like a house afire is its line of ventriloquist dummies, featuring Gabby Pete and others of his ilk. All figures are reported to be of plastic composition. They come in sitting and standing positions and are diked out in various styled hats and clothes. Firm reports the numbers will make a real hit with concession fans on the midways this year. It also states the number is available at an unusually reasonable price.

New Aeroplane Lamp

Premium Products Mfg. Co. reports it has dressed up its popular aeroplane lamp, making it flashier than ever. Lamp is in the form of a super-streamlined aeroplane with the light bulbs concealed beneath the wings. All metal parts are chromed on the new lamp, they state. Base is seven inches long and three and three-fourth inches wide. Colors are frosted blue and white outlined with silver striping to harmonize with the chrome plating. Lamp comes complete with turn knob switch in tail of the plane, cord and plug, and is packed in individual cartons.

Portable P. A. System

Wholesale Radio Service Co. is offering a studio portable public-address system, Model 825-T. On the market a short time, system has rapidly become a favorite. (See POPULAR ITEMS on page 69)

Concessioners Overlook Importance of Own Dress

Merchandise is well chosen, stands are attractively lighted, p. a. systems improved, but personal appearance of help is a sadly neglected factor

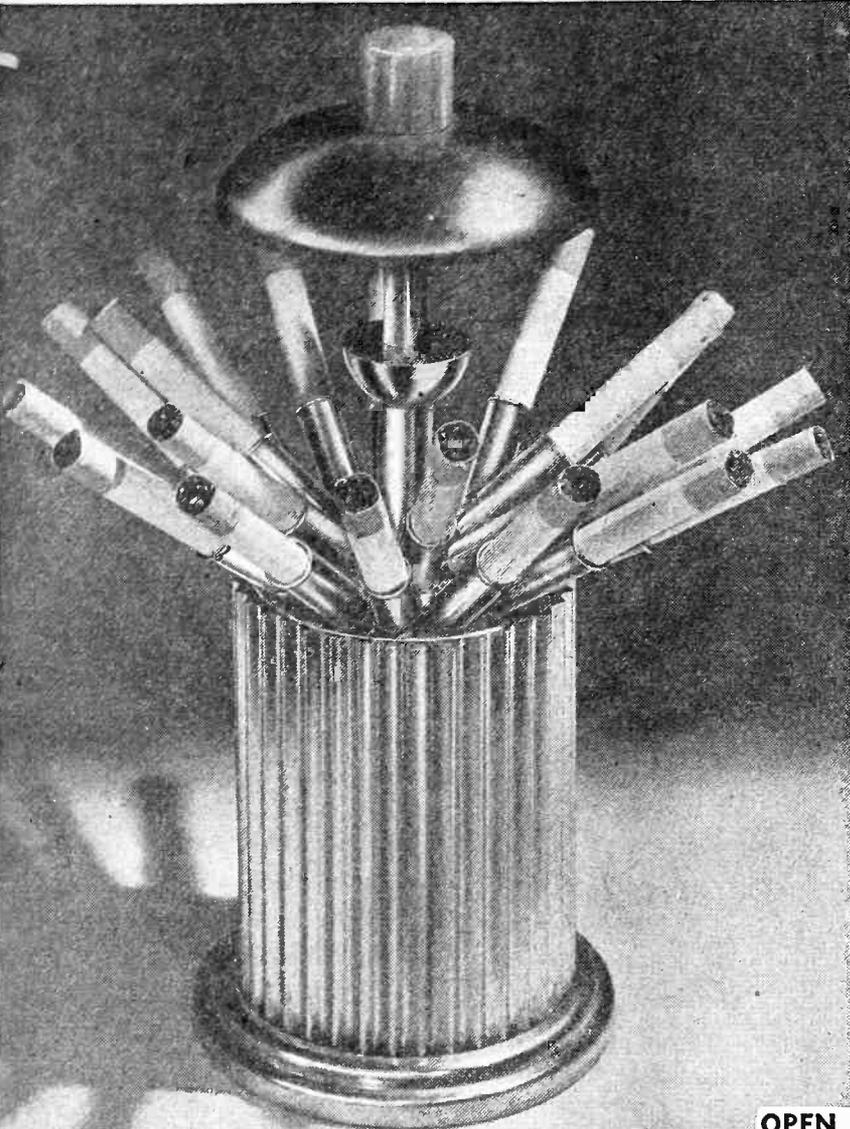
CHICAGO, May 7.—Reports from reviewers covering outdoor shows in all sections bring to light an interesting and important fact and one which has a special significance to concessioners. In a majority of show reviews one of the features most often mentioned is the improvement in the costuming of the various acts and attractions making up the show. In more than one report, however, it has been noted that the costumes, uniforms (or whatever you prefer to call them) of the concessioners have made a sad contrast to the neat, attractive dress of performers. Earlier this season it was brought out that concessioners are giving greater attention than ever before to such angles of their business as sound (amplifying and public address systems) and lighting. It is a strange but true fact that they seem to have overlooked one of the most important features of all.

With the many new costume designs and the low prices at which costumes are featured by a number of houses, it would undoubtedly prove a boon to business for many concessioners if they would give more attention to their personal appearance.

As one concessioner (an exception to the group mentioned) pointed out: "Some of the boys spend all kinds of money on flashy, attractive merchandise

and on their sound systems and lighting. Their stands are really something to look at, but when the customer walks up to it and sees the man behind the counter in a dirty shabby work jacket or shirt the entire effect of the merchandise, the sound and the lighting is lost."

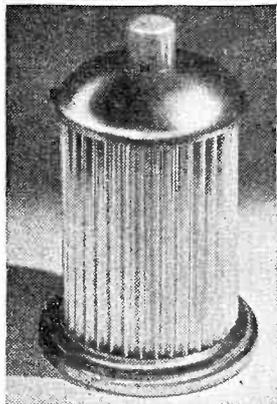
Retail stores have for many years realized the importance of attractive costuming or uniforming of their sales help, with many having gone as far as to have specially designed uniforms made up. It seems the concession boys would do well to take a tip from the stores on this point as they have on many others.



AMAZING VALUE! AN EXTRAORDINARY ITEM! KLUSTER AUTOMATIC CIGARETTE HUMIDOR

*The Greatest Article
Ever Offered for
Premium Users,
Bingo-Concession and
Salesboard Operators*

*Looks Like a Million
Your Cost Amazingly Low*



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Pending.

KLUSTER is a beautifully designed, unusual, New Cigarette Humidor with PLENTY OF FLASH for a quick turnover. Never before has anything been offered with such TREMENDOUS CONSUMER APPEAL and at a Price So Low that it will Amaze You.

Raise top and the Kluster opens automatically with 20 cigarettes immediately available. Press down, cigarettes disappear and you have a gorgeous ornament for desk, table or general decorative use.

Available in various Gold and Chromium finishes. Beautifully decorated in an assortment of colored enamel designs.

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**CO. 250 EAST 43RD STREET
NEW YORK, N. Y.**

(Murray Hill 4-2946)

**SNOW WHITE AND SEVEN DWARFS.
Positive Sensation on
LIVE LUCKY TURTLES**

10c Each in 100 lots. Hand-lettered

Sells like hotcakes for 25c at Fairs, Parks, Carnivals, Circuses, Resorts, etc. Only 2 ins. long, decorated with Snow White, Seven Dwarfs, Mickey Mouse and Donald Duck in waterproof, full colors. Name of your attraction, town or person's name, hand-lettered.

Walt Disney Designs, Sample Doz. \$1.50
Floral Designs, Seattle, etc., in 100 lots, Each 9c
Individual, Self-Mailing Postal Approved Boxes, Each 1c
Wonder Turtle Food in Cellophane Envelopes (10c Seller), per 100. \$2.50
F. O. B. Chicago, Approx. 6 lbs. per 100.
Exclusive Licensees for Turtles
By Walt Disney Enterprises

H. Fishlove & Co.
1430 N. ORLEANS ST. CHICAGO

**NOTES
from
SUPPLY HOUSES**

Louis Gordon, of Bengor Products, announced this week that he is taking the fatal jump and will marry Toby Chekowsky May 30. Gordon tells us the ceremony will take place at one of the leading New York hotels and will be one of the swankiest affairs ever held by anyone in the trade. Louis is the last of five Gordon brothers to get married within the last few years.

We understand the people who have been doing business with Bengor Products have planned a bachelor party, which will be held a few days prior to the wedding ceremony.

Saul Goldfarb, in charge of advertising and catalogs for the Goldfarb Novelty Co., reports that his printers will this week deliver their 15th annual circus bulletin. Catalog is specially designed for circus, carnival, fair and rodeo workers, covering a line of whips, canes and balloons. Copies are now available.

*"Whistle While
You Clean Up"*

**JOBBERS
and
DISTRIBUTORS**

Supplying the
**CONCESSION
SALESBOARD
BINGO and
GENERAL PREMIUM TRADE**

HERE IS THE GREATEST MONEY-MAKING GROUP OF ITEMS EVER PRODUCED.

**SNOW WHITE, DOPEY, LAMPS and BOOKENDS
DOC and GRUMPY**

Backed by Millions of Dollars' Worth of Motion Picture, Magazine and Newspaper Publicity! Millions of People Are Waiting for the Opportunity To Get These Smart Numbers!

The fully licensed Lamps and Book-Ends of Walt Disney's famous Snow White and the Dwarf Lamps and Book-Ends. Kay Kamen, Ltd., exclusive representatives for Walt Disney Enterprises, will prosecute to the fullest extent of the law all imitators.

and Grumpy. All 3-dimensional, fully formed, hand-painted in full colors. Washable with damp cloth. Shades of durable, attractive parchment, 8", decorated with beautiful reproductions of scenes from motion picture in original bright colors.

IMPORTANT NOTE
We are the authorized manufacturers of Snow White and the Dwarf Lamps and Book-Ends. Kay Kamen, Ltd., exclusive representatives for Walt Disney Enterprises, will prosecute to the fullest extent of the law all imitators.

**WE SELL TO JOBBERS
and
DISTRIBUTORS ONLY**



Book-Ends, same subjects, same plastic material as Lamps, 6" high, 3-dimensional, fully formed. All hand-painted in full colors, washable.

Your customers are waiting for a chance to buy these sensational Lamps and Book-Ends now. Many exclusive territories still open.

Write Immediately for Prices and Terms.

**DORIS
LAMP SHADES, Inc.**
118 W. 22nd St., New York, N. Y.

FUR TAILS \$5.00 Per 100

As always, the largest, finest, busiest genuine fur fox tails on the market. Complete with two strong cords for tying to radiator hood, motorcycle, bicycle, etc. Cash in on the big craze now! Rush your order today for immediate delivery.

Sensational Sale of **FUR SCARFS \$6.75** Each. Packed in individual boxes.

SILVER FOX Each. Packed in individual boxes.

Flash, class, appeal. Order today! Write for FREE Price List of complete Fur Line.

H. M. J. FUR CO.
150 W. 28th St., New York, N. Y.

It Helps You, the Paper and Advertisers to Mention The Billboard.

Walter Spiegall, of Playland Supply Co., who introduced the combination radio and phonograph a few weeks ago, tells us the response was exceptionally encouraging. "It seems," says Spiegall, "that we have hit a natural. With the phonograph coming back item has a popular appeal. Combined with a radio, the machine has a double attraction, and the trade seems to be going for it in a big way."

Morris Rosenbloom Co., importer of diamonds and watches, reports business fine. Firm is moving into larger quarters soon.

Jack Davis, of Magnotrix Novelty Corp., seems to be getting a kick out of his new joke item, Red Devil Ink. Jack grabs each visitor and pours a half bottle of "red ink" on his shirt, scaring him half to death. However, in a few seconds the red disappears without leaving a stain.

HOLD EVERYTHING!

OUR BIG NEW CATALOG

No. B130

WILL SOON BE READY FOR MAILING
 Nearly 1,200 Pages Featuring

- Larger Selections
- Lowest Prices
- Leading Sellers
- Better Profits
- Newest Novelties
- Biggest Flashes

Showmen, Concessionaires, Pitchmen, Streetmen, Carnivals, Parks and Fairs
START YOUR SEASON RIGHT —
THIS BOOK IS YOUR BEST BUYING GUIDE

WATCH FOR OUR ANNOUNCEMENT WHEN BOOK
WILL BE READY FOR MAILING

N. SHURE CO. Adams and Wells Sts. **CHICAGO**

BINGO!

"BRIDGMOR"
BRIDGE TABLE SETS
ALWAYS GO BIG!

"BRIDGMOR" Sets are good for a big play all the time. They've got what it takes to draw the crowds, and keep 'em coming . . . They're real money-makers for YOU, because they're priced so low! Write for FREE catalog and "inside" factory prices.

HAMPDEN SPECIALTY PRODUCTS, Inc.
 Easthampton, Mass.



"BRIDGMOR" SET
 No. 125.
 Reinforced metal frames finished in flashy colors with upholstery match.

BEANO!

EXTRA PROFITS DAILY-FOR YOU!

- U. S. MADE GOGGLES—Carded and Boxed. Dozen, \$1.00.
- IVORY CHARMS—Large Assortment. Gross, 70c.
- Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Canvassers . . . Sideline Merchandise.
- Salesboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, Fly Swatters, White Shoe Polish, Blades, Soaps, Balloons.
- Fountain Pens, New Electric Clocks and Lamps, Electric Razors.
- Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!

CHAMPION SPECIALTY CO., 814-S CENTRAL ST., KANSAS CITY, MO.

THEY SELL—THEY REPEAT! Pep Up Your Pipe Sales! Highly Finished **GENUINE BRIAR PIPES**—Most Popular Shapes and Stems. 12 on Attractive Display Card, only \$1.50. 25% Dep. on C.O.D.s.

CARNIVAL GOODS—Large Assortment—Lowest Prices.

Write for our No 937 Catalog today. Be sure and mention your line of business. All orders shipped same day received.

MIDWEST MERCHANDISE CO.
 1006-08 BROADWAY, KANSAS CITY, MO.

AGENTS HAVE FOUND A GOLD MINE!

There's sure-fire profit for you in this newest and smallest of all radios. Compact, scarcely larger than a brick of ice cream, yet precision built, illuminated dial, 4 RCA licensed tubes, full dynamic speaker. Rush \$2 deposit. We ship immediately. Pay balance C. O. D.

You can be the first in your territory to cash in on this sure money-maker. **AGENTS AND SALES CARD OPERATORS MAKE \$21.64 AND MORE CLEAR PROFIT** on each give-away Free Radio Deal. Free New Catalog Just off the Press. Write Today. DEPT. B6.

HART PRODUCTS 166 W. Jackson Blvd., Chicago

\$7.85 IN LOTS OF 6 **SAMPLE \$8.50**

- LIST PRICE, \$15.
- SIZE, 6 1/2" x 4 1/2"
- ORDER NOW!

BINGO BUSINESS

(Continued from page 66)
 the road indicate that outdoor bingo is going to be as big this season as the operators, jobbers, distributors and manufacturers predicted. Stands are all heavily stocked with merchandise, attractively flashed and displayed.

BUT WHAT WE WOULD LIKE TO HAVE are more letters from concessioners running the stands. Personal notes . . . business notes . . . most popular merchandise items . . . anything at all that will be of interest. We'll be glad to run them. Let's hear from you.

DEALS

(Continued from page 66)
 should go well on a card or board not only because of its mechanical innovation and its low price, but also because it has the necessary flash. When not in use it makes an attractive decorative piece for home or office.

Zenith Sales Co. infos that salesboard operators are giving its new Howard dwarf radio and fishing tackle outfits a big play. Radio has four RCA tubes and an AC-DC dynamic speaker. Fishing tackle consists of a steel tackle box fitted with standard tackles, including steel rod and silk line. It is proving to be a fast one-shot item, Zenith execs claim.

With spring already here and summer not far off, another local distributor is taking full advantage of the candid camera craze. He is teaming a popular miniature candid-type camera with a vent doll and from all reports the deal is going over with a bang. Card used has 39 holes, 1 cent to 29 cents, with a \$9.95 take, and gives away two cameras and one doll. Distributor claims the deal is a sensation because three major prizes are awarded on a small card.

How about a line as to how things are going in your town?

Happy landing.

WANTED

SALESMEN covering **JOBBER** and **DISTRIBUTORS** of Concession, Salesboard, Bingo and General Premium Merchandise. Big Money-Making Opportunity, handling exclusive line of Snow White and Dwarf Lamps and Book-Ends. Write at once, stating all qualifications.

DORIS LAMP SHADES, INC.
 118 W. 22 St., New York, N. Y.

CHECK THESE HAGN SPECIALS

| No. | Item | Price |
|-------|--|---------|
| B202 | Tie Slide & Collar Holder Sets on card. Gross | \$ 1.95 |
| B203 | Tie Chain & Collar Holder Sets on card. Gross | 4.00 |
| B204 | Tie Chain & Collar Holder Sets, boxed. Gross | 6.00 |
| B205 | Asst. Color Bead Necklaces, bulk. Doz. | .75 |
| B206 | La Fitte 18" Pearl Necklaces, boxed. Doz. | .65 |
| B207 | Gold Finish Enamel Double Compacts. Doz. | 2.25 |
| B208 | Rhinestone Spider Brooch on cards. Doz. | .75 |
| B209 | Ring and Pendant Set. Asst. color stones, boxed. Doz. | 1.95 |
| B2010 | Asst. Rhinestone Brooches and Ear Drops on cards. Doz. | .65 |
| B2011 | Jump Dip Pens. Gross. | 12.00 |
| B2012 | Imported Wind Lighters. Gr. | 10.50 |
| B2013 | Assorted Charms. Gross. | .65 |
| B2014 | Electric Shavers. Ea. | 1.95 |
| B2015 | Amer. Made Enameled Lipstick Lighters. Doz. | .79 |
| B2016 | Razor Blades (5 in pkg.). Per 100 | 3.00 |
| B2017 | Filter Cigaret Holder, 12 on display card. Doz. | 1.25 |
| B2018 | Amer. Made Guaranteed Pocket Watches. Ea. | .64 |
| B2019 | Amer. Made Guaranteed Alarm Clocks. Ea. | .64 |
| B2020 | Amer. Made Electric Alarm Clocks. Ea. | .98 |
| B2021 | Amer. Made Wrist Watches. Ea. | 1.48 |
| B2022 | Ladies' Jeweled Wrist Watches. Ea. | 2.10 |
| B2023 | Sun Goggles (12 on card). Gr. | 9.00 |
| B2023 | Opera Glasses. Doz. | 1.75 |
| B2023 | Plyskin Billfolds. Doz. | .75 |
| B2024 | Jap Kimono, asst. colors. Doz. | 5.95 |
| B2025 | China Head Canes. Gr. | 6.95 |
| B2026 | Maple Canes (Amer.). Gr. | 18.50 |
| B2027 | Asst. China Novelties. Gr. | 7.20 |
| B2028 | Needle Books (25c). Gr. | 1.25 |
| B2029 | Baseballs. Gr. | 9.00 |
| B2030 | Blankets, Indian design. Ea. | 1.25 |
| B2031 | Monks Glove Doll. Doz. | 1.35 |

25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 383 or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
 Wholesalers and Importers Since 1911.
 217-225 W. Madison St., Chicago, Ill.

Extra Value! **\$2.25** Each

5 for \$10.50

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

ROHDE-SPENCER CO.
 223 W. Madison St. Chicago

Sensational New Sales Board or Premium Item!

MAKE UP YOUR OWN BOARDS WITH THIS FASCINATING MUSICAL ALARM CLOCK AND WATCH IT SELL OUT IN A DAY!

Wake up to the tune of a beautiful musical waltz! Start the day right! Don't be jolted out of your sleep. Beautifully enameled with chromium trimmings. The alarm that brings a smile to your lips—not curses!

FOUR TUNES TO CHOOSE FROM
 AVE MARIA RIGOLETTO
 BLUE DANUBE INFANTRY REVEIL

Sample, Each \$4.00, plus 50c Postage.
 Dozen Lots, Each \$3.50, plus \$2.00 Postage.
 Gross Lots, Each \$3.00.

No. C.O.D. Parcel Post orders. Gross lots shipped through American Express Co. Deposit 33 1/3%.

CHICAGO NOVELTY PRODUCTS
 MANUFACTURERS, EXPORTERS, IMPORTERS.
 62 Rue Desrenaudes, Paris 17, France.

TODAY'S HEADLINER!

LEVIN'S

NEW CATALOG

NOW READY

Are You Interested In Bargains?
 If so, send for a copy of LEVIN BROS.' NEW 1938 CATALOG. It is brimful of the Biggest and Best "BUYS" the market offers in—

Watches, Jewelry, Carnival Goods, Leather Goods, Novelties, Cutlery, Sporting Goods, General Merchandise and Electrical Goods of All Kinds.

LEVIN BROS. Terre Haute, Ind.

When Writing for Catalog State Your Line of Business.

LIPPY LOU — VENT DOLL

BIGGEST VALUE ON THE MARKET. Dressed in Sport Suit. 21 Inches. Dozen \$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 \$7.20 TO \$12.00 PER DOZEN.

We carry a complete line of TOYS, NOVELTIES, CANES, DOLLS, BALLOONS, HATS, SLUM, etc. All kinds of Feathers for Plaster Manufacturers and Feather Dresses for Dolls. Our Catalog Ready. Thousands of Items in Stock.

NEW ART TOY & FEATHER CO., 29 East 10th St., NEW YORK CITY.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

POPULAR ITEMS

(Continued from page 66)

favorite with name orchestras. Latest to use it is Freddie Fisher and his Schnickelfritz Band. Model 825-T system is rated at 30 watts with a conservative peak of 40 watts. Completely incased in two attractively covered carrying cases which contain every component of this co-ordinated system, it features two high-fidelity 12-inch speakers with improved type infinite type baffles using walnut fronts. Speakers may be mounted or hung in any position for optimum sound dispersion. Amplifier features used with the system are four input channels, two high-gain and two low-gain for use with all modern micro-phones; automatic equalization for maximum high-fidelity. Beam - Power tubes, Cathode-Ray "eye" output indicator, plate current meter, master volume control and two individual tone controls, Neon-Dial luminous controls and a dual-voltage power transformer.

Jeep

Jeep, one of the characters appearing in the Popeye cartoon series by Segar, was produced in the form of a jointed novelty recently. Made of wood fiber composition with segmented tail, it comes in various sizes, but the 12 1/2-inch number is the one in demand with the novelty and premium trade. Jeep recently found its way into the newspaper columns as having been taken up by numerous celebrities as a good luck talisman. Cameo Doll Co. has the sole license for manufacturing the item. Long established concessioners will remember Cameo Doll Co., conducted by Joseph L. Kallus, thru its manufacturing and distribution of the original Rose O'Neil kewpie dolls. Incidentally, Kallus states that there is a general trend towards a revival of the kewpie doll in the carnival concession trade. Sizes run 12, 17

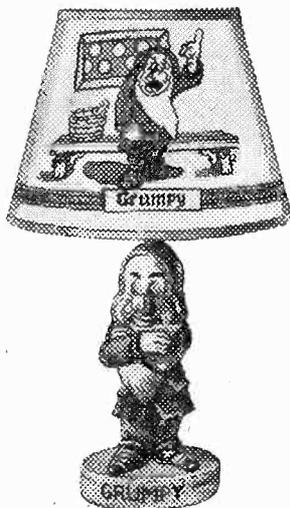
and 21 inches. Scotties, Rose O'Neil's latest doll, is also manufactured by Cameo.

Gauztape

An item which should be a natural for pitchmen is Gauztape, the two-in-one bandage, according to Modern Necessities Co., which is marketing it. Firm reports the item also acts as a tape. As a result, no tapes or tying is necessary. Since it adheres only to itself and does not stick to the skin, firm says the product is absolutely painless on removal and does not leave sticky or gummy deposits on skin. Firm also claims it will not loosen in water and is not affected by grease or oil. Being porous gauze, Gauztape is comfortable and can be used for all the uses ordinary gauze and adhesive tape are put to, it is stated. Comes in a variety of sizes and widths and is priced to allow a good margin of profit.

Snow White, Dwarf Lamps, Book-Ends

Illustrated is Grumpy, one of Walt Disney's popular Seven Dwarfs. Here he serves as the base of one of a new line of lamps offered to the concession, sales-board, bingo and general premium job-



bing trade by Doris Lamp Shades, Inc. The shade over Grumpy's head in the illustration shows a scene in natural colors from the motion picture. Other lamps in the line have Snow White and Doc and Dopey as bases. All shades are 8 inches in diameter

and have scenes from picture showing base character.

Lamps are made of new plastic material and are hand-painted, three-dimensional and fully formed. Also included in the line of Doris Lamp Shades are smart book-ends, six inches high, with the same subjects and made of the same materials as the lamps.

Many jobbers have already contacted the Doris people and arranged to handle the popular lamps and book-ends in certain territories, according to I. Batkin, president of the organization.

PACIFIC COAST

(Continued from page 54)

His assistants include Harry Fink, Ed J. Walsh, Harry B. Levine and Leo J. Haggerty. Frank stated that he would make good on the promise to present an affair that would fully measure up to any of the excellent presentations of the past.

All who consider yourselves showmen still have the opportunity of proving it by affiliating with a showmen's organization, thereby supporting to the organizations which have the understanding and are qualified to represent all showfolk. P.C.S.A. membership drive is now under way.

SHORTS

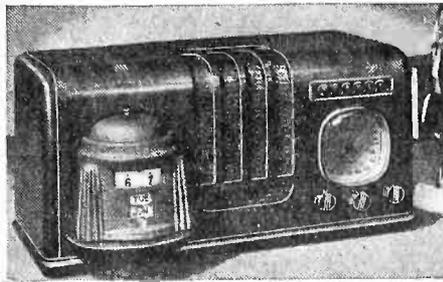
(Continued from page 61)

Crowley, La., which will have a rice pageant and augmented midway, said Chairman R. E. Schlicher, who is being assisted by Justin Wilson.

CHEESE Carnival and Live-Stock Show in Collierville, Tenn., drew fair crowds on April 28-30, with Buckeye State Shows on the midway. Jewel Cowboys, from Memphis, were featured as a free act and played for dances.

Posts Repeat in Detroit

DETROIT, May 7.—Metropolitan Post, American Legion, which closed a carnival engagement two weeks ago at Puritan and Petoskey avenues, found business



COMPLETE WITH KAL-KLOK

- One Year Guarantee!
- 5 Tube Radio!
- Automatic Tuning!
- Alarm Clock!
- Calendar!
- Order Now!

\$18.50 LOTS OF 6
 SAMPLE \$18.95
 Rush \$2 Deposit
 Balance C.O.D.

Announcing the KAL-KLOK RADIO

YOU never saw a radio like this before! A clock, a calendar and an alarm in a radio with automatic tuning! It is a model that appeals to everyone who uses radios on salesboards, premiums and bingo games. Beautifully designed walnut cabinet—size 19 1/2 x 9 1/2 x 7 1/2 inches. 5 tube radio with automatic push-button tuning.

NEW CATALOG—Just off Press!

Write for this new catalog, showing home, farm and auto radios as low as \$6.94.

Silver Manufacturing Co., Inc.
 2868 Elston Ave., Dept. 129, Chicago, Ill.

FREE! OUR NEW CATALOG 162 PAGES OF OUTSTANDING VALUES

- Chrome Goods
- Glassware
- Bingo Merchandise
- Blankets
- Clocks
- Lamps
- China Goods
- Plaster Novelties
- Candy
- Fur Monkeys
- Canes
- Slum
- Celluloid Dolls
- Whips
- Balloons
- Parasols
- Flying Birds
- Cowboy Hats

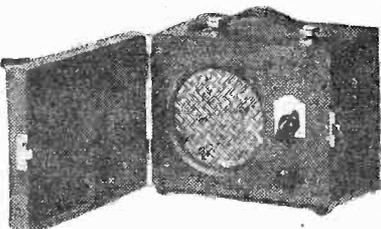
and thousands of other popular novelties

SEND FOR THIS FREE CATALOG TODAY!

Independent Stores, Write

G. DE CICCO, Inc.
 115 Washington Street BOSTON, MASS.

Tiniest PORTABLE Radio with BIG SET FEATURES



PREMIER

Licensed R. C. A. WILL WORK ANYWHERE THE TONE WILL AMAZE YOU

Greatest Salesboard and Premium Item in Radio History. 5-Inch Dynamic Speaker, 4 R.C.A. Licensed Tubes and precision construction give Big Set Performance and clear, powerful tone. A.C. - D.C. Cabinet covered in Airplane Cloth. Colors: Grey, Red, Green, Blue, Brown and Black. Size 7 1/2 x 5 3/4 x 5 3/4". Set GUARANTEED 1 YEAR.

1/3 Deposit with Order, Balance C. O. D., F. O. B. New York.

1200 HOLE BOARD DEAL AVAILABLE.

LEWIS SALES COMPANY
 27 WEST 24TH ST., N. Y. C.

\$8.95 Each

Lots of 6 Sample

\$9.50

MEN'S POCKET WATCH — WALTHAM OR ELGIN.

12 Size, 7 J. Octagon or round shape. Re-conditioned Movements. Ea. \$3.25 with S'nd-H'nd. Lts of 3, ea. \$3.25 Same—15J. Each. \$3.75; Same—17-J. Ea. \$4.25; 16 Size—7-J. Ea. \$2.75; 15-J. Ea. \$3.25. Also big assortment of Swiss Ladies' and Men's Watches from \$2.00 up. \$50 Extra for Samples. 25% Dep., Bal. C. O. D. Send for New Spring Catalog.



KANE WATCH CO.
 105 Canal St., NEW YORK, N. Y.

\$10000 PER WEEK Guaranteed

or we cheerfully refund your money. Our men earn up to 400 per cent profit with the New Lite-O-Phone cigar lighter. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today. M. W. M. Co. Dept. B-5, Aurora, Missouri

WALTHAM MEN'S WRIST WATCH

0 Size, 7 Jewels, rebuilt new, yellow, fancy shaped Illinois case, leather strap, in gift box. In lots of 3, Each \$3.95. Samples, 50c Extra. Send for Extra Money Making Watch and Diamond Catalog.

PLYMOUTH JEWELRY EXCH.
 163 Canal St., New York City.



Our NEW 1938 CATALOG is NOW Ready for You

SEND FOR YOUR FREE COPY TODAY!

- CONCESSIONAIRES • NOVELTY WORKERS
- PITCHMEN • AUCTIONEERS • PARKMEN
- SPECIALTY MEN • STREET WORKERS

You can't afford to miss the hundreds of "money-making" values to be found in our New 1938 Catalog. It presents the most extensive lines of merchandise we have ever offered—at Prices That Defy Competition. Hundreds of illustrated pages featuring thousands of clever, original novelty creations. Don't fail to send for your copy of this big "Buyer's Guide" today.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

so good that it is planning to repeat, Hamilton avenues, breaking in a new third Legion Post to do so this season. lot, formerly part of old street car barn property. Next carnival will be at Holden and

SENSATIONAL

OAK HYTEX
Snow White
and the
Seven Dwarfs



BALLOONS
Just as Dopey steals Walt Disney's grand picture, so are Dopey and his pals "stealing" the big business in balloons. Here's your chance to make some real money. Remember, only in the Oak line are you offered genuine Walt Disney characters.

Sold by
Leading Jobbers.

The OAK RUBBER CO.
RAVENNA, OHIO.

NEW PERFECT ITEM FOR SUMMER DEMONSTRATION

SENSATIONAL KITCHEN NECESSITIES SELL ON SIGHT — BIG PROFITS!

New, miracle material keeps food fresh — cuts food bills. Manufactured into complete line of kitchen necessities. Every housewife, cafeteria, restaurant need and will buy the items on sight demonstrations. Retails 25c. Big Profits. Write for details.

KITCHEN FOOD SAVER COMPANY
Dept. BB, 1775 Broadway, N. Y. C.

CROSSES and RINGS

For Sales Promotions!! BUY DIRECT AND SAVE!! See OUR PRICES BEFORE Placing Orders Elsewhere!!
Send \$1.00 for line of CROSSES or \$2.00 for line of Cameo and Whitestone rings in gold and rhodium finish. New Catalog.

OLYMPIC BEAD CO.,
307 5th Avenue,
New York City.

BANKER PENS Streamlined . . . Bullet Shape. The Only Pen in the Low Priced Field with Box Levers . . . "Can't Lose Me" Clips and 2-Tone Points. Vacuumack-Plungers and Regulation Pens.



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y.; CHICAGO, 180 W. Adams St.
1054 Mission St., San Francisco, Calif.

LUCKY OSCAR
Unbreakable Doll Bunny.
Something New.
Sample 25c.
WALLENBECK MFG.
Sandwich, Ill.

CHEWING GUM 15c per box of 20 pks.
High Quality Chewing Gum in Spearmint, Peppermint, Fruit, Dental and Orange Flavors. Big Flashy Display! 20 5-stick packages to a box. Sample 30c. Postage Paid.
CHICLE PRODUCTS CO.,
1416 Vine Street, Cincinnati, Ohio.

Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Homes are made by the Goodrich Co., Est. 1884, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.
GOODRICH,
1500 West Madison, Chicago
Dept. BG-5.

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

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

DUTCH SHAFER . . . while in Cincinnati en route to Chicago and Cleveland last week phoned the Pipes desk that Doc Lund enjoyed a successful engagement in Nowata, Okla., and was the only pitchman working the Joplin (Mo.) Fiesta, where he had some good turns. Dutch said that he would like to read pipes from Shorty Boyer and added that "some of the fixers on circuses would spend their time to better advantage if they would fix for their shows and leave the boys working the trips and keisters alone."

SPEAKING LITERALLY, brains don't mean a great deal towards business success. The way a person cultivates and uses them is what brings the dividends.

IT'S ABOUT TIME . . . we're having more pipes from that good oldtimer Ed Frink. What say, Ed?

"THE SPINACH AND . . . strawberries have turned into the old razzberry here," blasts Bob Posey from Sallisaw, Okla. "There's no scratch and everyone is crying. This territory is a shade rough for me and I've put up the trips and keister in favor of the trade days for a while."

IT'S PERFECTLY OKEH for a fellow to feel independent—but not to any great extent when he's broke and among strangers.

JAMMER FORD . . . is reported to be getting a few names for *The Southern Agriculturist* in Van Buren, Ark.

NEW LICENSE TAX . . . ordinance slated for passage in Reading, Pa., this week provides that pitchmen and venders operating with circuses, conventions or public celebrations will be charged \$1 per day. An annual fee of \$25 is provided for auctioneers, while all street venders who sell or offer to buy merchandise or products on the streets or by door-to-door solicitations will be charged \$10 per year if they do not use a motor or horse-drawn vehicle. If such venders use vehicles the annual fee will be \$12. Persons soliciting orders by samples or otherwise from persons other than merchants or dealers will have to pay a \$100 annual license.

TRY BEING FRIENDLY with the natives. It pays off.

JAMES MCKINNEY . . . scribes from Kansas City, Mo., that some of the boys are working doorways there to small takes and that the town at best is only fair. He reports that the reader there is \$5 per month but that it's just a cooler.

IF YOU HAVE a touch of spring fever just think about the snow, sleet and icy winds of next winter and you'll have little difficulty overcoming it.

T. D. (SENATOR) ROCKWELL . . . inks from Wallace, Ida.: "R. Guild Stewart, of Stromberg fame, and I have hit the road again. Just blew in here from Coulee Dam and Mason City. Coulee can be worked for \$25 per day, while Mason City is closed tighter than the bark on an elm tree. It positively cannot be fixed, so stay away, fellows. We drove from Wenatchee, Wash., to find it out. Business in the Northwest has been fair only."

IF YOU HAPPEN to be working in a town for a week remember that Monday night's sanction is all right, but it's Saturday night's commendation that means much more toward your popularity and prestige.

HANG OUT AN EAR . . . fellows, and listen to the following effusion from Carl Herron from New York: "The World's Fair preview was a big success and all the boys cashed in due to the fact that all the city guardians were on duty during the two big parades. This gave pitchmen and peddlers a chance to work at ease. Many

familiar faces are showing up at the Academy Lunch here. Mr. and Mrs. Victor Douglas, of transferine fame, are back in town again looking prosperous."

LES BARKER . . . writes from Kirkland Lake, Ont., that Perky Perkins, of polish fame, has been working a local department store there to some mighty fine turns. "This town," says Les, "is closed, but the stores are open to pitchmen, and pay days, 10th and 25th, resemble the pre-war days. Would like to read a pipe from Bill Scott, the apex man."

"I'M A WISE GUY" attitude breeds contempt.

WILLIAM G. PERRY . . . comes thru with the following on prevalent conditions in New York State. Writing from Syracuse, he says: "Fulton, Cortland, Utica, Troy and Ithaca are closed. Those that are open include Auburn, \$3 per day, out of the money; Oconto, \$25 per year; Syracuse, \$5 per day; Oswego, \$30 per year, and Rome, \$5 per day. Shops are working half time here. Among the fraternity working this territory are Earl Davis and Jack Lang, ties; Lydell, gummie; Sullivan, corn punk; Al Fisher, pens, and Gernier, stropers. Paddy Carragher and wife are working glass cutters and getting top money. If he and Frank Libby ever hook up together at the fairs they certainly would get top dough."

DOC LES WILLIAMS . . . who was recently released from the Methodist Hospital, Dallas, writes from Muskogee, Okla., that he is confined in Veterans' Hospital there. He advises that he doesn't know how long he will be there, but wishes to thank all in the business who came to his assistance when he needed them most. He adds that he would be pleased to read letters from his friends.

WE RECEIVED several communications last week requesting the whereabouts of friends. Let us remind you once again that you can contact them by addressing a letter to them care of The Billboard's Mail Forwarding Department. Their names will be advertised in the weekly Letter List to be forwarded to them should they furnish their addresses.

OUR SCOUTS . . . report that Grayson, Ky., is still open on a small reader and that the boys working Kentucky territory would do well by giving it the once over.

"THIS IS MY first pipe in some time," letters Prof. Billy Hensen from Bridgeport, Conn. "Altho not on the road, I'm still a trouper at heart. Have met several boys around the shops here. They report that it's tough going, since all the shops are working only part time. Some of the home guards are just getting by. I'm still playing a date now and then with my juggling act."

TRIPOD OPININGS: "You can't expect extended comfort in the winter if you persist in sitting under a shade tree in the summer."

B. W. (FIDO) KERR . . . fogs thru from Los Angeles: "This city has been pretty tight against pitchmen all winter and all the stores seemed to be pretty well worked, but everyone managed to get his share. Auto Club's Outing Show, which closed here recently after a successful week's run, had the following pitch line-up: Jimmie Fox and wife and Ace Kirby, run menders; Clemming and wife, glass cutters; J. (Windy) Lewis, assisted by Stanley (Whitey) Nelson and George Negus, kitchen utensils; Dr. Seward and Neeck Bros., powder demonstration; Olag Allsing, assisted by Joe Ackerman, Fred Habeck and Mitzie Smith, cement; Polk, garnishing sets. I worked graters. Everyone enjoyed good business. Seems as tho everybody has itchy feet and a month from now will see us pretty well scattered about the country. It's too

REMINGTON

The New SPRING-O-MATIC Pen.



A Life Saver for Pen Workers.

JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

Sales Operators and Coupon Workers—The New EASTMAN DEAL
Is a sensational seller. You can get your summer bankroll quick with this proposition. The deal consists of one package of Eastman Double or Single Edge Blades and one Opera Glass. Deal retails for 59c About 200% Profit.
Large stock on hand. Orders filled same day received. Sample 50c postpaid.
Write or wire for wholesale prices.
WILLIAMS SALES CO.
210 W. 8th St., KANSAS CITY, MO.

UNDERWOOD



PLUNGERS—Special \$18.00 PER GRO.

PENS • PENCILS • COMBOS
GRODIN PEN CO., 396 Broadway, New York City.

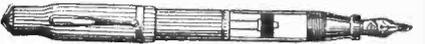
ELGIN & WALTHAM WRIST WATCHES \$3.95

In New Cases,
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

H. SPARBER & CO.
106 North 7th Street, St. Louis, Mo.

NEW LOW PRICES!
Tumbling Mouse
LARGE SIZE Giant Feet. Cross \$3.25
Tumbling Cat
Giant Feet. Cross \$3.00
25% Deposit with Orders, Balance C. O. D.
BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.
Manufacturers Since 1913.
16 N. Union St., Dept. B, Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

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. GB9
110 East 23rd St., New York.



Big Profits!
Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.
HART MFG. CO.
311 Degraw Street, Brooklyn, New York.

MED. MEN OPPORTUNITY
Use G.P.L. Quality Preparations. A complete medicine show, private label and Office Special line. Immediate service. Reasonable prices. Wholesale catalogue on request.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, O.

bad, too, as we were one big happy family."

THINGS WE NEVER HEAR: "Why don't you get up there on the corner? You'll never make any money here. You're too far back."

WHITEY NELSON . . . after a successful engagement at the Auto Club Outing Show, Los Angeles, has left the Coast for St. Louis to join Pop Adams, working juicers in chain stores.

"IF THE WAY the boys are coming in here is any indication, Detroit must be the best town in the country," wigwags B. Glauner from the Motor City. "There are four lots here that can be worked for \$2.50, \$3 and \$4 per day. Anyone in the business who wishes to find his friend should look for him in this town. If they are not here now they are on their way. Shops here are out right now but may open in the fall. All members of the fraternity seemed to be dressed well and not hungry as yet. Gypsy Dan has just put up a tent and reports

indicate that he will have a real show on the Monroe street lot. Chief Mexes blew in here from California recently, and the South is represented by Mr. Wild and Co. I counted eight pitchmen working off one layout on a Monroe street lot. I am just making my rent and eats on blades."

MAURICE (SPEED) HASCAL . . . writes that he has left Cleveland and will hook up with Ray Quiggin for the coming fair season. He adds that he would like to read pipes from A. C. Rice, Ed Turner, Jim Wells and Sammy Schoen.

MEMORIES: Remember when Kentucky Lee was somewhat of a permanent fixture around the lobby of the Antlers Hotel, Dayton, O.? When Slim Schneider was the clerk and Big Ben and John Erring the referees in all discussions? When Old Kaintuck came out second best in a discussion he would cover up by reciting his experience in pitching on the poor man's side of the square in Lexington, Ky.? It was a swell talk which never bored and the boys made it their business to get Kentucky into a discussion just to hear him make his recitation. Those were the good old days, especially when the boys wound up in Kent's for coffee.

"I SEE IN THE . . . pipes column where Fred McFadden lays claim to having made the longest jump of any demonstrator," wigwags Mike Brady from Providence. "Well, Mack, I believe you'll have to take a back seat. The Martinellas, mentalists, jumped from Los Angeles to New Orleans, a distance of more than 2,000 miles, and then they went to Milwaukee and then here. I'm working with them in a chain store here. I have peelers and they have horoscopes."

"THIS IS MY . . . first attempt at writing a pipe," letters Duke Berwinkle from Martins Ferry, O. "Here's a tip for those who want to take it. I've been working Ohio River towns and a few one-horse burghs in Ohio to good results. The towns aren't 100 per cent, but the natives are spending. I'm framing a new layout with a p.-a. system and I'm seriously considering a trailer. Would like to read pipes from Harry B. Evans, mouse worker."

FAMOUS LAST WORDS: "I'm just as good if not better than anyone else in this business."

HAYWOOD B. MAXEY . . . who has forsaken the med-show business for the time being at least, has one of the best wax-figure exhibits operating in Cincinnati's downtown section that this scribbler has ever had the pleasure of glimming. Each of the nearly 200 figures is a work of art and the show should be a success on its educational value alone. While Maxey is visiting his mother, who is ill in Owensboro, Ky., the show is being capably handled by his son.

SOME 200,000 . . . automobiles are expected in Indianapolis for the races there Decoration Day. Novelty and pin-on-tail workers who are near by would do well by making a bee line for the spot.

IT TAKES as much effort to become "Bum Happy" as it does to go out and get that long green.

WHAT'S DOIN' . . . Allan Bryant? Will you have the bingo store with Sol's Liberty Shows again this season? Pipe in and tell us about it.

HAVE YOU FELLOWS . . . ever stopped to consider the fact that the shortcomings of some pitchmen are responsible for more closed towns than all other elements combined? You can't always blame the acts of local merchants for closed towns.

HUSTLER'S TIPS: "Since Decoration Day falls on a Monday this year you fellows working the laurel, flowers and flags will get an extra day to corral the long green. A fellow who is up and at 'em should have little trouble accruing a bank roll since parades and events throuth the country have been scheduled for both days. Don't hesitate about ordering plenty of flags and bunting for fear of being overloaded, because the same items find plenty of patronizers on the Fourth of July.

DOC TEX MACK . . . pens from Des Moines, Ia.: "Have had plenty of rain here, but prospects for crops are good. There are many WPA

"JEWELRY HITS" For Promotions and Fairs

Jewelry sales are going over. Cameo and Whitestone Rings are better than ever. Lockets are the new "big sellers" on engraving sales.

Write for Catalog No. 21 Showing Newest Styles In

●PHOTO JEWELRY ●WHITESTONE RINGS
●CAMEO RINGS ●ENGRAVING ITEMS

HARRY PAKULA & COMPANY
5 No. Wabash Ave., CHICAGO, ILL.




AGENTS - DEMONSTRATORS - PITCHMEN
Fastest Demonstration Item in the Country Today!
Just the Item you need for Fairs, etc.

PEELER - SHREDDER - SLICER

Can Be Used on 20 Different Vegetables and Fruits. Makes 300% Profit. A well-made Tool, highly plated, finest steel. Mounted on an attractive Individual Display Card.

Price Now! \$12.00 Per Gross SAMPLE DOZ. \$1.25

25% Cash with Order, Balance C. O. D.

G. N. COUGHLAN CO., Orange, N. J.



GOLDFARB'S CIRCUS BULLETIN

1938 Edition Just Off The Press -
Send For Your Copy Today!

Contains all the Old Favorites: Whips, Canes, Balloons, Etc., and Many New Fast-Selling Novelties at Lowest Possible Prices for

CIRCUS, CARNIVAL, FAIR, and RODEO WORKERS

We Have a Few Exclusive Numbers That Will Be Sure-Fire Hits This Season. Send Us Your Permanent Address At Once.

GOLDFARB NOVELTY CO., 20 W. 23RD STREET, NEW YORK, N. Y.
"The House of Service"

The **EASTMAN DEAL**

Taking the Country By Storm.

1 PAIR OF OPERA GLASSES
5 EASTMAN RAZOR BLADES

Sells for 59c to 69c.
Quantity price as low as

22c PER DEAL

SAMPLE DEAL, WITH DESCRIPTIVE CIRCULAR, 35c, PREPAID.

THIS DEAL IS REAL HOT—
SEND FOR YOUR SAMPLE NOW

H. SAKOL 551 Fifth Ave., New York City.

HOT ENGRAVING ITEMS

For FAIRS, PROMOTIONS, Complete line. Popular new Lockets, Signet Rings, Crosses and Costume Jewelry for FAST SALES. Best finish on all our numbers.

SEND \$1.00 FOR SAMPLES

LA MODE BEAD & NOVELTY CO., 42 West 33rd St., New York.




CHEWING GUM 22c BOX

RETAILS FOR \$1.00.

Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS. Write **AMERICAN CHEWING PRODUCTS CORP.,** 4th and Mt. Pleasant Ave., Newark, N. J.



VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c, 3c. Patriotic Calendar Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE,** 157 Leonard Street, New York.

SELL WATCHES AS LOW AS
Elgin - Waltham \$2.95

RE-BUILT AND GUARANTEED
POCKET AND WRIST WATCHES.

"LOU" MALTZ 139 S. 8th St., Philadelphia, Pa.
YOUR WHOLESALE JEWELER Send for FREE Catalog

FREE! 1938 WHOLESALE CATALOG

Has 260 pages of World-Wide Bargains, 4,000 salesmen's specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy Today.

SPORS CO., 5-38 Superior St., Le Center, Minn.



camp in this section and all seem to have the gelt. State reader is \$100, which has kept med shows from making this spot, but the stock looks as tho it will be good this year. I'm not going to do anything until about the middle of June."

IF YOU HAVE a bank roll make it work for you by putting it into stock to be used when you need it most.

A SUCCESSFUL PITCHMAN . . . believes that he can always make the grade if he is continually out banging away in an endeavor to land some loose and extra shekels.

Events for 2 Weeks
(A New Weekly Service)

- (Week of May 9-14)
- CALIF.—King City. Stampede, 14-15.
 - IDAHO—Boise. Dog Show, 14-15.
 - ILL.—Astoria. Celebration, 11-14.
 - IND.—Ft. Wayne. Dog Show, 15. Hammond Auto Races, 15.
 - IA.—Pella. Tulp Time, 9-14.
 - MICH.—Ann Arbor. May Festival, 11-14. Benton Harbor. Blossom Festival, 7-15.
 - N. J.—Atlantic City. Horse Show, 10-14. South Orange. Dog Show, 14.
 - O.—Greenville. Auto Races, 15.
 - OKLA.—Oklahoma City. Horse Show, 12-14. Tulsa. Dog Show, 15.
 - PA.—Folcroft. Celebration, 9-14. Meadville. Anniversary Celebration, 8-15. Noble. Dog Show, 15.
 - TENN.—Memphis. Cotton Carnival & Textile Show, 10-14.
 - TEX.—Brenham. Malfest, 12-13.
 - UTAH—Richmond. Dairy Show & Rodeo, 13-14.

- (Week of May 16-21)
- CALIF.—El Monte. Pioneer Days' Celebration & Rodeo, 21-22. Hayward. Rodeo, 21-22. Long Beach. Food & Better Homes Show, 14-21. Los Angeles. Dog Show, 21-22.
 - ILL.—Chicago. Natl. House & Garden Expo., 14-22.
 - IND.—Ft. Wayne. Auto Races, 22. Terre Haute. Dog Show, 22.
 - KY.—Louisville. Dog Show, 21.
 - MICH.—Holland. Tulip Festival, 14-22.
 - N. Y.—Cedarhurst. L. I. Dog Show, 22. Le Roy. Apple Blossom Festival, 21. Mineola. L. I. Dog Show, 21. Oyster Bay. L. I. Dog Show, 20.
 - O.—Cincinnati. Union Label & Indust. Exhn., 16-21. Marysville. Legion Celebration, 16-21.
 - OKLA.—Tulsa. International Petroleum Expo., 14-21.
 - R. I.—Providence. Shrine Circus, 16-21.
 - WASH.—Spokane. Sportsmen's Show, 16-22.

Make Money At Home

SNOW WHITE and the 7 DWARFS

Complete 8 STATUE MOLDS ONLY \$1.25

It's easy to cast these statuettes at home from rubber molds we furnish. Just pour in creamy plaster. Take out finished product. Make hundreds from same molds for only few cents per set. Sell for \$1.00 to friends, stores, etc. Easy to hand tint. Send no money. Pay C. O. D. of \$1.95, plus few cents postage for molds and instructions. Or send cash now and save postage. Beautiful Molded Cameo and valuable Molder's Handy Book included FREE if you order promptly. Rush order to **SO-LO WORKS, Dept. FF-111, Cincinnati, O.**



PENNANTS

CIRCUS DAY

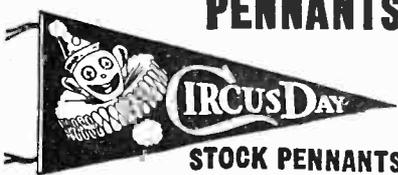
STOCK PENNANTS

CIRCUS—RODEO — FAIRS — AMERICAN LEGION, KY. DERBY and all Other Subjects.

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| 300 Lots. | 1000 Lots. |
| 5x12 . . . \$3.00 100 | . . . \$25.00 1000 |
| 8x27 . . . 6.50 100 | . . . 60.00 1000 |

Tinted Colors 1/2c Extra on Quoted Prices.
Deposit 1/3 on All Orders.

NORSID COMPANY, 17 E. 16th St., N. Y. C.



ELGIN & WALTHAM
REBUILT WATCHES \$1.75

7 Jewel, 18 Size, In S. H. Engraved Cases, at
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.

BLADES

Buy Direct From the Manufacturers.
20 Million DREXELS Sold in 1937.
50 Million Will Be Sold in 1938. Send 10c for Samples.

REGENT MFG. CO.
134 W. 32d Street,





Hartmann's Broadcast

WE FEEL sure all carnival showmen join us in congratulating A. C. Marr, a layman of Albuquerque, N. M., on the letter which he wrote the editor of The Albuquerque Journal on April 28 in defense of carnivals. We have been furnished with a carbon copy of the letter and quote it herewith:

"In your editorial section today you make the following statement: 'Carnivals are of no value to the city and should be banned.'

"Did you take into consideration the following points before arriving at the above conclusion:

"FIRST—Carnivals bring to town an open-air entertainment—a moral and physical value—of a better quality than that afforded by some of our local movies, 'clubs', cafes and dance halls. Especially is this true from the children's point of view.

"SECOND—It is true that some of their games are nothing else but gambling devices where a person can get a kick out of losing his or her nickels. But this cannot be your reason for abolishing them since we have a worse kind of gambling in our local shows, cigar stores, poolrooms, dance halls, etc., which gambling has gone merrily along without disturbing your editorial department (maybe you did not know it).

"THIRD—Carnivals pay taxes, and in proportion, a lot heavier taxes than most any other business. Carnival people have needs, just like local people, which they have to supply locally, just like the rest of us.

"FOURTH—An argument—usually brought up by narrow-minded people—is that with carnivals, circuses and the like there is an inrush of bad characters which give trouble to the local police. This, to a certain extent, is true, but so is the 'malady' of having main highways go thru the city and surely you would not like to see Albuquerque or the highways banned.

"Pray, what standard of value do you require of an entertainment fit for Albuquerque?"

"Moral value? We would have to abolish most of our local amusement places.

"Educational value? We would have to abolish prize fights, wrestling matches, our baseball and football games. They certainly have not much educational value to the spectator.

"Commercial value? If you will take your pencil and a piece of paper and figure out in proportion to business done, you will find that carnivals pay more in taxes and money locally spent than do some chain businesses, chain theaters, traveling fighters, visiting teams, etc.

"Advertising value? Here you are right. Carnivals do not spend as much money as few of our local businesses do in newspaper advertising. But you were not thinking of this alone, were you?"

"They might be banned on account of the noise they make. But do they make as much noise as our railroads, trucks, motorcycles, etc.?"

"I surely would like to know on what grounds do you consider carnivals of no value and different from any other amusement enterprise.

"For your information I might state that I never have been, and as far as I can predict, never will be connected directly or indirectly with the carnival business in any capacity whatsoever. It just happens that my motto is 'Live, and let live.'"

IN CHECKING earnings from the opening date, April 16, to April 30, Leonard B. Schloss, vice-president and general manager of Glen Echo Park, Glen Echo, Md., was gratified with the business done by the remodeled Old Mill, which is being operated this year for the first time under the name of the World Cruise.

With weather conditions on a par with 1937, the World Cruise the first

15 days this year grossed \$2,269.70 compared with \$1,168.40 in 1937, a gain of \$1,101.30. Expense of operation in 1938 was \$222.39 compared with \$198.28 last year, an increase of \$24.11. Net profit in 1938 was \$1,077.19 greater this year than in 1937.

"When it is considered that the remodeling expense was a little under \$8,000," Schloss says, "it is readily seen by these figures that the expense was warranted and, at the same time, greatly improved the location of the former Old Mill."

SEVERAL items in The Billboard of April 30 got under the skin of Dr. Hugh Grant Rowell a bit. The first one was the letter in The Forum about gorillas.

"Perhaps the best reply to Susie's trainer is that even when the writer has been in several of the cities mentioned as gorilla blest, in no instance has the matter been sufficiently publicized to make even the natives gorilla-conscious," says Dr. Rowell.

"On the other hand, who gets excited over a Susie or a Massa or a Budda anyway. Gargantua is a word that looks and speaks like something—the kind of a word the eminent Roland Butler would use when he said (to him): 'What America needs is a properly named and publicized gorilla.' And they're getting it. Even when Gargantua is housed in an utterly dwarfing super-cage, he is still the exhibit par excellence and the way New Yorkers flocked to see him proves Ringling right as usual."

Now for the second item. "On page 36, in Under the Marquee," writes Dr. Rowell, "I could not believe my eyes at the tale of clamping down on an Eddie Woeckener band. I cannot imagine any showman doing it. Merle Evans' bands stand for the glory and majesty of the circus and their amazing ability to handle cues is a national marvel. But Eddie Woeckener, once Prof. Edward Woeckener, and his tin whistle, and himself, and what he puts into a band, are unforgettable. This man can sell his band and he has something to sell. You can guarantee him a write-up any stand the show plays. And bands used to be featured."

And here's howl number three: "Re. item in Nat Green's column where he quotes some advertising man as to how circuses have not progressed in their methods of newspaper advertising, I will grant that in advertising some of the stuff an average advertising man tries to sell there is use for white space, if only because there is very little to be said. Again, the average advertising man knows all there is to know. Are his results all he thinks they are? The fact is, present circus newspaper copy is distinctive, it can be seen rapidly, and, if desired, desirable information can be elicited from it beyond show, place and date. The only trouble with this particular advertising man, in my opinion, is that he doesn't know his circus. If there is any article better sold than the circus, let him name it. Oh, we can get all his stuff out of the books. But circus copy comes from years of experience from the patron saint of all advertisers, P. T. Barnum—only they have forgotten a lot he taught them. The circus remembers!"

Tidewater Virginia Has Several Shows

SUFFOLK, Va., May 7.—This section is getting plenty of shows. Jimmy Rafferty's new carnival played Hampton week of April 18. West's World Wonder Shows opened their season in Norfolk at 13th and Monticello avenue April 14 for a 10-day engagement and moved to South Norfolk for week of April 25. Jimmy Simpson's Trucking Revue, a week-stand minstrel, played Suffolk week of April 25 and was followed on May 2 by Kay's new "Bombo." Billroy's Comedians are set for Portsmouth on May 9 and Newport News 10. Art Lewis Shows week of April 25 were at city line lot, Portsmouth. Silver Bros.' Circus played Surry April 18 and Smithfield 19. Hubert, magic show, played Clearmont April

25. Cannon's Comedians put in a week in Tidewater section, playing Waverly, Dendron, Chuckatuck, Oceana, Creeds and Deep Creek.

While the oyster and fish business the past winter and spring was only fair, still conditions seem to be about as good as any place at this time and the shows generally have been doing fair business.

Valentines to South America

BLOOMINGTON, Ill., May 7.—Valentines Sensational Flyers, who recently closed with Texas Longhorn Shows, will sail from New York May 17 for South America and open May 28 at Caracas, Venezuela, as a feature with the Gran Circo Schweyer, booked thru Charles L. Sasse. Flying Millers have replaced them on the Texas shows. Upon return to the States the Valentines will play celebrations and fairs.

ST. LOUIS BENEFIT

(Continued from page 3)

Showmen's Home Fund of the league and he was paid glowing tribute by Duffield.

Sedlmayr Starts Donation Drive

Then came the boomerang of the evening which started the ball rolling on what is possibly the greatest drive for money ever held in one night on one show lot for a worthy fund. Carl J. Sedlmayr, of the Royal American Shows, was introduced as the principal speaker, and after explaining the aims of the Showmen's League in this new drive for funds he started proceedings by stating that he would make the first personal contribution towards the Showmen's Home fund with a \$300 donation. This was just the start of raising money, with the result that all of the prominent showmen present followed his example by equaling his amount, and these were followed by many other donations ranging down to \$9. One hundred and eighty-eight individuals contributed \$11,199 before the drive was over. A list of those contributing will appear in the next issue of *The Billboard*.

Host of Prominents Present

Among the prominent outdoor showmen and others noticed in the audience were Carl J. Sedlmayr, J. C. McCaffery, Jack Nelson, Frank P. Duffield, Barney S. Gerety, Fred Beckmann, Rubin Gruber, Orville W. and Harry W. Hennies, C. Guy Dodson, M. J. Doolan, Lew Keller, Morris A. Haft, John Francis, Charles T. Goss, Ned Torti, Lou Leonard, Joe Streibich, Jack E. Dadsell, S. T. Jessup, Francis Deane, Lee A. Sullivan, Ben Roodhouse, Denny Pugh, Noble C. Fairly, Tom W. Allen, Mike and Phil Shapiro, Walter A. White, Matt Dawson, A. R. Beard, Lorow Brothers, E. S. Webb, George Ward, Sam Gordon, J. J. Allen, Elmer Day, D. D. Murphy, L. M. Brophy, Peter Kortess, Harry Wingfield, Charles McDougall, A. J. Weiss, George Vogstad, Nancy and Dave Miller, John Lavin, Jack Paige, Charles Driver, Ray Balzer, Jimmie Limbaugh, Walter E. Kempf, W. Woody, Robert Childers, J. J. Murphy Jr., Harry Harris, P. J. McLane, Lillian Sheppard, C. E. Jackson, Macon E. Willis, John Kenlo, Don Conn, E. L. Webb, George Krueger, Jack Dockery, D. M. Boothe, Marie Harris, Jimmie Francis, Roy Hewitt, Carl Wagner, James Rounds, Bill Harvey, Jack O'Brady, Billy Ellis, Dave Cohen, O. F. Halverson, Wilhelm Cimse, Sam Ansher, Donald Nelson, Bennie Beckwith, D. M. Mack, R. C. Ward, Frank Hanasaki, Denny Howard, Joe Beavans, W. R. Dougherty, Clint Noble, Dick Wayne Barlow, Felix Charneski, Ray Belew, J. C. Bullock, W. R. Shepherd, Gordon Fowler, Doc Hartwick, W. L. Collins, Tom Arger, Dave Robbins, Bill and Ted Shulman, H. A. Miller, L. W. Hutchison, L. M. Sloan, Bert Miner, Sam Feinberg, Tommy Thompson, Arky Bradford, G. B. West, Eddie Fulton, Tom Bush, R. D. Harris, Carl Benton, Paul and Harry Eastus, Paul Flannigan, Eddie Meisterman, Harry Martin, Sam Steffin, R. J. Rodgers, Lew Gordon, Ralph Anderson, O. J. Allen, R. W. Rocco, Zeke Shumway, Eddie Phillon, Tommy Martin, Leonard Lundquist, John Mahoney, Ray Cramer and W. D. Sullivan.

Event Historical

The fact that three big shows were playing in St. Louis proper, Beckmann & Gerety World's Best, Hennies Bros. and Dodson World's Fair, with Fairly & Little Shows just across the river in Belleville, Ill., was primarily responsible for the big turnout of show people. The event goes down in history as one of the finest displays of interest and generosity ever shown by showmen and show women.

For SPEED and ACCURACY

Lower Intrastate Rate in All But a Few States
TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND
SERVICE ★ MONEY ORDERS

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HELLER'S ACME SHOWS, Inc.

Want Concessions of all kinds; Bingo, Lead Gallery, Pitch-Till-You-Win, Hoop-La, Mug Gallery; Uiediwitz, write. Shows: Have complete outfits for Snake Show, Athletic Show. Want Acts for my 150-Foot Circus Side Show, Talkers. Can place useful Show Folk, Ride Men. Sober and know their business. Want Free Acts. Ten Fairs starting first week in August. Port Reading, N. J., this week; Englewood, N. J., week May 16 to 21. All address HARRY HELLER, Gen. Mgr., as per route or 477 N. 11th St., Newark, N. J. Phone, Humboldt 3-0474.

AL. G. HODGE SHOWS, INC., — WANT

SHOWS NOT CONFLICTING — MOTOR DROME WITH OR WITHOUT TRANSPORTATION.
RIDES: Loop-O-Plane, Ride-O, Octopus, Boomerang, with or without transportation.
CONCESSIONS OF ALL KINDS. Will place Cigarette Gallery, Hoop La, Candy Floss, Candy Apples, Frozen Custard or any Legitimate Concessions working for Stock—\$15.00 week. All other, \$30.00 week.
Bill Herrington wants Nail Joint Agents. Wire him at once. Side Show People wire. Robert Clark wants Half and Half strong enough for Feature Attraction.
FAIR SECRETARIES, come look us over—we have three open weeks in Indiana and Illinois.
Want Manager for Athletic Show. Also Minstrel Show People in all lines. Or will book an Organized Minstrel Show. Sammy Green, Curly Forrester wire.
THE PEERLESS POTTERS FREE ACT (7) PEOPLE TWICE NIGHTLY DRAWS THE CROWDS.
All Address: WILLIAM M. TUCKER, Mgr., Danville, Ill., week May 9.



Notes From the Crossroads

By NAT GREEN

of that sort. We have one girl in mind who rides parade, appears in the spec, does a lady principal, works in the big riding act, rides menage and works in the Wild West concert. We're not sure but that she also does swinging ladders. A show framed so economically will get money if there's any to be had.

W. H. (Bill) Rice, who has been laid up in a Carolina hospital, is being moved to American Hospital, Chicago. . . . Billy Burke, of the Chicago Stadium, is temporarily traveling with Cole Bros.' Circus. . . . Eddie Vaughan, formerly legal adjuster with the Ringling show, is now with Sol's Liberty Shows. . . . There's nothing we like better than a fair fight, but we have no admiration for those who resort to childish and underhanded opposition methods. . . . As, for instance, the one who covered an opposition show's dates with paper reading: "Show's date changed to —." . . . Doc Allman was in Chi on business for a couple of days. . . . Bob Robertson is now Cole Bros.' No. 2 brigade manager, filling the vacancy caused by the death of Mike Lyons.

P. T. Strieder, of Tampa; Carl Sedlmayr, of Royal American, and Doug Baldwin, of Minnesota State Fair, were in town several days and with Frank P. Duffield conferred on plans for the 1938 Alabama State Fair, Birmingham.

CONTRACTS IN N. Y. — (Continued from page 3)

months of careful midway analysis and competitive bidding by prospective participants. Names of operators and details of attractions will be forthcoming from President Grover Whalen's office as soon as signatures are affixed to final agreements.

President Whalen's announcement disclosed, however, that atmosphere and local color will be furnished by a number of villages, that the fair will introduce several sensational ideas in rides and will have some new-type shows. Concessions practically certain to be included in the midway are French Village, South Seas Village, Winter Wonderland, Shakespearean Productions, American Indian Village, Naval Spectacle, Enchanted Forest and Incubator Show.

Rides virtually set include a mile-long Alpine Mono-Rail, Flying Turns, Serpentine, Turtle Chase, Humpty-Dumpty and Adventure, as well as an array of conventional park and carnival attractions. Nature of individual rides will be announced shortly, it is hoped.

Restaurants, cafes and night clubs are being set and when the event opens next April the amusement zone is expected to contain 15,000 of the 43,000 eating chairs the entire "World of Tomorrow" will present. Shows are also being signed and will include many attractions expected at any large exposition. Crime will be used as a subject, together with midgets, animals and illusions of all sorts.

Second Preview

About 40 acres of the fairgrounds are being thrown open to the public again this Sunday (8), when concerts and stage entertainment will be offered free of charge. Under direction of John Krimsky, the fair's director of entertainment, a large assemblage of theatrical and circus talent has been selected to perform in the evening, followed by an elaborate display of fireworks.

Theatrical performance will include such personalities as Gertrude Lawrence, Burgess Meredith, Sir Cedric Hardwicke, Ethel Merman, William Gaxton, Claire Luce, Catherine Calhoun Doucet, Eddie Dowling, John Golden, William A. Brady, Gene Buck, Frances Farmer and Leif Erickson.

Vaude acts presented by the George A. Hamid office will include the Helen Reynolds Skating Girls, Joe Basile's Madison Square Garden Band and the following high acts: Four Queens, Olga Petroff, Blondin-Rellims and D'Arcy Sisters.

Program was originally scheduled as part of the immense celebration last week-end in recognition of the April 30 opening in 1939. Inclement weather curtailed program, however, and theatrical part was postponed a week.

Three-day ceremony last week surprised just about everybody in town, including fair officials. Expected to draw a couple hundred thousand people to the grounds, the event played host to more than 1,200,000 visitors, most of whom came about the same time on Sunday. So congested were thoroughfares near the Flushing site that crowds became partially unmanageable.

\$85.00 Worth of Popcorn FREE! AMAZING OFFER STARTS YOU



IN A PERMANENT BUSINESS
Here is your chance to share in the profits of a \$100,000,000.00 Industry. Everywhere in the country Popcorn is sold in enormous quantities and with tremendous profits. Get into this business NOW.

We Start You With \$85.00 Worth Free
We will furnish handsome, Deluxe, Modern, motor-driven Popper at cost and give you five months in which to pay. With each Popper we will supply FREE Popcorn, packages, seasoning, etc., that will bring you in \$85.00 when sold at retail. We will also supply FREE, tested and secret professional recipes for making all fast-selling Popcorn Confections.

Be a Wholesaler—Corner Your Local Popcorn Market
We grow immense acreage of Popcorn and sell at lowest market price. YOU can be our wholesale representative in your vicinity. Run your own retail stores and concessions. Operate from your own home if you wish. Sell wholesale to drug and candy stores, taverns, hotels, restaurants and dozens of other places. Supply other dealers. Establish new dealers and new outlets. Make big money on the sale of machines and build a steady repeat business both wholesale and retail. Write for complete startling details TODAY.

Large Yellow South American Popcorn, \$3.95 per 100 Lbs.

POPCORN GROWERS ASSOCIATION
P. O. Box 6806, Dept. B, CLEVELAND, O.

Small White Jap Hulfless Popcorn, \$3.95 per 100 Lbs.

GRUBERG'S WORLD'S EXPOSITION SHOWS, Inc. WANT

Manager to take complete charge of brand new, beautifully framed Circus Side Show. Only interested in showman with ability, one who can produce results and who can furnish complete inside show. Must be sober and reliable. We have a long season and best route of still dates and State and County Fairs. WANTED—Manager for complete, beautifully framed new Monkey Circus. We have several monkeys. Prefer a man who is a Monkey Trainer and has some monkeys. Good opportunity. WANTED—Girls and Musicians for Girl Show. Wire MAX GRUBERG, Oneonta, N. Y., this week.

WANTED AT ONCE

For the best money spots in Pennsylvania and 12 bona-fide fairs. Shows—Side Show, Fun House, Glass House, Motordrome. Have new top for Grind Show. Rides—Octopus, Loop-o-Plane or any Flat Ride, also Kiddie Airplane Ride. (Octopus and Loop leave after Middletown.) Concessions—Custard, Lead and Shooting Gallery. All Grind Stores open. No Coupon Stores. Billposters with Car, Help in all Departments. Musicians for Plant Show.

SAM LAWRENCE SHOWS

Front Royal, Va., this week; Middletown, Pa., next week.

WANTED SHOWMEN

To take Athletic Show, Side Show and Girl Show. Have beautiful frame-up for all shows with new canvas. Carlsbad, New Mexico, this week; Roswell, next week.

T. J. TIDWELL SHOWS

WANTED HIGH-CLASS ACTS

For Circus Side Show, Girls for Revue, Capable Talkers on all Shows. Will furnish new outfit for Monkey Show. Geek Show, Snake Show, Wax Show or any new or novel Attraction. Wanted—Capable Foreman for Two-Abreast. Can play few more legitimate Concessions. Mt. Carmel, Ill., this week.

WARREN WRIGHT SHOWS

Kline's Greater Shows WANT

For 13th and Monroe Streets, Gary, Ind., for week of May 16. Can place High Aerial Act. Can place Shows with or without outfits. Can place one more Flat Ride, also Concessions of all kinds. Art Garchur, wire me at once. All address BOB KLINE, Kline's Greater Shows, playing Tenth and Roosevelt, this week, Gary, Ind.

TILLEY SHOWS WANT

Manager for Snake Show, Shows with or without own outfits, Fun House, Motor Drome, Mechanical Show, legitimate Merchandise Concessions. Address East Peoria, Ill., this week.

DIXIE EXPOSITION SHOWS

Want Octopus or Ridee-O, Pony Ride, Grind Shows, Stock Concessions. Diggers and Photo open. Sheffield, Ala., this week. Address C. D. SCOTT.

RIDES Portable. Good Condition

Outstanding opportunity to get in the Best Excursion and Picnic Park in the East. Boats direct to our own pier—3 daily trips. Steamer Mandalay, Battery, N. Y.; other boats. Excursion trains, Central R. R. of New Jersey direct to Park entrance. Big opening Saturday, May 28. Investigate. Everything new. Progressive management.

FRED H. PONTY

Atlantic Beach Amusement Park, Atlantic Highlands, N. J. N. Y. Office, 1630 Broadway at 50th St.

GREATER U. S. SHOWS WANT

Girl Show. Have 5 Banner Fronts. You must have real Show and know your business. Ned Rail wire. Want Geek Show, 10-1. Want Half and Hulg. Billy Wilkinson, Mabel and O'Dell come or wire. Duke Del Rio here. This week, Sklatook, Okla.

AT LIBERTY—James M. Beach

General Agent, Local Contractor, Press or any responsible position in advance of Circus. Have car. Join on wire. Reference: Chas. Sparks, Mgr. Downie Bros.' Circus. Address: 7 Clinton St., Seneca Falls, N. Y.

WILL BOOK - LEASE - BUY

ELI 5 WHEEL • M-G-R • MIX-UP • CALLIOPE.

10-IN-1, OTHER GOOD SHOWS Concessions All Open, \$7.50 and Up. No Grift or Boozers. The BIG Little Show. Open Week May 30, Norman, Okla.

STATER AMUSEMENT CO., Norman, Okla.

End your correspondence to advertisers by mentioning The Billboard.

Out in the Open



by Roger Littleford Jr.

NEW YORK, May 7.—Members of the unfortunate and short-lived Tim McCoy Wild West are straggling into New York this week. It's not so distant from Washington, where the show was forced to call it quits Wednesday night, and apparently the atmosphere here is comforting to troupers who have "gone thru hell" in the last few weeks. Manhattan is probably one of the better places in which to awake from nightmares. They are a weary, disheartened, low-spirited lot, these troupers, and nobody can very well blame them.



R. S. Littleford Jr.

Show business hereabouts is looking upon the incident sympathetically, of course, but chances are many members of the show will shortly find occupation elsewhere. With the McCoy failure striking so near home and continued strife (union troubles) on the Ringling-Barnum show as it prepares for Brooklyn, outdoor show business is anything but happy in this neck of the woods.

Ralph Clawson, who has been handling the Ringling farm at Peru, Ind., is due in Brooklyn next week for a conference with John Ringling North and staff. . . . Myles M. Bennett, formerly representative of *The Billboard* in Dallas, paid his respects to the New York office last week. He's with the Big Show this year. . . . They say Herbert Hagenback, of the Circus Carl Hagenbeck, Hamburg, Germany, has been offered a contract to present a wild animal show at next year's World's Fair here. . . . Gardner Wilson, R-B press rep, has landed some good stuff in the Brooklyn dailies in preparation for the annual date there next week. Wilson is supposedly new to this town but evidently got around quite a lot during the Garden engagement.

After more than a week in this territory Floyd King, general agent for the new Robbins Bros.' Circus, hopped to Montreal middle of this week. Might be back again, they say. . . . Edward J. Kelly, the photographer, is back from Washington, where he "shot" the McCoy performing personnel just a few hours before the show folded. And he's selling plenty of prints, they say, to sentimentalists mostly. . . . After spending nearly all of his life in the circus promotion business and allied fields Al Hamilton, recently on the Frank Wirth indoor circus staff, has retired to the advertising game on Long Island.

Leonard Traube, promotion head of George A. Hamid, Inc., leaves for Atlantic City next week, where he will spend the summer. Will handle advertising and publicity for his boss' newly acquired Million-Dollar Pier. . . . Friends are complimenting Lucky Teter for his splendid interview on the Fred Allen Coast-to-Coaster last Wednesday. And his manager, J. H. Powell, infos that the Indiana auto dare-devil has been doing terrific business this spring. Several repeat dates have been 50 per cent ahead of last year. Which doesn't sound like recession.

Pat Purcell, p. a. for Jimmie Lynch and his Death Dodgers, shoots from the South that they are anticipating a big season. "The outfit is considerably enlarged," Pat writes, "and is painted an attractive spring buff color with bright red wheels and lettering." He reports a couple of big publicity breaks in the near offing. . . . Frank P. Gravatt, president of Atlantic City Steel Pier, has announced that the world-famous entertainment center will have more name attractions in 1938 than ever before, including one "Mystery Act," which has never before been seen in this country. . . . *Life*, weekly photo mag, is reported

doing a series on outdoor show business—mostly carnivals, showboats, rep shows and the like. . . . Charles A. Somma, Virginia State Fair, Richmond, a visitor recently and predicts a good season for Old Dominion fairs in 1938. At least someone's optimistic.

McCOY'S WILD WEST—

(Continued from page 34)

believe the documented charges were true, whereupon the court appointed Edmund M. Toland and William H. Collins, attorneys of Washington, as receivers for the show.

Sit-Down Strike Threatens

Wednesday night's performance was threatened by a sit-down strike until performers and employees were promised the night's gate receipts, which would be split after the performance, and the canvas was down and packed aboard the train. An average \$5 was given to nearly everyone, but the next day found perishable food, personal belongings, animals and everything else under lock and key while receivers went into conference after conference.

Performers wondered about their personal property and discussed rumors of the show's revival in the hands of this or that group. S. W. Gumpertz, some of the Ringling representatives and even the Sparks officials were rumored as in town trying to take over the show or at least buy the equipment. None of these rumors were true, but performers lifted their spirits while waiting in the Baltimore & Ohio's Eckington freight sidings. General Manager S. L. Cronin and Receiver William H. Collins finally returned in midafternoon. Cronin to tell the performers that he had arranged with the court for the removal of personal baggage and Collins to order the exercising of the stock and to announce that the stock and physical equipment would be sold to liquidate the assets. Employees were ordered to leave the trains, but entire train crew and some performers hired by receivers to take charge of equipment were permitted to stay. More hardy employees loaded saddles and suitcases on their arms and started to thumb their way out of town.

Cattle and horses were moved out to the old Bennings race track (now inactive) in charge of Dave Nimmo, top cowhand, and his family. Near-by meat packers inspected and made bids on the exhibition cattle, while officers of the Army Remount Station at Orange, Va., inspected the horses with a view toward purchase.

Indians Join Carnival

Edythe Sterling, who headed the Southwestern Indians under authority of the U. S. Indian Office, took her 20 Hopi, Navajo and Pueblo charges down to the Washington Tourist Camp after announcing that she had signed her contingent with the World of Mirth Shows (playing at near-by Alexandria, Va.) as a free attraction to open with the show at Philadelphia.

The foreign riders from Mexico, India, Australia and the Argentine, thru their diplomatic agencies, were able to take advantage of their immigration cash bonds to be returned to their homes. Laborers went on the city's relief facilities and performers still remaining hoped for enough food to last until the Ringling-Barnum show gets here on May 16 in hope of getting a job with it.

Police, reporters and observers commented upon the orderly and well-mannered acceptance by the show people of their plight. Little complaint was found, few cases of sour grapes could be located and little bitterness was displayed. Some became pessimistic about the little public interest in Wild West and others stoutly insisted that the McCoy show was the best that ever went on the road and that it could still have made money if only the daily nut of about \$5,000 could have been cut considerably.

Colonel McCoy played thru the last performance, watched the laborers tear down and pack away his \$100,000 investment and told three friends: "Well, for the past 15 years I've had this Wild West show in my system and now I've had my chance." Shaking hands with emotion-swept "pardners," McCoy left the show to seek seclusion "at a friend's estate in near-by Virginia." Wranglers and cowmen remaining with the show pondered on ways and means to get back and break horses or to line up with some dude ranch.

Claim Advance Billing Light

Veteran showmen and circus fans say that McCoy's show came into Washington thru the back door because little

advance paper had been posted and only a small number in the city realized that a show was headed this way. Radio spots were taken in heavy amounts, advertising space in local dailies had been taken on a lavish scale, but no advance publicity tie-ups had been arranged. Analysis of the show made it a natural for front-page publicity with pictures and data which could have been devoted to Indians and Uncle Sam's Indian Office, the cowboys and cowgirls with their Western congressmen, the well-known Washington and Virginia horsey society which would have placed the show on every page, including the social columns—but it wasn't done.

Friends of McCoy's, noticing the lack of advance publicity, arranged on their own hook some support for the coming show, an example being the following letter from Admiral E. S. Land, of the United States Maritime Commission and president of the Wyoming State Society, dated April 26, to Frank J. Mulhern, 1313 Connecticut avenue, N. W., Washington D. C.:

"Dear Mr. Mulhern: Mrs. Nellie Tayloe Ross (U. S. Mint), former president of the Wyoming State Society, has forwarded to me your letter of April 14 concerning the Wild West show to be staged by Col. Tim McCoy, of Thermopolis, Wyo.

"Some little time ago the Wyoming Society indicated its desire to sponsor one of the evening performances, having it designated as 'Wyoming Night.' However, we were unable to contact the Colonel's advance agent until this week to learn the details about tickets, etc. Today the society is mailing to all members a notice that Monday, May 2, will be 'Wyoming Night' and that seats may be reserved in the Wyoming Section by applying for same when purchasing tickets at the AAA-17th and G streets, Northwest. We feel that this will give some publicity and support to the Colonel's show and will also prove an enjoyable evening for the 'Wyomingites.'

"Assuring you of the society's appreciation of the thought which prompted your letter and hoping you will join us in the Wyoming Section on May 2, I am."

Ralph Williams, show's publicity director, said that every bit of paper and publicity the show could afford was put up.

McCoy and Cook's Idea

Col. Tim McCoy and Associates, incorporated in Delaware, with headquarters in Chicago, started out as an idea shared by McCoy and Benjamin Ladd Cook when McCoy was a feature with the "Big Show" and Cook an associate with the stock firm of Hornblower & Weeks. McCoy dug down deep into his own pocket for \$100,000, while Cook rounded up social and business friends in Rhode Island and New York, gathering enough money to buy the remaining 49 per cent of the stock. Nothing but authentic and genuine acts was booked and heavy outlays were made to bring gauchos from the Argentine, vacqueros from old Mexico, Cossacks from Russia, Bengal Lancers from India, whip-cracking expert riders from Australia, and cash bond was established to guarantee the return of the foreign acts.

British cavalymen, authentic enough, were found in Hollywood, and Hopi, Navaho, Pueblo, Cheyenne and Sioux Indians were taken from their reservations, while wranglers and riders left the ranches to "join the Colonel." Every last inch of equipment was brand new and 30 railroad cars hauled 600 people, 234 horses, 32 head of steer, 14 head of oxen, 42 wagons, 4 trucks, 3 prairie schooners, 1 stagecoach, 2 air-compressor stake drivers and thousands of square feet of blue and white canvas into Washington only three weeks after the dismal opening in Chicago on April 14.

The show threatened to fold in Cincinnati, where it played a two-day engagement starting April 27. From there it went to Parkersburg, W. Va., arriving at noon April 29 and blowing the matinee. About 2,500 people were on hand for the night performance, mostly paper. Show did not get out of Parkersburg until 4 o'clock the following morning for Clarksburg, W. Va., where business on April 30 was worse than at Parkersburg. From Clarksburg show moved into Washington, arriving here Sunday evening.

Officers of Col. Tim McCoy and Associates, Inc., consisted of Benjamin Ladd Cook, president; Byron S. Watson, vice-president; Wallace Campbell, treasurer; Timothy J. McCoy, chairman executive committee, and Ira Lloyd Letts, secretary-general counsel. These officers were directors, in addition to Henry D. Sharpe and Kent F. Matteson.

Wage Claims

Wages claimed by performers and workers are being handled by Attorney Richard A. Harman, Washington, D. C. To date the following have filed:

D. T. Bartlett, \$121.70; Paul Barton, \$184; Harry Bert, \$70; W. R. Bush, \$92.34; Henry Campbell, \$52.50; John J. Chaisson, \$37.50; "Tex" Cooper, \$73; Francis Davies, \$37.50; Vincent Deedy, \$22.50; Paul Delaney, \$27.75; Len Dorsey, \$42.75; Duke Drukenbrod, \$250; Jack Elkins, \$37.50; Charles V. Evans, \$27; Harry Fay, \$24.75; Jack F. Fenelon, \$40; C. W. Finney, \$470.97; Lloyd E. Griffen, \$48; Richard Hankinson, \$37.50; Robert A. Hatfield, \$37.50; D. N. Helms, \$75; Charles Howser, \$87.50; A. J. Humke, \$211.34; L. E. E. Klrstein, \$37.50; John Kotres, \$20; Ben Levine, \$24.75; Thomas W. McKellop, \$24.50; F. R. McKlerman, \$60; Lloyd C. Merrell, \$37.50; Hazel Moss, \$75; G. W. Norris, \$60; Tom North, \$176.60; Madelyn O'Hara, \$30; Warren O'Hara, \$60; O. A. Parent, \$47.50; Perry M. Plane, \$48.75; Frank Qualio, \$22.50; Johnnie Reeves Jr., \$166.30; F. Richards, \$10.88; Carl Romax, \$60; Frank Rooney, \$105; Frank Seigar, \$45; Francis Shipp, \$50; J. H. Simpson, \$37.50; Herbert Thompson, \$37.50; Oliver Tudor, \$42.75; J. N. Tyree, \$28; William H. Vanderwege, \$60; William Warner, \$27.50; Dan White, \$40; Ralph Williams, \$184.30. William O'Connor having a wage claim said to be in excess of \$1,000 is filing his claim thru his own Washington lawyer.

Working for the receivers are Dave Nimmo and wife, Chuck Williams and wife, Glen Randall and wife, Booger McCarthy and wife, Harry Thomas and wife, Dan Fast and wife, William O'Connor, S. L. Cronin, Red Bentley, Percy Moore and the entire train crew. Some are taking care of the stock and others are watching the equipment and helping Adam A. Weschler & Son, of Washington, in the appraisal of equipment. All others were requested to leave the train and some have taken to rooming houses in Washington to await developments.

Says Receivers Kind

CINCINNATI, May 9.—Writing from Washington May 7, Harry Thomas, announcer of the McCoy show, said:

"The show is stranded here, but the receivers have been kind enough to leave the train open for all troupers, and they placed me in charge of it. There are only about 30 of us left now and we are all on salary from the receivers. They allowed us to have the contents of our commissary wagons, which included 500 pounds of pork chops, 400 pounds of ground meat and several thousand dollars' worth of canned goods, bread, etc. We have enough food here to feed our people for an indefinite period and are doing so regularly in the dining car of the show train.

"Our sleeping accommodations are the best, as we have nine Pullman cars. We are using the shower baths on the private cars and all are happy. This propaganda that has been spread by the papers should be publicized to the show world, as it is the rottenest I have ever read in newspapers. Last night some of them were out here and tried to bribe our people to lie down in berths with an empty tomato can in their hands for pictures for the front pages, and a bunch of us practically ran them out of the yards.

"Washington people, including police department, circus fans, railroad police, etc., have been swell. A bunch of the railroad police took off their coats and helped me unload the commissary wagons the other night and placed all the food on ice, and then one of the policemen got behind the counter on the diner and cooked all of us a big meal.

"Those here now and working for the receivers are Dave Nimmo and wife, Dan Fast and wife, 'Booger' McCarthy and wife, Glen Randall and wife, Chuck Williams and wife, Frankie Retzel and wife, the writer and wife, Art Merkel, Jack Fenelon, Bill O'Connor, Johnny Reeves, Blackie Martin, Frankie Liggett, Jimmy Wormley, Red Bentley, Percy Moore, Tex Cooper, Silver Tip Baker, George Knight, Howard Rayborn. The entire train crew is still here, helping with the inventory.

"S. L. Cronin, Clint Finney, Ralph Williams, Tom North and Johnny Reeves were right on hand at the close and did much to make the people feel good and keep them in order during the final payoff. Everybody on the show received a \$5 bill after the train was loaded here.

"Too much credit cannot be given Col. Tim McCoy. He had a kind word for everybody in the backyard, and there was not a man on the show who didn't go to the Colonel and offer assistance in some way."

AFA Pickets H-W Circus In Pittsburgh

PITTSBURGH, May 7.—American Federation of Actors attempted to force Hagenbeck-Wallace Circus into wage increases by picketing the circus grounds today.

Directed by Guy Magley, about 25 AFL members paraded in front of the Shore avenue tents with signs reading, "Hagenbeck-Wallace Circus unfair to employees of the American Federation of Actors." Spokesman Magley, unrecognized in his official union capacity by show manager Howard Bary, claimed the picketing was AFA's only way to get "a closed shop. We have a good many members but they are intimidated. We have been trying to negotiate for a year. We want the same conditions as on other shows of Class B."

Local AFA representative George L. Ray, unable to be located in his Fort Pitt Hotel headquarters, at the grounds for his home, was reported as contending

Misfortune Plus

WASHINGTON, May 7.—Misfortune is dogging Edythe Sterling's steps. What with Col. Tim McCoy's Wild West going bust and leaving the Southwestern Indians on her hands, she managed to place them with World of Mirth Shows as a free attraction, so she started to breathe a little easier, but last night while stopping her car for a red light on a Washington street a colored youth reached into the seat beside her and stole her pocketbook. The loss was reported as \$80 in cash plus some papers relating to her Indian charges and court orders on the McCoy receivership.

the picketing was his union's recourse to seek improved working conditions and wage increases from "the largest unorganized circus."

Allegedly none of the pickets were H-W performers or employees.

Bary, denying that negotiation attempts had been repeatedly sought without success, stated: "I have no objection to the organization, but we cannot afford to pay the salaries demanded." Pointing to the recently closed Tim McCoy show as an example of the result of poor business and other contingent deterrents to a successful season, Bary claimed "conditions won't justify their scale. We have about 50 AFA members performing with the show, but they're not protesting. People want jobs, they don't want to lose them."

More than 200 performers are with H-W now, with a total pay roll of about 600, Bary informed.

Ignore Cardholders

Circus workers were apparently oblivious of the pickets' efforts. They ignored the AFL cardholders, the only demonstration being a picket protest when two delivery trucks bearing "union driver" labels delivered merchandise thru the picket line.

Union leaders also tried to prohibit boys from carrying water for the animals, claiming they were violating the Pennsylvania child labor law. By the time the investigators promised "to look into the matter" the kids had earned their passes.

On the North Side today, the circus moves tomorrow to East End grounds for afternoon and evening performances Monday and Tuesday.

Union officials said the picketing was being directed by two New York representatives of the AFA. All the active pickets were believed Pittsburghers.

Significant to prospective concord between H-W and AFL unions in other cities was the presence of the officials of the billposters', teamsters' and truck drivers' unions at tonight's performance as Bary's guests.

Referring to the McCoy show demise as an example of the drop in circus gates this year so far, President Leo Abernathy of the International Alliance of Billposters, Billers and Distributors' union, headquartered here, revealed that the McCoy outfit owed his members \$3,000 and that Congressman C. Arthur Anderson, of St. Louis, had been appointed IABBD attorney in Washington to look after the union's interests in the McCoy venture until it was settled. Anderson's appointment resulted from Abernathy's hurried trip to the capital Wednesday for a conference with IABBD organizer Emil Conrath and McCoy representative C. W. Finney.

Kelley Given Two Years, \$10,000 Fine

NEW YORK, May 9.—Following conviction April 26 in Federal Court here on charges of aiding and counseling the preparation and filing of false and fraudulent circus income tax returns, John M. Kelley, former general counsel for the Ringling brothers, was sentenced this morning to two years in federal prison and fined \$10,000. Kelley was immediately released on \$3,500 bail pending outcome of an appeal already filed by his attorney and expected to come up in the fall.

Charles D. M. Greer and Nathaniel F. Rabner, former Internal Revenue agents convicted with Kelley, also received fines and imprisonment sentences, contingent on appeal. Greer received a year and a day and a \$2,500 fine, and Rabner three months and \$1,000. Former was released on \$2,500 bail; latter, \$1,000.

AFA Postpones R-B Showdown

NEW YORK, May 9.—Pointing out that the move in no way affects the union's determination to see its five-year contract carried thru to the letter, Ralph Whitehead, executive secretary of the American Federation of Actors, announced yesterday that he would wait another week before moving for a showdown with the Ringling-Barnum circus. AFA last week served the show notice that if all differences were not straightened out by today, when R-B opens its annual Brooklyn engagement, drastic measures would again be brought to bear.

Union expects the circus management to have all performers, including Frank Buck, members of the union by close of Brooklyn date; expects present members to have dues paid up in full and all nonunion workmen to be replaced by cardholders. At a council meeting Saturday night AFA decided to postpone today's deadline and to suspend all fines against performers who had helped present shows during the recent two-day strike of workmen at Madison Square Garden here.

Whitehead said this morning that in fairness to the circus management more time would be given in which to straighten things out. Ringling-Barnum opens its Brooklyn engagement today, having closed in Boston Saturday night. Details of union circus differences appear in the circus department of this issue.

Public Sale of McCoy Show Horses This Week

WASHINGTON, May 9.—Local newspaper advertisements announced the public sale of all horses belong to McCoy Wild West to be held at Benning Yards Wednesday and Thursday this week. Stories are that sale is for purpose of keeping receivership in necessary operating cash.

Lawyers report that court order and petition for receivership are the broadest ever seen. Street reports that wages have priority claims are unfounded, according to legal experts here. Equity proceeding does not grant this right, and there is the necessity of throwing the case in bankruptcy court before priority can be granted.

Jones Fund Now \$53

ERIE, Pa., May 7.—Fred W. Schlottbauer, of Oquawka, Ill., has just donated to the Linard Jones Monument Fund. Total amount is now \$53.10. George H. Lux is general chairman of the committee. He handles all donations and then turns them over to Frank V. Baldwin, treasurer. Lux's address is 1231 West 10th street, Erie.

Contributions have not been coming in as fast as anticipated by Lux, who attributes this to the decline in business of many circuses as compared with last year. He hopes that this situation will be improved soon.

WANTED FOR CANADA

CAN PLACE a few Shows and Concessions, with or without own outfits. This Show playing virgin territory and payroll towns only. Long string of summer and fall Fairs. Ride Help wanted for Merry-Go-Round, Ferris Wheel, Chair-O-Plane, Loop-the-Loop, Speedway and Ridee-O.

Opening Strathroy, Ontario, Canada, May 17-21. Send all mail to Strathroy.

JACKSON SHOWS

P. J. SPERONI SHOWS WANT

Agent for Ball Games, Swing Ball, Dart Gallery, Merchandise Concessions, People to strengthen Minstrel Show, Side Show People, Ride Help, Wheel Foreman, Whip Foreman. Beloit, Wis., this week; Belvidere, Ill., next.

J. J. PAGE SHOWS WANT

Legitimate Concessions of all kinds. Opening for Picture Gallery, Ball Game, String Game or any other legitimate Concession except Cook House and Corn Game. Want Attraction for Ten-in-One Show. Clementine Coffey wants Girls that can do Specialties, also good Blues Singer and Piano Player that doubles Accordion. Everybody address

J. J. PAGE SHOWS, Appalachia, Va., this week.

RICE BROS. SHOWS

South End Bridge, Springfield Mass., May 9 to 14.

WILL BOOK OR BUY Ferris Wheel, Chair-plane, Venetian Swings. CAN PLACE few more Grind Shows and clean Side Shows. WANTED AT ONCE High Dive Act or other sensational Act. Write or wire at once to RALPH RICE, JR.,

Hotel Lenox, Springfield, Mass.

JOLLY TIME PARK

TROY, ALA.

Want Legitimate Concessions

Good opening for Palmist, Photos, Bingo, Ball Game, Hoopla, Penny Pitch. Will book all on percentage basis. Want experienced High Striker Operator.

THOS. P. LITTLEJOHN, Mgr.

TOM TERRILL WANTS

Rides, Shows, Concessions. Next week, Louisville, Ky., lots. opening Monday, May 16, Hale St. City Playgrounds. Everything open. Wire quick, Plaza Hotel, Louisville, Ky. P. S.—We operate Sundays.

Circus Seats, Bleachers Wanted

SEAT 3,000 — 8 OR 9-FT. WALL. Must be bargain, good condition. Buy or rent.

FRED H. PONTY

Atlantic Beach Park, Atlantic Highlands, N. J. New York Offices - 1630 Broadway.

CARNIVAL WANTED

—for— RODEO — JUNE 24-25

Hardin, Montana

Sponsored by the American Legion Post No. 8. Communicate at once with R. O. CHAMBERS, Chairman.

GEORGE E. STEINSRING WIRE E. C. EVANS

Care O. C. BUCK SHOWS, Ilion, N. Y. Digger job open.

HYMIE COOPER WANTS

Capable Wheel Men and Roll-down Agents. General Help of all kinds to join at once. PEERLESS EXPOSITION SHOWS, Burgettstown, Pa., this week. This show playing Pittsburgh territory. Don't wire; come on.

CAMPBELL UNITED SHOWS

Wants Ferris Wheel, Grind Shows, Colored Performers and Musicians, Bingo, Photo Gallery, Fishpond, Pop Corn, Ball Games, Shooting Gallery, String Game, Hoopla, Custard, Penny Arcade, Candy Apples. All Legitimate Concessions open. Sound Truck. Place Rides that don't conflict. Piedmont, S. C.

ELGIN and WALTHAM

Reconditioned Pocket and Wrist Watches

As Low as \$3.35

No Extra Charge for Sample Order.

Send for FREE Extra Money Making Watch and Diamond Catalog.

NORMAN ROSEN WHOLESALE JEWELER 801 SANSON ST., PHILADELPHIA, PA.

AMBER COLOR COMBS

Contains Pocket Combs with Clips, Bobbies, Men's and Dressing Combs. Send for price list or 25¢ samples. Postpaid.

LENA GALLOTTO, 248 7th St., Leominster, Mass.

PLYMOUTH

D. E. BLADES ON CARDS 35c

20 Pks. 5's Cellophaned. Cash With Order. PLYMOUTH BLADE CO., Maplewood, N. J.

BROADWAY SHOWS OF AMERICA

Want to hear from 5 or 6-piece Band. Also Man with Loud Speaker Equipment—must be up to date.

Albert Farley contact George Goffas at once.

CAN USE few more legitimate Concessions. FOR SALE—Caterpillar.

J. F. DEHNERT Reading, O.

ORANGE STATE SHOWS

WANTS Rides that won't conflict with Ferris Wheel and Swings. SHOWS—Girl Show, Side Show or any Show with own outfit. CONCESSIONS—Corn Game, Custard, Palmistry. Anxious to hear from Sound Truck and High Free Act. Jaeger, W. Va., this week; Anawalt, W. Va., week May 16. LEO BISTANY.

W. E. WEST MOTORIZED CARNIVAL

CAN PLACE NOW, Hull Show Manager with Dancers, Illusion, Minstrel or Hill Billy. Have Tons and Banners. WANT Manager for Athletic Show, also A-1 Mechanic for Trucks. CAN PLACE Diggers, Photo, Lead Gallery, Popcorn. WILL BOOK Flat Ride, Grind Store Agents, Ball Game Agents. WANT Banner Man. W. E. Jack wire. Lawrence, Kan., this week.

J. HARRY SIX ATTRACTIONS

WANT Chairplane, Kiddie Ride, Bingo, Bowling Alley, Hoop-La, Cone Rack, Knife Rack, or any legitimate Concessions that work for a dime. Penny Arcade. No gate. No racket. No Girl Show. Adairville, Ky., this week; Auburn, Ky., May 16 to 21.

WANTED

TILT-A-WHIRL FOREMAN

Shirley Walton wire.

MILLER BROS. SHOWS Manhattan, Kan.

VENTRILOQUIST DUMMIES

EACH **18c**

No. 32 - "GABBY PETE" 15½ IN. HIGH

Dressed in Brilliant Two-Color Costumes, with Gleaming Tinsel Bow-Tie and Stud. Trimmed with Sparkling Metallic Tinsel. Black Moulded High Hat. Packed 12 to Carton.

No. 7469 - "KADETTE" DOLL

Made of Fine Quality Silk Plush, Two-Tone Colors. Composition Head with Removable Major Type Hat. Height 17 Inches.

SAMPLE \$.70 Each (in dozen Lots) \$.65

WRITE FOR OUR LATEST CATALOG — READY SOON



WISCONSIN DELUXE CORPORATION
1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

CANDY GIVE AWAY PACKAGES

AND INTERMEDIATES

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| <p>Oriental Sweets LARGE SIZE PACKAGE</p> <p>100 To Carton 100 Pkgs. \$2.00</p> <p>500 Pkgs. \$10.00</p> <p>1,000 Pkgs. \$20.00</p> | <p>SMILES</p> <p>200 To Carton 200 Pkgs. \$2.00</p> <p>1,000 Pkgs. \$10.00</p> |
|---|---|

These packages contain Assorted Caramel Kisses. Send for FREE Illustrated Catalog. 20% Deposit with Order, Balance C. O. D.

DELIGHT SWEETS, Inc., 50 East 11th St. New York City




DAVE STRATTON

COLORED DANCER

Write or Wire, or anyone knowing his address, Write.

Have good proposition to offer you. Be sure to send your address.

BOX 311, Care Billboard, Arcade Bldg., St. Louis, Mo.

Philadelphia

PHILADELPHIA, April 30.—Weather springlike making it good for carnivals now operating in this section.

South Street Museum has Slim Johnson Revue; Patman, magician; Musical Johnson; Mme. Camille and dancing girls in annex.

Eighth Street Museum presents Dot Smith Revue; Jack Garrison, glass-blower; Ernie McGee, cartoonist; Van, tattooed man; Spidora illusion and poses Plastique. In annex dancing girls.

Cetlin & Wilson Shows opened at Darby Tuesday evening. Big jump from Burlington, N. C., prevented opening Monday night. Everything looked spick and span in new paint and decorations. Lighting effects have been greatly improved and enlarged. Neon being used to a great extent. Several new attractions have been added that are of merit. Free attraction is Bench Bentum Diving Sensations and a real sensation with new scenic effects and lighting. "Pirate Ship" is outstanding. All costumes are colorful and of a pirate character.

Louis Jeanette, with Cetlin & Wilson, has greatly improved his Side Show. Entirely new line of attractions. Plenty of paint and new banners. Fat Lorraine is back again on the front.

Ted Miller used the radio Wednesday morning to tell the story of Cetlin & Wilson. Interviewed Doc Garfield and others. Doc Garfield's Hall of Science is decked out in new immense front, tent and all inside appointments. Truly Doc's greatest effort in his long career.

Endy Bros.' Shows opened Tuesday night in Eddystone, close to Chester, Pa., city limits. All shows and rides looked in excellent shape with new lighting effects and other appointments. Free attractions carried are the Sky Lady and Wilno, shot over Big Eli Wheels, both outstanding.

Speedy Merrill's Motordrome as always a brilliant spectacle with its daredevil riders. Some new effects and stunts have been introduced.

Side Show of Prof. Kunz is a feature with the Endy Shows this season.

Glenn Ireton is the press representative with the Endy Bros. He is well versed in the show line.

De Luxe Shows were booked for three weeks in Philadelphia, but canceled all the time on account of the recent regulations of concessions announced by the authorities. None are to be allowed except eats and drinks.

County Fair Shows

WANT

Little Beauty Merry-Go-Round, Kiddie Autos. Good proposition to Shows with or without own outfits. Must have transportation. Can place American Palmistry, Diggers, Custard, Fish Pond, Popcorn, Hoopla, Bull Games and any other Legitimate Concessions. Privileges reasonable. Sam Housner wants Agents. Week of May 9th, Russell Springs, Ky.; week of May 16th, Columbia, Ky. Then three weeks in Louisville, Ky. Write or wire per route.

MODERN MIDWAY SHOWS

IRONTON, MO., MAY 9 TO 14.

Will book Ferris Wheel and Loop-O-Plane. Will book Corn Game with own outfit. Will book Concessions, except Cook House, Penny Pitch, Photo Gallery or Custard, Minstrel Performers and Musicians. Kelley and Minnie write. For Sale, stored in Arkansas. 8-Tub Whip. **FRED CULLEN, Gen. Agt., LOUIS ISLER or DICK O'BRIEN, Mgrs.**

WILL PAY CASH

For Small Circus on verge of folding, or will angel right proposition. Wire

JESS DUNCAN
Kingsport Press, Kingsport, Tenn.

WANTED AT ONCE

Man Capable of Lecturing on Specimens and Selling Books. Good proposition for right man.

DR. R. GARFIELD
Hall of Science, Cetlin and Wilson Shows, Chester, Pa.

WANTED FOREMAN

FOR TILT-A-WHIRL.

Must be experienced and recommended. Seven-Car. 1937 Model. Wire at once.

J. F. SPARKS SHOWS
Nicholasville, Ky.

CIRCUS DATE IN BALTIMORE

MAY 19, 20, 21

Several choice locations still available facing Ringling Bros.' Circus. Want to hear from Five-in-One Shows and Legitimate Concessions. No racket. Act quickly. **B. & W. AMUSEMENT CO., 1035 S. Charles St., Baltimore, Md.**

WANTED SHOWS

With or without Tops. Stock Concessions come on.

DIXIE BELLE SHOWS
Triplet street lot, Owensboro, Ky., this week; Mt. Vernon, Ind., week May 16.

next week at Yellow Jacket field in the Frankford section. Marks comes into Chester.

South Street Museum closed season Saturday, April 30. Business during the season was fairly good.

Eighth Street Museum has set no date for closing as business continues good. Bill this week is Dot Smith Revue; Leo, magician and neon tube manipulator; Jack Garrison, glass-blower; Van, tattooed man; Poses Plastique; Spidora illusion, and dancing girls in annex.

Tony Lewis handles *The Billboard* sales and mail on Cetlin & Wilson Shows. In previous years he has always managed the minstrel show; this year none is carried.

Charles Cohen is sure of an income when the bingo does not work, as his Ridee-O is a big favorite with the public and goes over the top at each stand.

B. A. Bruns, accompanied by Mrs. Bruns, were visitors at office during week. He is circulation manager of *The Billboard* and says circulation is up this year notwithstanding recession.

- American United: Spokane, Wash.
- Anderson-Strader: Hutchinson, Kan.
- Arena: Cheswick, Pa.
- B. & V.: Haledon, N. J.; Stamford, Conn., 16-21.
- Bach, O. J.: Rochester, N. Y.; Cohoes 16-21.
- Bantley's All-American: Punksutawney, Pa.; Arnold 16-21.
- Barfield's Cosmopolitan: St. Paul, Va.
- Barkoot Bros.: Monroe, Mich.
- Baysinger, Al: White Hall, Ill.
- Beckmann & Gerety: St. Louis, Mo.
- Bee, F. H.: Morehead, Ky.
- Betty Lee: Vermont, Ill.; Astoria 16-21.
- Blotner Model: Old Town, Me., 14-21.
- Blue Ribbon: Madisonville, Ky.; Seymour, Ind., 16-21.
- Bortz Am. Co.: Lutesville, Mo.
- Boswell, Fred C.: Beckley, W. Va.; Bluefield 16-21.
- Bremer: Arcadia, Wis., 14-21.
- Broadway Shows of Amer.: Reading, O.
- Brown Novelty: Americus, Ga.
- Buck, O. C.: Iilon, N. Y.
- Buckeye State: Ripley, Miss.
- Bullock Am.: Lincoln, N. C.
- Burdick's All-Texas: Brenham, Tex.
- Byers & Beach: Princeton, Ill.
- Cavalcade of Fun: Webster, Pa.
- Campbell United: Piedmont, S. C.
- Cetlin & Wilson: Chester, Pa.
- Central State: Newton, Kan.
- Christ United: Uhrichsville, O.
- Clint & Clark United: Dravosburg, Pa.
- Clyde United: Nanty Glo, Pa.
- Coleman Bros.: Hartford, Conn.
- Colley, J. J.: Oklahoma City, Okla.
- Conklin's: Guelph, Ont., Can.
- Cote: Royal Oak, Mich.; Owosso 16-21.
- County Fair Shows: Russell Springs, Ky.; Columbia, Ky., 16-21.
- Crafts 20 Big: Visalia, Calif., 10-15; Fresno 17-22.
- Crowley's United: Leavenworth, Kan.
- Crystal Expo.: Statesville, N. C.
- Cunningham's Expo.: Logan, O.
- Curl, W. S.: London, O.; Marysville 16-21.
- Curtight & Miller: Spencer, W. Va.
- De Luxe Shows of Amer.: Newark, N. J.
- Dick's Paramount: Rockville, Conn.; Norwich 16-21.
- Dixie Belle Attrs.: Evansville, Ind.; Mt. Vernon 16-21.
- Dixie Expo.: Sheffield, Ala.
- Dodson's World's Fair: East St. Louis, Ill.
- Dyer's: St. Marys, Mo.
- Duane, John H.: Benton Harbor, Mich.
- Elite Expo.: Eldorado, Kan.
- Ellman: Kenosha, Wis., 14-21.
- Endy Bros.: (74th st. & Elmwood ave.) Philadelphia, Pa.
- Evangeline: Idabel, Okla.
- F. & M.: Blairsville, Pa.
- Fairly & Little: Granite City, Ill.; Jacksonville 16-21.
- Fidler's United: Benld, Ill.
- Frisk Greater: St. Paul, Minn.; Winona 16-21.
- General Am.: Sherman, Tex.; Sulphur Springs 16-21.
- Gibbs, W. A.: Wellington, Kan.
- Gold Medal: Logansport, Ind.
- Golden State: King City, Calif., 10-15.
- Golden West: Foley, Minn., 14-21.
- Golden West: Menlo Park, Calif.
- Gooding Greater: Lima, O.; Muncie, Ind., 16-21.
- Goodman Wonder: (Mathewson Pasture) Wichita, Kan.; (Rodeo Grounds) Salina 16-21.
- Great Southern: Monticello, Ky.
- Greater U. S.: Skiatook, Okla.
- Groves: Effingham, Ill.
- Happyland: (Warren & Livernois) Detroit, Mich., 10-22.
- Harris: Postoria, O.
- Hartsock Bros.: Vermont, Ill.; Astoria 16-21.
- Heart of America: Kansas City, Mo.
- Heller's Acme: Port Reading, N. J.
- Hennies Bros.: Bloomington, Ill.
- Henke Bros.: (N. 9th & Brown sts.) Milwaukee, Wis., 9-15.
- 4eth, L. J.: Aurora, Ind.
- Hilderbrand's United: Medford, Ore.; Eugene 16-21.
- Hippodrome: Pinckneyville, Ill.
- Hodge, Al G.: Danville, Ill.
- Howard Bros.: Jackson, O.
- Hughey Bros.: Anna, Ill.
- Ideal Expo.: Baltimore, Md.
- Imperial: Mt. Pleasant, Mich.; Alma 16-21.
- Jackson Shows: Strathroy, Ont., Can., May 17-21.
- Jones, Johnny J. Expo.: Uniontown, Pa.
- Joyland: Battle Creek, Mich.
- K. G. Am.: Warrensburg, Mo.
- Kaus Expo.: (O'Donnell & Haven) Baltimore, Md.
- Keystone: East Pittsburgh, Pa.
- Kline's Greater: Gary, Ind.
- Lagasse Am. Co.: Haverhill, Mass., 13-21.
- Landes, J. L.: Kansas City, Kan.; Kansas City, Mo., 15-22.

Heart of America Showmen's Club

Reid Hotel

Ladies' Auxiliary

Altho the club's regular meetings have been discontinued there is still a bit of activity around the Reid Hotel. Heart of America Shows opened here and Mrs. Rely Castle and Mrs. Ruth Martone are in attendance nightly.

Moira Van Horn is confined in her home and expects to undergo an operation soon. Mrs. Anna Roselli and son are on the sick list and have been remembered with flowers.

A lovely card of sympathy was sent to Ethel Baille, another member.

Loretta Ryan has returned to her place of business after being on the sick list for a few days. Reported by Helen Brainerd Smith.

Wife of Trainer Bitten By Gorilla in Cincy Zoo

CINCINNATI, May 9.—Mrs. Caroline Dressman, wife of William Dressman, trainer of the 11-year-old gorilla, Susie, at Cincinnati Zoo, is confined to her bed, recovering from shock and a scalp wound, effects of having been bitten by the gorilla Saturday afternoon before a large crowd at the Zoo. Mrs. Dressman received medical aid at Good Samaritan Hospital, then was taken to her home, 3484 Vine street, Clifton. Hospital attendants said three stitches were required to close the wound in her scalp.

Dressman said the animal became excited when Mrs. Dressman offered Susie a piece of candy. Instead of taking the candy the animal seized Mrs. Dressman and pulled her to the bars of the cage. The bite was accidental, Dressman believes, for he said he had no difficulty separating the animal from his wife. Susie has been attended nearly all her life by Dressman. She weighs 275 pounds. Susie flew to this country on the first transatlantic flight of the Graf Zeppelin, landing August 4, 1929. She came to the Zoo June 11, 1931, after appearing with Ringling-Barnum circus and the 101 Ranch Show. She was a gift to Cincinnatians from the late Robert J. Sullivan.

Altho her physician ordered Mrs. Dressman to rest several days in bed, the wound is not considered serious.

ROUTES

(Continued from page 33)

Ricton's Show: Bolingbroke, Ga., 12-14; Juliette 16-18; Toombsboro 19-21.

Valentines Flyers: Bloomington, Ill.

REPERTOIRE

Billroy's Comedians, Billy Wehler's: Portsmouth, Va., 10; Newport News 11; Petersburg 12; Charlottesville 13; Charles Town, W. Va., 14; Cumberland, Md., 16; Uniontown, Pa., 17.

Ginnivan, Frank, Dramatic Co.: Montgomery, Mich., 9-14.

Heffner-Vinson Show: Brownsville, Tenn., 11; Ripley 12; Humboldt 13; Martin 14.

Leonard Players: Willis, Va.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Ala.-Ga. Am. Co.: Phenix City, Ala.

American Expo.: Fairmont, W. Va.; Parkersburg 16-21.

- Crystal Expo.: Statesville, N. C.
- Cunningham's Expo.: Logan, O.
- Curl, W. S.: London, O.; Marysville 16-21.
- Curtight & Miller: Spencer, W. Va.
- De Luxe Shows of Amer.: Newark, N. J.
- Dick's Paramount: Rockville, Conn.; Norwich 16-21.
- Dixie Belle Attrs.: Evansville, Ind.; Mt. Vernon 16-21.
- Dixie Expo.: Sheffield, Ala.
- Dodson's World's Fair: East St. Louis, Ill.
- Dyer's: St. Marys, Mo.
- Duane, John H.: Benton Harbor, Mich.
- Elite Expo.: Eldorado, Kan.
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- F. & M.: Blairsville, Pa.
- Fairly & Little: Granite City, Ill.; Jacksonville 16-21.
- Fidler's United: Benld, Ill.
- Frisk Greater: St. Paul, Minn.; Winona 16-21.
- General Am.: Sherman, Tex.; Sulphur Springs 16-21.
- Gibbs, W. A.: Wellington, Kan.
- Gold Medal: Logansport, Ind.
- Golden State: King City, Calif., 10-15.
- Golden West: Foley, Minn., 14-21.
- Golden West: Menlo Park, Calif.
- Gooding Greater: Lima, O.; Muncie, Ind., 16-21.
- Goodman Wonder: (Mathewson Pasture) Wichita, Kan.; (Rodeo Grounds) Salina 16-21.
- Great Southern: Monticello, Ky.
- Greater U. S.: Skiatook, Okla.
- Groves: Effingham, Ill.
- Happyland: (Warren & Livernois) Detroit, Mich., 10-22.
- Harris: Postoria, O.
- Hartsock Bros.: Vermont, Ill.; Astoria 16-21.
- Heart of America: Kansas City, Mo.
- Heller's Acme: Port Reading, N. J.
- Hennies Bros.: Bloomington, Ill.
- Henke Bros.: (N. 9th & Brown sts.) Milwaukee, Wis., 9-15.
- 4eth, L. J.: Aurora, Ind.
- Hilderbrand's United: Medford, Ore.; Eugene 16-21.
- Hippodrome: Pinckneyville, Ill.
- Hodge, Al G.: Danville, Ill.
- Howard Bros.: Jackson, O.
- Hughey Bros.: Anna, Ill.
- Ideal Expo.: Baltimore, Md.
- Imperial: Mt. Pleasant, Mich.; Alma 16-21.
- Jackson Shows: Strathroy, Ont., Can., May 17-21.
- Jones, Johnny J. Expo.: Uniontown, Pa.
- Joyland: Battle Creek, Mich.
- K. G. Am.: Warrensburg, Mo.
- Kaus Expo.: (O'Donnell & Haven) Baltimore, Md.
- Keystone: East Pittsburgh, Pa.
- Kline's Greater: Gary, Ind.
- Lagasse Am. Co.: Haverhill, Mass., 13-21.
- Landes, J. L.: Kansas City, Kan.; Kansas City, Mo., 15-22.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS.
Showman's Insurance Man.

CHARLES A. LENZ
Now Address Maryland Hotel, St. Louis, Mo.

Permanent Address,
440 Insurance Exchange Bldg., Chicago, Ill.

McMAHON SHOWS

Want Pit Show, also Snake Show and Monkey Show. Will furnish new outfits. Operator for Penny Arcade and Drive-It-Yourself Cars. Tom Lindsay write. Marysville, Kan., week May 9; Falls City, Neb., week May 16.

WANTED

Cookhouse and other Concessions. Earl Burkett wire.

HAPPY ATTRACTIONS
New Comerstown, O., this week.



National Showmen's Association

Palace Theater Building,
New York.

NEW YORK, May 7.—In a specially called meeting of committee chairmen still in New York, George A. Hamid Wednesday evening outlined plans for this summer's membership drive, fund-raising functions on shows during the season and a campaign to promote the first annual banquet and ball to be held late in the fall.

Those present included Sam Rothstein, William Block, Jack Lichter, Joseph Hughes, Herman Blumenfeld, John Liddy and Hamid. Plans for the banquet are still in the formative stage, and Liddy and Hamid are appointing committees to shoulder responsibilities connected with the big project. House committee has been contacting local hotels since last meeting and reported that it will be impossible to hold the affair on the announced date of Saturday, November 19. One of the big mid-town hostelrys will be available that week, tho, and it is expected that a contract will be signed shortly for a main ball-room on either November 17 and 18.

Hamid reported that since this column appeared last week he has received numerous expressions of congratulations from members and showmen thruout the nation on NSA's endeavor to offer one of the biggest banquets ever held by a showmen's organization. Billy Rose, Harry C. Baker, George P. Smith Jr. and others have offered to aid the campaign in every way possible. It is planned to have Mayor La Guardia and Grover Whalen, president of the World's Fair, at the head of the speakers' table.

Committees now in process of appointment include general arrangements, publicity, ticket sale and show contact, last named to encourage and supervise appointment of NSA and special banquet representatives on all the larger traveling shows. Entire program will be under supervision of the house committee, a permanent body appointed last winter and headed by Sam Rothstein. Rothstein did a marvelous job of preparing the clubrooms for occupation, and Hamid feels confident that he (Rothstein) will manage the banquet and ball with similar good taste.

John Liddy announced that the clubrooms will be open all summer and that he will be on hand to welcome members and their visitors daily. Vice-President Art Lewis visited the clubrooms for the first time since his return from the South and reported that he has several plans to be worked out with officers whereby signing of new members may be facilitated during the '38 season.

Plans for formation of a veterans' post within the NSA are taking form under leadership of Jack Lichter, and more than 30 members in show business already have signified interest in organizing such a unit. There will be additional information concerning veterans' post in forthcoming issues.

Ladies' Auxiliary

Altho not more than a dozen regular members of the Ladies' Auxiliary were present, the organization played host to about 200 people at a card party and strawberry festival on May 3. Final check-up has not been made yet, but it is expected that proceeds will net well over \$100. There were door prizes, game awards and refreshments to entertain guests. Event had a good advance sale, and door money came in much heavier than anticipated. Most members of the auxiliary are either on the road at this time or out of town, and President Dorothy Packman feels proud of the job done by those who were able to be present.

President Packman announced that the clubrooms will be open to members and their guests thruout the summer and that Secretary Anita Goldie will be at the rooms daily. All members in or near New York at any time during the season are urgently requested to bring potential members to the rooms in order that they have opportunity of seeing the club's excellent facilities.

Interest in the club remains on a wonderfully high plane, as evidenced by the keen interest in the recent card party. Lists of prize winners and spe-

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cial notes of the May 3 party will appear in next week's issue.

R-B Boston Biz Fair, Says North

BOSTON, May 7.—Discordant note on Boston Garden business for Ringling-Barnum circus was struck by Henry Ringling North, who said this season's six-day 12-performance engagement (May 2-7) was way below that of 1937, when business was 20 per cent better than the record year of 1936.

Circus officials this year are not divulging figures. In North's words, business was fair. Weather has been ideal all week with the exception of showery conditions Friday, which balanced as the best day. Monday and Tuesday were light, opening day disappointingly so, at both performances. Madison Square Garden program set-up remained intact at the Boston Garden.

North blames poor business on the recession and the fact that Hub schools had a vacation ending the previous Monday. In citing recession condition, he pointed out steel's drop of 50 points and wages slashed to keep people working. Yet opening day (April 30) of Suffolk Downs race track \$547,000 was taken in at the pari-mutuel windows, with track takes all this week doing okeh.

Daily press was under last year's space donation. They could have gone to town for the circus folk, since the circus had plenty of big adjective stuff. This made the 10th season the circus has played Boston Garden.

Last year's engagement (May 3-8) established records for all time. Nine turnaways, and advance sales recorded sellouts. This year's show ran 210 minutes, too much for the money. Public, according to overheard comment, would

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have been satisfied with 150 minutes for the same prices, which were \$3.30, \$2.75, \$2.20, \$1.65, \$1.10 and 75 cents unserved. Kids under 12 half price on reserved seats all matinees except Saturday. Last year Monday night was the pace setter, altho Tuesday was the accepted day for things to get going. Last season the business warranted an extended stay. Advance sales were light this season.

Circus came into Garden on a flat rental basis. First year also that circus paid a \$500 license fee, formerly \$250. In spite of talk that AFA is not entirely satisfied with the circus' attitude on the New York strike settlement, North told *The Billboard* representative that everything was status quo and as far as they know nothing was brewing and nothing had happened while in Boston.

- Lang's, Dee, Famous: Muscatine, Ia.; Marshalltown 16-21.
- Lawrence, Sam: Front Royal, Va.
- Liberty National: Hardinsburg, Ky.
- McKee, John: Barnsdall, Okla.
- Magc Empire: Cleveland, Okla.
- Majestic Expo: Rockwood, Tenn.
- Marks: Chester, Pa.
- Midwest: Pueblo, Colo.
- Miller Amusements: Krotz Springs, La.; Church Point 16-21.
- Miller Bros.: Manhattan, Kan.
- Miner Model: Pennsburg, Pa.
- Model: Knoxville, Tenn.
- Modern Expo: Tallapoosa, Ga.
- Modern Midway: Ironton, Mo.; Fredericktown 16-21.
- Motor City: (Vernor Highway & Waterman) Detroit, Mich.
- Nail, C. W.: Springhill, La.; Plain Dealing 16-21.
- New England: Albany-Troy, N. Y. (Road U. S. No. 9); Schenectady 16-21.
- Northwestern: (W. Davison & Lawton aves.) Detroit, Mich., 10-15 (Jos Campau & Dearing aves.) Detroit 16-22.
- Orange State: Jaeger, W. Va.
- Page, J. J.: Appalochia, Va.; Harlan, Ky., 16-21.
- Pan-American: Marlon, Ill.
- Patrick: Wallace, Ida.
- Pearson: Shelbyville, Ill.
- Peerless Expo.: Burgettstown, Pa.
- Penn State: Gallitzin, Pa.
- Penny, R. D., Amusements: Hemp, N. C.
- Reading's: Portland, Tenn.
- Regal United: Nowata, Okla.
- Rice Bros.: Springfield, Mass.
- Rogers & Powell: Charleston, Miss.
- Roland: Gate City, Va.
- Royal Expo.: Kittanning, Pa.
- Royal American: Memphis, Tenn.
- Royal Midway: Gillespie, Ill.
- Rubin & Cherry: Decatur, Ill.
- Santa Fe Expo.: St. John, Kan.
- Sheesley Midway: Norwood, O.
- Shugart Bros.: Stillwell, Okla.
- Siebrand Bros.: Denver, Colo.
- Sims Greater: Windsor, Ont., Can.
- Six, J. Harry: Adairville, Ky.; Auburn 16-21.
- Smith's Greater Atlantic: Culpeper, Va.
- Sol's Liberty: Mattoon, Ill.; Ottawa 16-21.
- Sparks, J. F.: Nicholasville, Ky.
- Speront, P. J.: Beloit, Wis.; Belvidere, Ill., 16-21.
- Strates: Altoona, Pa.; Connellsville 16-21.
- Stumbo, Fred R.: South West City, Mo.
- Sunset Am. Co.: Marshall, Mo.; Trenton 16-21.
- Texas Longhorn: Paris, Tex.
- Tidwell, T. J.: Carlsbad, N. M.; Roswell 16-21.
- Tilley: East Peoria, Ill.
- Toffel, John: Rolla, Mo.
- United Rainbow: Lorain, O.
- Wallace Bros.: St. Charles, Mo.; Fairfield, Ia., 16-21.
- Wallace Bros. of Can.: Goderich, Ont.; Sarnia 16-21.
- Ward, John R.: Memphis, Tenn.; Osceola, Ark., 16-21.
- Weer: Goshen, Ind.
- Wehrley Attrs.: (Vila & Minnesota sts.) Indianapolis, Ind.
- West Bros.: Waterloo, Ia.; Boone 16-21.
- West Coast: Walla Walla, Wash.; Ellensburg 16-21.
- West, W. E., Motorized: Lawrence, Kan.
- Western States: Wichita Falls, Tex.
- West's World's Wonder: Lancaster, Pa.
- Weyls Productions: Spangler, Pa.; Clymer 16-21.
- Williams, S. B.: Garber, Okla.
- Wilson Am.: Delavan, Ill.
- Winters: New Brighton, Pa.; Ambridge 16-21.
- World of Fun: Beckley, W. Va.
- World of Mirth: Philadelphia (Frankford Branch), Pa.
- World of Merit: Lowell, Mass.
- Wright, Warren: Mt. Carmel, Ill.
- Zimdars Greater: Washington, Ind.; New Albany 16-21.

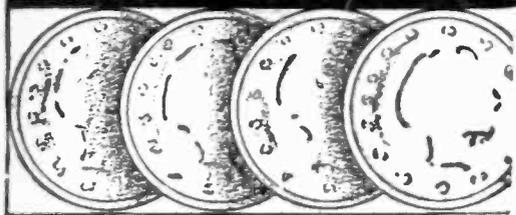
CIRCUS AND WILD WEST

- Barnes-Sells-Floto: Redding, Calif., 10; Medford, Ore., 11; Rosburg 12; Salem 13; Marshfield 14; Eugene 15; Klamath Falls 16; Bend 17; The Dalles 18; Portland 19-21; Vancouver, Wash., 22.
- Cole Bros.: Terre Haute, Ind., 10; Anderson 11; Richmond 12; Hamilton, O., 13; Cincinnati 14-15; Dayton 16; Springfield 17; Columbus 18; Canton 19; Butler, Pa., 20; Erie 21.
- Hagenbeck-Wallace: Pittsburg, Pa., 10; Washington 11; Parkersburg, W. Va., 12; Huntington 13; Beckley 14; Bluefield 16; Mullens 17; Charleston 18; Clarksburg 19; Fairmont 20; Morgantown 21.
- Kelly, Al G. & Miller Bros.: Arlington, Kan., 11; Hoven 12; Sylvia 13; Macksburg 14; Ellinwood 16; Geneseo 17; Bushton 18; Holsington 19.
- Newton Bros.: Pottstown, Pa., 11; Norristown 12.
- Parker & Watts: Clay Center, Kan., 10; Concordia 11; Superior, Neb., 12; Hastings 13; York 14; Crete 15; Lincoln 16; Fremont 17; Columbus 18; Grand Island 19; Ord 20; Broken Bow 21.
- Polack Bros.: (Hockey Rink) Trull, B. C., Can., 11-17; Lethbridge, Alta., 20-26.
- Ringling Bros. and Barnum & Bailey: Brooklyn, N. Y., 9-14; Washington, D. C., 16-18; Baltimore, Md., 19-21.
- Robbins Bros.: Marietta, O., 10; Cambridge 11; Wheeling, W. Va., 12; McKeesport, Pa., 13; Johnstown 14; Lewistown 16; Lebanon 17; Pottstown 18; Bethlehem 19; Pottsville 20; Bloomsburg 21.

Additional Routes

- (Received too late for classification)
- Bubler Entertainers: Tushka, Okla., 9-14.
- Crowley Show: Hill City, Ga., 9-14.
- Daniel, B. A., Magician: Lansing, Mich., 9-14.
- Eaton Sisters: (May Festival) Brenham, Tex., 9-14.
- LeVant Show: Delta, Mo., 9-14.
- McNally Variety Show: Lebanon Springs, N. Y., 9-14.
- Miller, Al H., Show: Grantville, Ga., 9-14.
- Zogl, Magician, & Players: Van, Tex., 9-11; Emory 12-14; Lone Oak 16-18.

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LET'S THINK

Announcement has recently been made that two groups of the coin machine manufacturing industry plan to hold annual conventions "for the industry." It has been common talk for some time within the trade that such a thing was in prospect and now it has happened.

While a meeting on May 12 is in prospect at which the manufacturers will try to iron out their differences, it is the general effects on the operators far and near that may become of most concern if two groups of manufacturers continue at war.



WALTER W. HURD

The coin machine trade is in no condition, judged by reports from States and cities all over the country, to suffer what it may suffer if manufacturers stir up too much turmoil.

Manufacturers deserve full sympathy, of course, as they try to adjust differences of opinion and finally seek a way to get together. While operators in other States and cities no doubt will suffer most from internal disturbances in Chicago manufacturing circles, it is a time to lend sympathy to these manufacturers rather than to curse them as operators frequently like to do. We can almost be sure that the trade outside of Chicago will be sympathetic toward any move to settle differences, but we cannot be sure what use critics of the industry will make of disension within the manufacturing division.

If members of the trade outside of Chicago imagine the situation is not a matter of concern all they need to do is to check on the news items published in *The Billboard* April 23, 1938. By some miraculous editorial feat there was actually only three-quarters of an inch difference in the total amount of news space given to the announcements of the two manufacturing groups. That is a feat in trying to stay impartial as a news medium that does not happen often. We have confined ourselves to publishing only those bulletins which the two groups officially request to be published.

This will indicate that the trade publications are very much on the spot. As one of the editors put it, "We can let *The Billboard* stick its neck out and then we will know more about what course to follow."

But under present conditions it is the industry that is on the spot and not so much the trade publications. Anyone who checks the map for closed territory today, and who follows the trend of taxes as being applied to music and vending machines, will quickly agree that the industry is on the spot. If anyone loses, the industry is likely to lose.

In the heat of present differences there is talk of boycotts, putting on pressure, charges and countercharges, all of which is likely to come too much before the public at a time when the industry is least able to stand it.

Not only the trade publications but the manufacturers of parts, supplies and accessories have been caught between two fires. These manufacturers of parts and supplies deserve better consideration but they probably will have to run the gantlet.

The coin machine industry could very well use the moral support of these manufacturers of parts and supplies in a

broad and constructive program to restore coin machines to wider public acceptance. In Chicago their support could very well be used in securing the return of games, cigaret venders, etc., to local territory.

It is an unfortunate occurrence in trade history when auxiliary manufacturers are subjected to pressure, boycotts, etc., when by a more conciliatory course they could be enlisted to help in constructive work rather than wasting time and money in trying to steer clear of our trade quarrels.

The local situation in Chicago is a crucial one, for whatever Chicago does is always an example to other cities far and near. Coin machines in Chicago are more at the mercy of local newspapers than ever before, and too much turmoil among manufacturers may be used for various purposes by the local papers now or later.

The manufacturing industry should not forget that probably three Chicago newspapers were once enlisted in a proposed "expose" of the industry, when suddenly pinball games were banned from the city. It is understood one newspaper still has a lot of material, gathered inside factories and elsewhere, tucked away in its files. No one can guess when this might be used. Only recently the local trade has seen how one newspaper garbled news stories about a machine known definitely to be a game of skill. The trade has also seen the sensational treatment given to some insignificant penny machines.

These things and many others suggest how mercilessly the newspapers can treat a minority industry if some selfish provocation is applied. These things suggest that it will be better for manufacturers to adjust their differences peacefully, rather than stir up too much dust.

We have said again and again that the music division of the trade is the most progressive and probably maintains the highest standards in the industry. The testing time of the music section may now be here, to see whether these firms will show their ability at conciliatory leadership which many have thought them capable of giving to the trade in time of adversity. Also, there are too many phonograph tax bills popping up, too many organized groups scrutinizing phonographs, too much feeling on unemployment, for phonograph manufacturers to get into a position of adding oil to the fire.

The trade outside of Chicago is probably curious to know the true causes of the present differences among manufacturers. Some of the publications have published articles on the various factors leading up to the present situation. Perhaps, after all, it is the human thing to expect with the varied interests of music machine, vending machine and amusement machine divisions bound together by the common tie of the coin chute.

The opportunities for fair play and unity within the trade now are so important, and perhaps so crucial that efforts at early conciliation should be encouraged. The remarkable tendencies toward liberalism now being shown in the New York State constitutional convention should revive far-reaching hopes for the industry. It suggests many things a united industry might begin to strive for. Present differences should not be allowed to cheat us out of new opportunities.

Baltimore License Rush Follows Appeal Action

Test case causes operators to delay on license—official says most licenses are for slots—400 licenses issued on second rush day

BALTIMORE, May 7.—May 1 was the time that operators were to secure or already have on their pinball games the license tags for 1938 fiscal year under the State license law passed in 1937. Accordingly, the coin machine trade was in the news limelight here. In a recent court test case an injunction was ordered against slot machines that had been equipped with a ball-and-plunger attachment with the idea of qualifying under the pinball statute. Then when owners of these machines gave notice of appeal to the Court of Appeals they were given permission to go ahead with their machines until the appeal is heard, which will probably be in the fall.

On May 5 *The Baltimore Sun* reported that "the license year for pinball machines runs from May 1 to April 30. Operators had been holding back on licenses, waiting to see what the decision would be on the slot machines that had been licensed as pinball games. Only about 2,500 had been issued Monday, as against 4,300 last year.

"Tuesday more than 400 licenses were issued and the pinball division expects the rush to continue. If an unfavorable decision from the Court of Appeals comes thru the metal license tags can be transferred to pinball games of the ball-and-plunger type.

"John L. Meyers, chief of the pinball division, said last night that the 'one-armed' bandits were far more popular than pinball devices and already have almost entirely replaced the latter in Baltimore.

"On the basis of this popularity probably a great many more licenses will be taken out for them than were taken out for pinball machines last year, he said.

"Where the pinball machines have been kept in operation they have become

penny machines. Thus there are 450 penny machines now in Baltimore, compared with fewer than 200 last year. The license for a penny machine costs only \$10."

Local Vs. Outsiders

The local *News-Post* on May 2 put its finger on the most ticklish part of the coin machine situation here, a problem that seems to confront the coin machine industry wherever a legal license system is tried. Local operators are said to have been in favor from the beginning of placing only those machines that complied with the intent of the law as it was passed, but an influx of operators from other States has brought all types of machines, which led to the recent court tests.

Said *The News-Post*: "There are reports that local operators of machines feel that the court should also have barred operation of types of machines operated by out-of-town interests.

"Possibility of a 'war' between the local operators and the out-of-town interests was seen, the local men declaring they felt the foreign operators should pay part of the cost of the litigation necessary to establish the status of all types of machines.

"Judge Lesser's ruling was directed specifically against the type of machine which pays off on certain combinations of pictures of fruit mounted on spinning wheels. The regulation type of pinball machines are not affected by Judge Lesser's ruling."

Bally Reports Console Sales Up

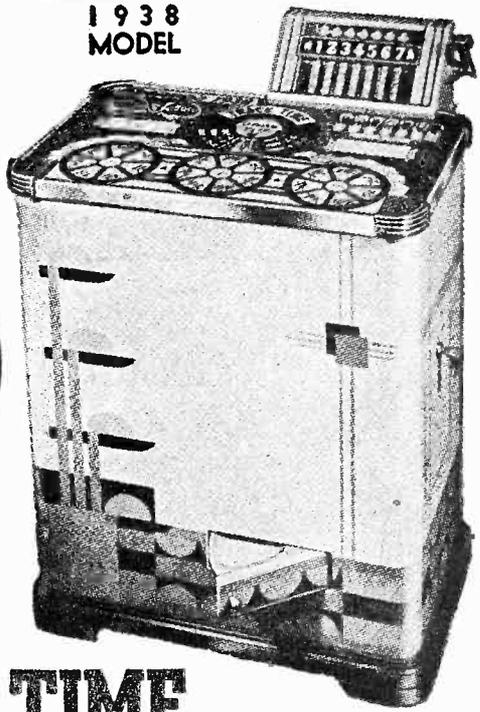
CHICAGO, May 7.—Operators are getting ready for an unusually busy resort season, according to Jim Buckley, general sales manager of Bally Mfg. Co., who bases his statement on the recent sharp increase in sales of the Lincoln Fields triple-dial 7-coin console.

"Due to the unusually attractive award plan," Buckley stated, "the Lincoln Fields console has had a fine run since way last fall. But in the past few weeks sales volume has been mounting steadily, and analysis of these sales shows that the greater portion comes from typical resort territory. The good accounting which this console has given of itself in city spots from Coast to Coast naturally makes operators eager to place it in resort locations. Judging by the sales records, Lincoln Fields and the Bally Skill Field model, with skill-ball feature, will be the backbone of many important locations this summer."

Acme Automatics Tosses a Party

NEW YORK, May 7.—Acme Automatics, Inc., held a two-day opening celebration at its new quarters, 593 10th avenue, May 6 and 7. Operators, jobbers,

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| Jennings Victoria, D.J.P. | 17.50 |
| Mills Blue Front Vender (5c) | 35.00 |
| Mills Double J. P. F. O. K. | 22.50 |
| Mills Skyscraper (5c) | 19.50 |
| Mills Tiger Front, D. J. P. (5c) | 22.50 |
| Mills Yellow Front (10c), 20 Stop | 27.50 |
| Patrol Ball Gum (Automatic 1c) | 10.00 |
| Waiting Roll-A-Top (5c) | 25.00 |
| Waiting Roll-A-Top (10c) | 25.00 |
| Waiting Twin Jackpot | 15.00 |
| Mills or Jennings Cabinet Stands | 6.00 |
| Mills or Jennings Cabinet Stands (Single) | 15.00 |
| Mills or Jennings Cabinet Safes (Double) | 20.00 |
| Waiting Cabinet Stands (New) | 9.50 |
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| Gottlieb Daily Race | NEW CONSOLES. | 15 Mod. P-12 Wur., F. S. | 79.50 |
| Gottlieb Football | Saddle Club | 25 Rock-Olas from F. S. | \$60-\$160.00 |
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| Sweet "21" | Track Time | Bowlette | 49.50 |
| Electric Eye | Long Champ | 1937 Photomatic | 550.00 |
| Phantom | Gallop Domino | | |
| Springtime | Liberty Bell | | |
| Mills 1-2-3, F. S. | Keeno | | |
| Fleetwood, F. S. | Domnola | | |
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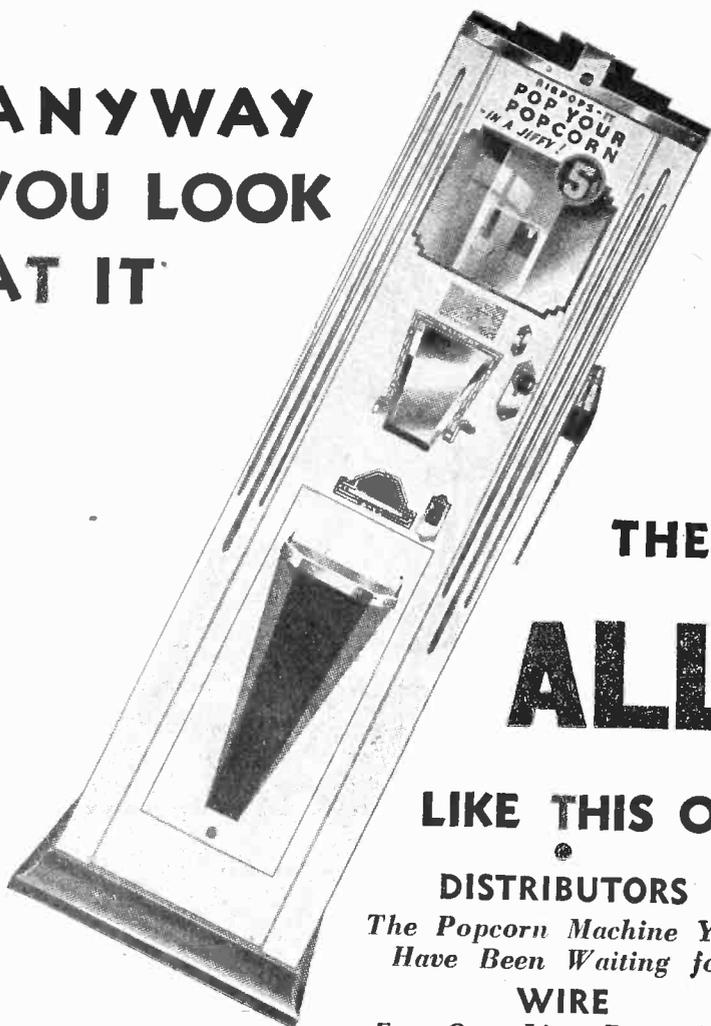
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Here are a few squibs of general interest to members of the vending machine fraternity. Some apply directly to the business. Others belong to the fringe. At any rate, the lines that follow are the result of gleanings from a careful perusal of various trade magazines mixed with our own opinions into a tasty vending machine cocktail.

CANDY: Operators of candy venders can expect an increase in their wares as a result of the boost in freight rates recently granted the railroad companies. In the case of bulk goods it most probably will mean a higher price. In bar goods, it definitely spells smaller bars. . . . Bureau of Foreign and Domestic Commerce reports a concern in Orebro, Sweden, is interested in the purchase of confectionery novelty items. Address your replies to Trade Opportunity 5724. . . . April figures on candy sales have not yet been published by the Food-stuffs Division of the U. S. Bureau of Foreign and Domestic Commerce, but sales for the first quarter of 1938 were 7 per cent behind 1937. Part of this loss, however, is attributable to the fact that Easter sales would be shown in April this year whereas they were credited to March last year. . . . Bunte Brothers reported a net income for 1937 at \$127,371, or \$1.27 a common share. This compares with a net profit of \$312,950 or \$3.39 a share for 1936.

CHEWING GUM: The National Chewing Gum Corp. of New York City has been granted a charter of incorporation by New York State to manufacture chewing gum and gum venders. The firm is reported to have been in business for several years in Newport, R. I. Concern is also distrib of P. Larson Jr. Co., chewing gum makers of Newport. Officers are Frederick Loughran, president; L. M. Vause, treasurer, and Samuel Resnick, secretary. . . . Internal revenue collections on chewing gum for March were almost 25 per cent higher than last, according to the Treasury Department. Collections for the month totaled \$102,636.73 as against \$76,213.32 of a year ago. . . . William Wrigley Jr. Co. report a net profit for the first quarter of \$1,433,823, or 73 cents a share. This compares with \$1,781,166 or 90 cents a share for last year. . . . A firm in Singapore has made

cartons of nuts as well as any other confections that will fit the cartons we furnish. Exclusive operating rights for Vendapak machines are now being allotted and we are making prompt delivery of Vendapak machines," Robbins concluded.

Busy 25 Years

"To the Editor: I guess we are all affected sometimes by a fear complex, especially when we hear so many of our friends in the trade relate of so many and varied sad instances of what the recession has done to the business.

"Yet somehow the other day the strength and real backbone of the business became so strongly apparent that I thought I should write you about it. Being a commuter, I have noted the drinking cup machines on the Pennsylvania Railroad trains for some time. Of course, they're not new. And that's the point.

"Twenty-five years ago, back in 1913 to be exact, the Individual Drinking Cup Co., of Easton, Pa., patented these venders. That's 25 solid years of operating on the railroads, and that is somehow more than just operating.

"It just caused me to feel a bit more optimistic regarding the future of this business. I believe that 25 years from today someone else is going to note these machines and then tell you about their golden anniversary.

"There's a real story there for everyone in the trade about the future of the coin machine business.—Bill Gersh, Byrde, Richard & Pound, New York."

inquiries of the Bureau of Foreign and Domestic Commerce concerning a chewing gum agency. You can get all the dope by contacting the Bureau and referring to Trade Opportunity No. 5680.

CIGARETS: Since some of the firms decided to absorb the one cent per package tax which is now in effect in New York City, some tobacco merchandising experts are anticipating a flood of similar city levies to spring up all over the land. They point out that with the firms absorbing the tax, it is another "painless" source of revenue for municipalities since John Public, who is supposed to pay the tax, goes scot free. . . . Cigaret withdrawals were up for the first nine months of the fiscal year, according to recent figures from the Treasury Department. Total cigs withdrawn during the July-March period totaled 122,813,384,655, contrasted to 119,140,594,430 for the same period in 1937, an increase of 3,672,790,225 or 3.08 per cent. . . . One restaurant owner who is a staunch booster of cig venders has had his machine built right into the wall. The spot is the Pagoda Chinese restaurant of Newark, N. J. . . . The wholesale price of cigarettes raised in Detroit last week. New scale lists popular brands at \$1.14 a carton; 10-centers at 88 cents and the 15-cent varieties at \$1.25. . . . American Tobacco Co. has declared a regular quarterly dividend of \$1.25 on the common and Class B stock of the company. . . . Tax on cigarettes contributed \$41,186,310.04 to the Treasury Department during March, an increase of \$2,809,314.16 over last year.

The NEW STREAMLINED
SEL-MOR
DeLuxe
ABSOLUTELY GUARANTEED
AGAINST DEFECTIVE PARTS
FOR 5 YEARS
\$7.25
SAMPLE
Write for Quantity Price
The Best and Most Gorgeous
1¢ Vender at DEEP-CUT PRICES!
Rich Maduro-brown enamel and
Chromium; 5-lb. capacity; vends
CHARMS - CONFECTIONS
perfectly! Discard your old
fashioned venders... go Modern
with SEL-MOR!
GREAT STATES MANUFACTURING CO.
1601-09 East 39th St., Kansas City, Mo.

Ticket Vender for
Canadian Client

"To the Editor: A client of ours asked us if we could obtain for him a machine that is to be used in a restaurant whereby a person would insert a coin of the amount of 25 cents, no more, no less, and would receive five tickets, each ticket to represent 5 cents in value. The machine must be as slugproof as possible. Would you please pass this request on to a manufacturer whom you might have in mind as capable of filling the foregoing order?"

"As mentioned above, the place where this machine is to be used is a factory where several thousand people are employed. In this factory the company operates a restaurant and it wants a machine of this nature which will issue five tickets at one time by inserting 25 cents so that the person obtaining these tickets could purchase whatever food or drinks he wishes from the restaurant by payment of one or more tickets.

"We think we have outlined the particular machine we want sufficiently and we trust that you will give this your kind and immediate attention.—Q. C. M. E., Canada."

Robbins Makes Deal
With Hershey Firm

BROOKLYN, May 7.—D. Robbins & Co., manufacturers of Vendapak, the new 5-cent vender for cartons of nuts and candy, report that they have made arrangements to have their operators receive Hershey bars at jobbers' prices direct from the Hershey Chocolate Corp. at Hershey, Pa. "The operator's price for the standard-weight 5-cent bars is \$2.60 per 100 bars," stated Dave Robbins, head of the firm.

"Orders for 1,000 or more will be pre-paid," he continued. "The Hershey Chocolate Corp. is manufacturing three different bars for the Vendapak machine. Since these bars are so well known to the public we believe that our Vendapak machine is going over in a big way. This machine will also vend 5-cent

KAY-SEE
PEANUT VENDER for
BOOTH or BAR
The Ideal Machine for Locations where space is limited.
\$3.00
Each
1 or 100 Complete With Wall Hanger.
Western Mo. and Kans. Distributors for "BANG-A-DEER" The Game That Shoots Real Bullets.
CENTRAL DISTRIBUTING CO.
105 W. Linwood Blvd., KANSAS CITY, MO.

U-POP-IT
EQUIPPED WITH A. B. T. SLUG REJECTOR
ELIMINATES ALL SLUG EVILS
GUARANTEED FOR A SOLID YEAR
A PRODUCT OF DAVAL
The ONLY thoroughly perfected automatic corn popper and vendor
RANEL, INCORPORATED
325 N. HOYNE AVE. • CHICAGO, ILL.
SOLE ONLY TO OPERATORS THROUGH DISTRIBUTORS

IMMEDIATE DELIVERY!
VENDAPAK
VENDS 5c CARTONS OF NUTS and CONFECTIONS
Capacity: 44 Cartons.
Sets on Bar or Counter.
Coin Slot Rejects Most Slugs and Washers. Sturdy Construction. A Life-Time Money Maker!
Low Price to Operators.
WRITE AT ONCE FOR "EXCLUSIVE" DEAL!
D.ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

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

SPECIAL CLEARANCE SALE!

Reconditioned Machines
of Every Description
FOR MONTH OF MAY ONLY!
CIGARETTE MACHINES

| | |
|--|--------|
| Nationals, 8-col. Model 830 | 582.50 |
| Nationals, 8-col. Model 830 | 47.50 |
| Nationals, 3-col. Refinished | 8.50 |
| Nationals, 4-col. Refinished | 7.60 |
| Nationals, 5-col. Refinished | 8.50 |
| Nationals, 8-col. Refinished | 9.50 |
| Rowe Aristocrats, 8-col. | 22.50 |
| Metal Stands Extra | 2.50 |
| Rowe Deluxe, 8-col. | 14.50 |
| Metal Stands Extra | 2.50 |
| Rowe Special Deluxes, 8-col. | 16.50 |
| Metal Stands Extra | 2.50 |
| Rowe Standards, 8-col. | 12.50 |
| Metal Stands Extra | 2.50 |
| Rowe Deluxes, 3-col. Refinished | 12.50 |
| Stewart-McGuire, 8-col. | 24.50 |
| Metal Stands Extra | 2.50 |
| Stewart-McGuire, 4-col. | 15.00 |
| Metal Stands Extra | 2.50 |
| Simplex, 8-col., complete with cabinet stand | 29.50 |
| Masters, 8-col. | 17.50 |
| Metal Stands Extra | 2.50 |
| Corretas, 8-col., refinished | 16.50 |
| Metal Stands Extra | 2.50 |
| U-Need-A-Paks, 3-col., refinished, Complete with Cabinet Stands | 24.50 |
| U-Need-A-Paks, 8-col., First Wall Model, complete with Cabinet Stand | 37.50 |
| U-Need-A-Paks, 8-col., First Wall Model, complete with Cabinet Stand | 32.50 |
| Round U-Need-A-Paks, 8-col. | 14.50 |
| Metal Stands Extra | 2.50 |
| Advances, 4-col., Refinished | 10.00 |
| Advances, 4-col., Brand New | 17.50 |
| DuGrenier Pump Handle, Refinished | 12.50 |
| Mills 12-col., complete with Cabinet Stand | 77.50 |
| Round, 8-col. Gum and Mint Machines | 14.50 |
| 1c Shipman Cigarette Machines | 9.50 |

PEANUT AND CANDY MACHINES
SNACKS, 1c Play 12.50
Metal Stands Extra 2.50
Gum and Mint Machines, 8-col., Brand New 27.50
Cabinet Base Extra 5.75
Tom Thumb 2.50
Northwestern Model 33, 5c Play 3.50
1c Pin Targets 5.00
Ball Gum Machines 2.50

All Machines Guaranteed Mechanically Okay.
1/3 Certified Deposit must accompany all orders. Balance C. O. D., via Railway Express, unless otherwise specified.
New England's Largest Cigarette Machine Distributors.

Write - Phone - Wire
X. L. GOIN MACHINE CO.
1351 Washington St., Boston, Mass.

cigarette merchandisers' association

Address Communications to *The Billboard*, 1564 Broadway, N. Y. C.

THE Cigaret Merchandisers' Association of New York under the capable management of Mathew Forbes has proved itself invaluable to its members by the service it has rendered on the new cigaret tax. Besides securing permits for all of the members and supplying all important data pertaining to the administering of the tax, the association at the last minute secured a "stay" from the comptroller of the city allowing every operator four extra days before all machines started vending stamped cigarets.

THE ALBUM—William Peek is one of the pioneers in the cigaret vending machine business. He started nine years ago as a service man working on Long Island. His aggressiveness and business ability has proved itself. On May 1, 1933, he started out for himself and now boasts one of the most profitable operations on Long Island.

Bill is not a native New Yorker. He hails from the neighboring State of New Jersey. He gathered his education in the schools in that State and is eligible, very eligible, for any office in the association.

At the outbreak of the World War Bill enlisted in the U. S. Navy and was one of the best baseball players the Navy could boast of. After seeing the world he settled down and married and celebrates his 11th anniversary in a short time. He has a big son—all of 9 years old—who is the apple of his eye.

Bill is a good fellow to have in any association. He is a good mixer and is very friendly, as evidenced by his membership in no less than 18 political organizations, the American Legion and the Royal Order of Elks. Bill prefers travel best of all, a leftover no doubt of his Navy days. During his travels he picked up golf and now shoots in the low 80s.

The Arton-Fisher Co. has bought time on WABC, New York, for Spud cigarets. Program using United Press News started May 2 and runs six days a week from 7:55 to 8 p.m.

On May 20 the stockholders of the Philip Morris Co. will meet to vote on the proposal to authorize a new \$10,000,000 stock issue. According to reports from the company, the increase in sales over the past fiscal year have necessitated a substantial increase in the company's inventories. Besides this the company is now building a new plant in Richmond, Va., at a reported cost of \$700,000.

CIGARET MERCHANDISING IN A NUTSHELL. . . . Before looking at the details of the cigaret machine operating business let us examine the general proportions and main points. The first characteristic we notice is the conservative nature of the business. Operators are not apt to become millionaires overnight, nor are they liable to go bankrupt overnight. Growth of a cigaret machine operation is slow but sure.

Some forms of business require the investment of large amounts of capital before operations start. Plants, machinery and elaborate equipment are necessary. All the cigaret machine operator needs is cigaret machines, a stock of cigarets (this can be purchased from tobacco distributors when required) a place to keep the stock and a means of delivering cigarets to the machine. Because the investment required is in direct proportion to the amount of business done it is possible to enter the cigaret machine field with a small investment.

Due to the uniform demand for cigarets it is a very able business. The inventory turnover is rapid and thus allows the operator to keep his major investment small as compared to annual sales. There is rarely a loss due to fluctuating market prices of cigarets while in stock, as is the case in some lines.

While the operator earns only a small margin of profit on the sale of each package of cigarets the steady volume he secures makes it a worth-while and substantial enterprise. Like all other business men, operators of cigaret machines can obtain more volume in only two ways. Selling more to each customer, meaning more packages of cigarets sold thru the machine on locations, and getting more locations for machines.

The general outline of the automatic cigaret merchandising industry now shows the picture of a steady and stable business. It is easy to get into as regards capital and equipment necessary. The profits are limited and there is practically no danger of loss. Volume of sales may be increased, but only with a proportionate increase in effort and expense.—**ROWE-GRAM.**

According to early reports the CMA of New Jersey's annual stag outing will be a rip roaring success this year. Operators from all over New York and New Jersey are sending in reservations. Also all of the manufacturers have taken reservations for from 3 to 10 of their employees. The big party will come off at Camp Stuts on the week-end of June 18 and 19.

Some operators are complaining bitterly about the business recession. Competition is getting worse and worse and they are wondering what to do next in order to stay in business.

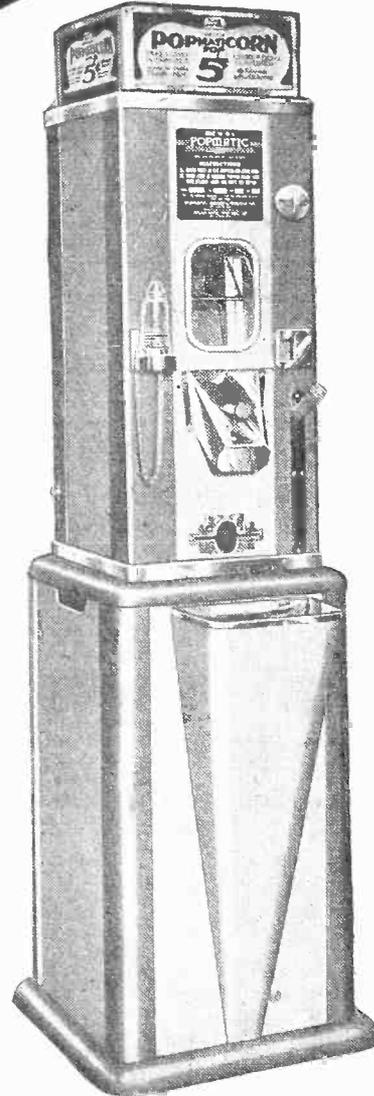
These operators should first join their association and stop complaining about the other fellows' unethical conduct and look to their own business for a way out. The success of the operating business depends upon the ability to render a service that is beyond criticism to the location owner. As our machines and service improve, so does the operating business grow.

At the present time the opportunity for securing new locations is better than ever because operators are suffering from reduced volume, and in taking stock of the situation they are beginning to realize the number of locations which are losing money. By eliminating unprofitable locations and cutting the commissions down to a sensible level, a way can be found.

Just as hundreds of new locations were discovered within the last year or two, so hundreds of others can be found in the next year. There are hundreds of apartment houses, community centers, general stores, small factories, colleges and universities, adult camps, drug stores, grocery stores, chain restaurants, stationery stores, small department stores and similar establishment which are still available for the progressive and honest operator.

Most operators use equipment which should have been discarded years ago, while several go to the opposite extreme of using the best equipment in the poorest locations. Now is the time for operators to discard obsolete equipment and begin a system of rotation.

By rotation we mean installing new equipment in the best location and moving the present equipment to the next best location and so on down thru the entire route until we get to the poorest location, which equipment in most cases can be discarded. While it may be a little costly in the beginning, this system of rotation, if adopted, may prove that the recession is a blessing for the cigaret vending business because it is pointing out to operators the advisability of dispensing with non-profitable equipment in locations which do not pay but which were taken merely to spite a competitor, etc.—**LeRoy Steln.**



READY FOR Immediate Delivery

15 features definitely put the new POPMATIC ahead of any similar machine. You can't go wrong with the first and best. Hundreds already on location.

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Act at once—Phone, Wire or Write for complete details and prices. By all means obtain a demonstration at your distributor's show rooms.

POPMATIC Manufacturing Co.
5147 NATURAL BRIDGE AVENUE
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Bill Introduced To Control Peanuts

WASHINGTON, May 7.—H. R. 9607 is the number of the bill introduced into the House of Representatives by John H. Kerr, of North Carolina, which is primarily aimed to keep peanut crops from having large surpluses, with resultant low prices. According to sponsors, there is little chance of the bill passing this session. The bill, however, would give the Department of Agriculture authority to fix quotas of any agricultural product whenever it deemed such a move necessary due to overproduction and consequent poor prices on such commodities.

"We are trying to get at a vital problem," one of the supporters declared. "In certain of the peanut-growing States, farmers will receive benefits from cotton which they have not planted, then turn all of that land over to the production of peanuts. In this way the peanut market, both edible and inedible, is flooded and the 'legitimate' peanut farmer receives so little from his peanut crop as to make raising peanuts a very unprofitable business. This situation is what we are attempting to remedy. It has the support of the Department of Agriculture, but due to the interests which are bucking any such control legislation, I doubt if it will pass the Congress during the present session."

The measure's sponsor, Representative Kerr, makes the claim that marketing quotas for peanuts will not cause a substantial price raise on the market. His contention is based on the fact that the present surpluses, in many cases, are bought off the market, keeping the remaining part of the peanut crop at a fairly high level. The Representative also maintains that despite the fact that there is not much likelihood of this bill getting passed by the present session of Congress, such legislation is bound to come.

"A comparable number of acres are planted with peanuts as there are planted with tobacco," Representative Kerr said. "The peanut farmer is faced with a very serious problem, and the peanut industry is one of importance. I am sure that within a short time a general marketing control program will be enacted to supplement the marketing section of the original AAA calling for quotas on the five major commodities."

THE MERCHANDISE MACHINE SENSATION OF 1938!

"THE PERFUME BAR"

"OVER 35 TEN-CENT PACKAGES SOLD FROM MY FIRST MACHINE THE FIRST DAY I PUT IT OUT," Reports A. A. Seger, Asbury Park, N. J.
A TRULY MODERN, STREAMLINED MERCHANDISER THAT OPENS A BIG, NEW FIELD FOR GREATER PROFITS.

Read The Facts!!

1. Took 2 years to complete. Tested 6 months on all types of locations. Manufactured by America's leading merchandise machine builders. GUARANTEED FOR ONE FULL YEAR! Best 10c SLUG PROOF mechanism ever developed.
2. "RIS-CHARDE PERFUME" used exclusively because of its internationally recognized quality. Machine capacity sixty 10c boxes. Perfume packed in beautiful cut-glass purse flasks inside attractive silver box. First machine to vend FULL DRAM in handy purse flask. Five famous odors—Du DeOrient; Repose; Blue Passion; Gardenia, and Sweet Pea.
3. FREE PERSONAL SERVICE anywhere in the U. S. A. by famous service organization. Regardless of where you operate service men always on call from Coast to Coast. Machine is fit for Wall, Bracket or Stand operating.
4. First time in history so beautiful and modern a machine presented at such LOW PRICES! Quantity purchasers given 12 months to pay. "RIS-CHARDE" Perfume machines have opened such locations in New York as Jack Dempsey's Restaurant, International Casino, Paradise, Jimmy Kelly's, and many others.
5. Choice locations asking for it every day. Theatres, Restaurants, Night Clubs, Hotels, Dance Halls, Taverns, Pavilions, Beauty Parlors, Bus and Rail Terminals, etc., etc. Here's THE machine YOU NEED TO BRING YOU BIG, STEADY INCOME FOR YEARS and YEARS TO COME!!!



PRICED LOW! WITH A 12 MONTH TIME PAYMENT PLAN FOR QUANTITY PURCHASERS.

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Be First! Write - Wire or Phone Immediately!

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USED MACHINES Like New!

YOU should have confidence in the firm you do business with! We value our customer's CONTINUED BUSINESS. Our Machines are our best "salesmen."

EXPORT We Ship to All Parts of the World

AUTO DERBY—HOMESTRETCH—or SKIPPER ..\$15.00 Each
WAR ADMIRAL\$45.00
Today's Best Buy—BALLY RESERVE or DAILY DOZEN. New Machines Only. \$99.50 Each
FREE—Get on our Mailing List for Weekly Price Bulletins. 1/3 Cash With Order, Bal. C. O. D.
NATIONAL NOVELTY CO., Merrick, L. I., N. Y. Cable Address: "NATNOVCO."

Popmatic Exec On Florida Trip

ST. LOUIS, May 7.—"Florida, here I come," was V. H. Rowlett's parting shot as he wheeled his La Salle from in front of the Popmatic Mfg. Co.'s offices here and pointed its nose due south early this week. Rowlett is vice-president of the Popmatic firm and was accompanied on his trip by Johnny Weeks.

Right now, Rowlett reports, he is occupying a pretentious suite in the Hotel Everglades, Miami. He stated that his reason for driving down was that planes are too shaky for him and trains are just not fast enough, so the only thing left to do was drive. "Anyone who has

ridden with Rowlett will verify the fact that he can beat any train any place, any time," stated R. H. Greenbaum, president of the firm. "From the amount of business that we are getting from Rowlett we here at the home office are certain that Florida and surrounding States are fast becoming Popmatic and Popmaticcorn conscious," he added.

New Orleans

NEW ORLEANS, May 7.—The spring campaign for summer business in the candy, nut and cigaret lines finds distributors of merchandising venders doing the biggest business in many months. Several operators of confection venders have taken on a large number of new machines in preparation for the outdoor period. One of these firms in particular placed 100 machines of the gum and candy type on location in the past two weeks.

Likewise there is a growing demand for pin games and slots in the interior, and distributors of such lines as Bally, Keeney, Calle, Mills, Jennings and H. C. Evans all report the biggest interest in machines since last fall, as dozens of rural operators from three States "come to town" to look over displays and usually depart with receipts for purchases in their pockets.

And here's the latest in cigaret gags. A prisoner in a West Louisiana prison cell last week was found getting his forbidden share of distributed cigarets by educating roaches sharing his cell to "go out and tote the fags back to him." Other prisoners were only too delighted to give up part of their quota to help their fellow cellmate just to see such sport. The cigarets were alleged to have been tied to the roaches and they would then "do a homing."



ANOTHER U-POP-IT on location at one of the Hartman chain drug stores located on the south side of Chicago.

U-Need-a-Pak Exec Addresses CMA

EDITOR'S NOTE: The following is an address given before the Cigaret Merchandisers' Association of New Jersey on U-Need-A-Pak Night, April 26, at Newark, N. J., by Murray Weiner, sales director of U-Need-A-Pak Products Corp.

On behalf of the U-Need-A-Pak Products Corp. I want to express my gratification to your association for setting this night aside as "U-Need-A-Pak Night." I regret that my associate executives of our company could not be present to share this signal honor with me.

In following the progress of your association thru contact with your efficient manager I heartily agree with the numerous comments made in the trade journals that your association is a leader in trade association management in the cigaret merchandising industry. While there are seven or eight other associations of operators of cigaret dispensers, none of them have so far set aside a portion of their meetings for the reception of manufacturers of equipment. That you have done so is an indication that you appreciate the interests and the co-operation of manufacturers, not only that which you have received from our company, but from the others as well. Naturally a manufacturer who is invited to attend your meetings is more likely to co-operate with you and to do all it can to help stabilize the industry and to even change its policy if need be in order to be of service to the members of the association.

It is needless to say that the U-Need-A-Pak Products Corp. has always been ready, willing and able to do its utmost to assist the members of the New Jersey association in eradicating those evils which existed before your formation and to guard against any recurrence. We believe in stabilizing the industry to the point where it will be looked upon as a major industry and where the sale of cigarets thru automatic dispensers will become commonplace thruout the country. We know that we are living in an age of mechanization and recognize the fact that it is only thru automatic dispensers that efficiency in retailing will lead to additional profits of those who are far-sighted in their merchandising policies and will permit the sale of fast-moving merchandise thru automatic venders.

That this industry is still in its formative period was clearly demonstrated in your exhibit of the Evolution of Cigaret Vending Equipment which you conducted last February at the Hotel Douglas, Newark, N. J. We were very happy to have had the privilege of displaying our equipment together with the other manufacturers and to help acquaint the operators with the progress made in the size and design of dispensers within the last 10 years. We believe that the next 10 years will show as revolutionary a change of equipment as was evident from the models displayed at your exhibit.

In just what form progress will be made in the size, style and design of equipment I am not prepared to say, except that U-Need-A-Pak Products Corp. has several patents on equipment which will startle the industry in the future. Of course, our company has been a leader in the field thru offering an opportunity to the operators to purchase equipment in accordance with the demands of the location, so that while other companies have been restricting their output to equipment of certain sizes, our company has been manufacturing dispensers of any size required by the operator. That this has proved advantageous to the operator is clearly shown by the large number of orders which our company has received for equipment in the various sizes.

You must agree that we have been pioneers in the industry and that we have, in addition to manufacturing equipment, co-operated with the operator in instructing him how to conduct his operation successfully. It is for this reason that I am particularly happy to be here tonight in order to congratulate you upon the progress which you have made in teaching your members how to conduct their operations profitably.

Your manager has informed me that the number of complaints which he has received for hearing before the arbitration committee has fallen off to such an extent that there is no longer work for your arbitration committee. This is a healthy sign and I encourage that spirit of co-operation and helpfulness which is present among your members. If every area could have an association functioning as efficiently and so successfully as yours I know that the tenor of the industry would be raised considerably and that it would

UNCONDITIONALLY GUARANTEED



against any mechanical defects for five years. "Lifetime mechanism" vends any nuts, confections, charms, etc.

\$7.00
Sample

QUANTITY PRICE ON REQUEST
CENTURY MFG. CO.
4156 W. Chicago Ave.,
Chicago, Ill.

BARGAIN

17 CALVERT 5c CASHEW-PECAN NUT MACHINES, with beer reward attachment. Easy to place. Profit weekly about \$20. Going out of business reason for selling. Price, \$9.25 Each. Write H. L. CHRISTENSEN, Cedar Falls, Ia.

be for the benefit of not only the operators but the manufacturers as well.

In conclusion permit me to make this statement to your association: Our company has always regarded the interests of the operator first and for that reason it will not countenance the sale of its equipment direct to locations, any statements to the contrary notwithstanding.

We manufacture equipment for the operator and when we sell to the operator it is with the intention of having that equipment used for operating purposes only, and if thru some means beyond our control this trust is betrayed we feel that we are not in any way responsible for the consequences. We have repeatedly refused orders, very large orders, from wholesale tobacconists because we felt that their intention was not entirely in accordance with our principles.

Again permit me to congratulate your association upon its progress, and with the assurance that you may receive from our company the utmost in co-operation I bid you good night.

Detroit Thinks About Ice Cream

DETROIT, May 7.—"There is a big potential field for an ice-cream vender," G. E. Burke, of the Motors Metal Mfg. Co., said this week. "During this warm weather, for instance, with a few hundred men working in the plant, don't you think they'd be glad of such a machine right out in the plant?"

Burke's organization has been connected with the production of various special types of coin machines, including a beverage vender, in the past few years, but is not now developing anything in this field. His experience, however, in the industry aids in giving him a perspective on the logical new types of machines which may be expected.

BOSTON, May 7.—J. A. McIlhenny, Wurlitzer district manager for New England, no longer has his headquarters at the Copley Square Hotel. He is now conducting his duties from his Winthrop home and from the Supreme Amusement Co. office.

Ben Palastrant combined business with pleasure last week with his presence at a confirmation party in Buffalo and a visit to the Wurlitzer plant. Ben Kulick, former Wurlitzer district manager of New England and now vice-president of Ranel, Inc., lives with his family in Chicago, but most of his wife's and his relatives center around Buffalo. So the confirmation ceremonies for their son, Sanford Carl Kulick, were administered at Buffalo April 23 at the Temple Beth El, with a reception-dinner the next evening.

Wedding bells will peal forth the splicing of marital knots for Ida Shapiro, blond secretary of the Supreme Amusement Co. The day is set for May 30, Memorial Day.

A COUNTER GAME "TURF WITH CONSOLE APPEAL" "TURF TIME"



Does everything that high-priced Race Horse Console machines do—except pay off automatically. Horses are selected automatically. Odds are automatically set for SHOW—PLACE and WIN pay offs.

Never before has there been such lasting appeal built into a low priced mechanically perfect counter game. Perfect pay-out adjustment quickly and easily made right on location. Takes pennies, nickels, dimes and quarters.

A Fast Money-Maker on Any Counter Spot. With Gum Ball Vender \$1.00 Extra

24⁷⁵

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

"EMCO" Special No. 1
5 Column NATIONAL No. 5 CIGARETTE MACHINES
\$5.00 each \$6 for 25.00
If All 6 Bought at One Time.

"EMCO" Special No. 2
EVEREADY 4 Compartment Bulk Vendors—Sell 4 Different Nuts—Candy
\$6.00 each 5 for \$25.00
IF ALL 5 BOUGHT AT ONE TIME

TERMS 1/2 Cash With Order, Balance C. O. D., F. O. B. Newark.
EASTERN
350 MULBERRY ST.
NEWARK, N. J.

Philip Morris Cigs Reach Record High

CHICAGO, May 7.—Well known in the cigaret vending field is the rise to popularity of Philip Morris cigarets. This rise was reflected in the recent announcement that the firm not only is planning one of the largest corporate financing programs in recent months but also issued figures indicating that sales and earnings in the fiscal year ending March 31 reached record highs.

In announcing financing plans involving \$10,000,000 in preferred stock, O. H. Chalkley, president, disclosed that profits for the 10 months ended January 31 advanced 35.2 per cent over the full fiscal year ended March 31, 1937, while sales for the 10 months were 20.9 per cent higher than the preceding fiscal year.

Net income for the 10 months ended January 31, 1938, was \$4,832,933, equal to \$9.51 a share on 519,139 shares of capital stock. For the fiscal year ended March 31, 1937, net income was \$3,573,617 or \$6.88 a share. Sales totaled \$46,491,415 for the 10-month period and \$38,466,513 for the 1937 fiscal year.

Sales Advance

The company's decision to embark on a \$10,000,000 financing program focuses attention on the progress made in building up sales volume in the last four years. Sales totaled \$5,525,942 for the year ended March 31, 1934, the first year for which the company reported. Advancing by more than \$10,000,000 in each year since then, sales for the period recently ended are indicated to be around nine times the figure for 1934.

This expanding volume of business has required increasingly large inventories. In August of 1936 the company aided its financial position by the sale of 103,868 shares of capital stock at \$50 a share. During the last year mounting inventories necessitated larger bank loans. Presumably proceeds from the proposed financing will be used largely to liquidate such loans.

Plant Expansion

Philip Morris also has some plant expansion to finance, altho the amount involved is not important when compared with the size of inventories currently carried. Construction and equipment of a new plant at Richmond, Va., cost about \$700,000.

The surtax of undistributed profits also enters into the financing picture. Mr. Chalkley pointed out that because of this law "there has been distributed to stockholders a larger portion of the company's earnings than might otherwise have been distributed."

The striking increases in sales and earnings since 1934 are attributable to the successful marketing of "Philip Morris English Blend" cigaret. This brand was introduced in the early part of 1933 to compete in the 15-cent class. Previously the company concentrated on cigarets selling in higher prices than the

standard grades. The policy followed prior to 1933 was successful in that the company maintained a consistent level of earnings.

A sharp upturn, however, got under way in 1934 and the "English Blend" is now the company's most important brand. The successful merchandising of this cigaret has resulted in it advancing to a point where it is competing for fourth place in volume behind the established "big three."

Royalty Payments

The company now has the right to use the name "Philip Morris" in all countries of the world with the exception of Canada. This became effective in March of 1937 with the acquisition of Philip Morris & Co., Ltd., of England, and made possible the elimination of royalty payments on the Central and South American business.

Sales of "Bond Street Blend" smoking tobacco also are believed to be aiding the company's upward trend in sales. This product was introduced in 1936 and has shown an encouraging development. The new Richmond plant will increase production of this smoking tobacco. Other cigaret brands include Marlboro; Paul Jones, a 10-cent brand, and Time, a mentholated cigaret.

Popmatic Agency For Carolinas

ST. LOUIS, May 7.—Announcement has been made by R. R. Greenbaum, president of Popmatic Mfg. Co., that the Carolinas Popmatic Co., of Charlotte, N. C., has been granted the distribution of the Popmatic pop-corn machines in North and South Carolina.

The Carolinas firm is headed by A. L.



PART OF THE POPMATIC MFG. CO. plant showing the assembly line. Amos Sartin, production foreman, is in the center.

N. Y. Cigaret Tax

As the New York tax now stands, an agent is defined as any operator who buys cigarets from at least one manufacturer, and agents are the only ones allowed a discount of 10 per cent for affixing stamps on cigaret packages providing they buy at least \$500 worth of stamps at one time. Of course, the stamps are on sale to anyone at the regular price. It is obvious this statute offers the manufacturers of the less popular brands an ideal opportunity to give operators nothing short of a price cut by affixing the stamps on each package before it leaves the factory. The American Cigaret and Cigar Co. (Pall Mall) and P. Lorillard (Dieties) are taking advantage of the situation to promote the sale of their brands thru the vending machines. However, Philip Morris has followed along with the big three and refused to do this and thus is forcing the operators to pay the full retail price for tax stamps as well as making them affix the stamps themselves.

It is still too early to determine whether or not Philip Morris' sales will be adversely affected and Pall Mall's and Dieties' favorably affected, but according to early reports some of the vending machine operators are already trying the latter two brands in place of Philip Morris. Also, retailers are co-operating 100 per cent with Pall Mall in displaying signs to the effect that the consumer does not have to pay the tax. Finally some retailers have a 16-cent price on Philip Morris and are, of course, retaining the 15-cent price on Pall Malls and Dieties; it is doubtful whether these retailers will be able to hold out very long, as it is certain the greater sales of Philip Morris will ultimately force them to come down to the 15-cent price offered by the chains and larger independents.

10th Anniversary Sale by Pop-O Co.

CHICAGO, May 7.—To celebrate their 10th year in business, Pop-O Products, Inc., has planned a special sales program which will include an offer of hundreds of useful and attractive gifts to users of pop corn and supplies. The whole plan has been announced in a book that shows 400 gifts.

Among the products handled by the firm are Pop-O pop corn in five varieties, grown from specially selected seed in the best pop-corn producing sections of the country, under their supervision, according to officials of the firm. Other products are Pop-O pop-corn seasoning, a coconut product in white, butter color and a special golden yellow; Pop-O cartons printed in striking colors with imprint; Pop-O glucose and E-Z-Flo salt.

Whipple. Whipple has already arranged elaborate showrooms to display Pop-matics, Greenbaum states. Big sales of the machines are anticipated in that territory, he states.



ATTENTION! VENDING MACHINE OPERATORS!

WANTED!

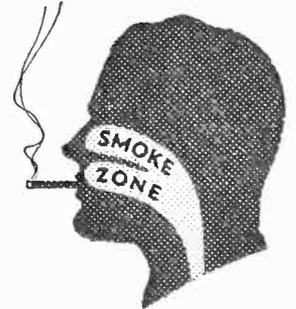
There is no other cigarette like Spud, and the public demands the genuine.

Spuds do not overshadow the fine tobacco taste with menthol—they contain just the right amount to circulate soothing menthol vapor through the sensitive nose and throat passages... Your Smoke Zone.

And Your Smoke Zone is Your COLDS Zone!

Spuds

ARE SOOTHING



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Gross Assorted \$1.00
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Record Plan Is Growing

John B. Griffith reports preliminary enlistment of 4,000 music machine ops

NEW YORK, May 7.—A plan to supply records to phonograph operators that may have far-reaching effects on the operator's buying methods now seems nearer fulfillment than when it was first explained to the coin machine trade at the annual convention in Chicago last January. According to reports the National Phonographic Network, Inc., which intends to sell commercial advertising by means of plugs on records used on automatic phonographs, the plan will receive no opposition from either the Music Publishers' Protective Association or the National Association of Performing Artists.

John B. Griffith, president of the record set-up, reports that MPPA had indicated a willingness to work out a plan for licensing the record music as soon as Griffith is ready to go ahead. Griffith's plan would supply records to phonograph operators at little or no cost in order to promote the use of the records with commercial plugs.

ASCAP has also informed Griffith that as yet no license fee for his plan had been considered, but indicated such a thing might be worked out. The American Federation of Musicians has expressed its opposition to the plan previously, but conferences are now planned with the AFM to iron out details. Griffith says that the American Record Co., which controls Vocalion and Brunswick labels, is also amenable.

Griffith reports that the groundwork already laid for his plan has contracts with about 4,000 automatic phonograph operators who have some 245,000 machines. The records to be furnished to operators would have 25 to 40 words of advertising about products salable on location, such as cigars, liquor, etc.

James Tells About Phonos in Mexico

"To the Editor: Early last fall I sojourned to this land of the bite (Mexico) to manage the operation of some automatic phonographs on which we were promised an exclusive government franchise. With unbelievable co-operation we set phonos right and left, which to our amazement steadily ground out 10 to 15 pesos a day average, equivalent to \$2.50 to \$3.75 U. S. currency.

"It was possible to pause in any section of the city and enjoy the melodious strains of *La Panchita*, *Atotonilco* and many other Spanish ballads blasting from overtaxed machines in all directions. For four months we were in an operator's heaven. Calls for phonos (See JAMES TELLS on opposite page

Sheet-Music Leaders

(Week Ending May 7)

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

Position Last Wk. This Wk.

| | |
|----|----------------------------------|
| 1 | 1. Ti-Pi-Tin |
| 2 | 2. Love Walked In |
| 3 | 3. Heigh Ho |
| 4 | 4. Please Be Kind |
| 5 | 5. Goodnight, Angel |
| 6 | 6. Whistle While You Work |
| 12 | 7. Cry, Baby, Cry |
| 8 | 8. I Love To Whistle |
| 7 | 9. On the Sentimental Side |
| 15 | 10. At a Perfume Counter |
| .. | 11. You Couldn't Be Cuter |
| .. | 12. How'dja Like To Love Me? |
| 14 | 13. Some Day My Prince Will Come |
| 13 | 14. Moon of Manakoora |
| .. | 15. The Donkey's Serenade |



"That Way" Is Air Leader; Other Songs Coming Up Fast

By DANIEL RICHMAN

NEW YORK, May 7.—There are several new songs coming up fast, judging from the attention they're receiving from band leaders on the networks, and even if every one of this batch does not reach the highest brackets, they should be stocked right now. Even at this early stage there ought to be enough calls for them to more than warrant their presence in machines.

Titles are *So Little Time*, which looks extremely promising as a topflight ballad; *Lovelight in the Starlight*, from the pic *Her Jungle Love*, which may equal the success of *Moonlight and Shadows*, along the lines of which it's patterned; *You Leave Me Breathless*, another film number, and *At Your Beck and Call*, a sweet ballad. Ditties have not made a dent as yet on sheet sale lists, but they're being heard enough over the air to make people conscious of them and to make them want to hear them again.

One song that might prove profitable to have around is *The Donkey's Serenade* from *The Firefly*. The tune is not as new as it was when the pic was released several months ago, but it crept on to a couple of music dealers' lists this week, indicating a certain demand for it. Further, people remember it as a decidedly catchy melody and may be glad of the chance to hear it again on your turntables.

If you're not playing Benny Goodman's *Don't Be That Way* you're losing out on a money-making song. Number one air leader this week, it's a cinch to remain popular for some little while yet, so keep it if you've got it, and get it if you haven't. Double that advice for *Cry, Baby, Cry*, which definitely arrived this week as the seventh best seller in the country. This one likewise is good for some time to come.

Joseph, Joseph hasn't in the slightest approached the degree of success enjoyed by its forerunner, *Bei Mir*, but it has done better than most follow-ups usually do and it deserves a spot in the phonographs, if only for those customers who like a song in the *Bei Mir* style and know this is it.

Following the same reasoning it might be a good idea to get *Garden in Granada* under the needles, since last fall's *Vieni, Vieni* and the current *Ti-Pi-Tin* have patrons in the right castanet mood. And if you're catering to a clientele that's Italian folk-song minded you'll find a

dressed-up version of an old Neapolitan tune now called *The Butcher Boy* on several waxings. When the publisher who has this one starts to plug it, it may develop into a big thing, since the public's appetite for novelty in its pop hits seems to be unlimited.

Another novelty that debuted on the plug list this week is *In a Little Dutch Kindergarten*, but there's no need to rush out and grab it until it shows a little more in the way of popular appeal than it has to date. Mark down *Little Lady Make Believe* in the same class for, altho it's been doing a little better than *Kindergarten*, it hasn't caused any stampede for copies to date.

Something Tells Me, Bewildered, At a Perfume Counter, How'dja Like To Love Me? and *You Couldn't Be Cuter* all ought to be playing away right merrily to the accompaniment of dropping nickels, so don't do anything about replacements here as yet. And, of course, hang on to leaders like *Ti-Pi-Tin, Love Walked In, Heigh Ho, Please Be Kind* and *Goodnight, Angel*, for no matter how tired you may be of seeing them linger in the machines the public doesn't share that feeling if week after week of terrific sheet sales counts for anything.

Record Buying Guide

Going Strong—Keep 'Em Around

Ti-Pi-Tin
Love Walked In
Heigh Ho
Please Be Kind
Cry, Baby, Cry
Goodnight, Angel

On Way Up—Better Stock Them

So Little Time
You Couldn't Be Cuter
The Girl in the Bonnet of Blue
The Donkey's Serenade
At Your Beck and Call
Lovelight in the Starlight

On Way Down—Not Worth Pushing

Whistle While You Work
Moon of Manakoora
I Can Dream, Can't I?
One Song
There's a Gold Mine in the Sky
Thanks for the Memory

Phono Exec Speaks On Music Policy

DETROIT, May 7.—Harry Graham, executive of the Marquette Music Co. here, is a staunch believer in a sound policy of handling obsolete machines. He reports his firm has a room about 40 by 60 feet in which old music machines are stacked to the ceiling, and some of them, he says, date back to the roll-controlled piano days. Rather than dump these machines on the used market and thereby hurt the market for new machines the firm keeps them stored until a sufficient quantity accumulates to interest the junk man.

Commenting on the need for calculating obsolescence in figuring returns on machines, Graham made a strong plea against the practice of advertising prices on used music machines. He feels that this gives information to a location owner which he is not in a position to evaluate properly—since the location owner cannot figure on obsolescence, servicing, etc., adequately. Graham pointed out a particular model sold at say \$285, one year old—and a particular machine of this type had taken in \$135 gross—and some cut-rate dealers were offering this model at \$150, or just about what the machine cost originally less gross income (not net)—making no allowance whatever for profit or depreciation.

"The obsolescence allowed by the U. S. Government on machines on tax returns is only one-fourth per year," Graham said. "A machine is built and priced to last three or four years. They must last that long to make a fair return on the investment in any average location. We have a few in operation that are 10 years old in neighborhood locations that take in only a few dollars per week.

"The old piano-roll machines cost us \$500 10 years ago—we wouldn't sell them today at any price, tho they have been in storage five years. Rather than threaten the stability of the market that way we'd pay a man \$5 to wreck them.

"We have one instance of a restaurant operator who owned his own violin-piano up to a few months ago. This took in about \$2 a week. We then put in a modern music box and it is grossing much more. The average income from a phonograph in this territory is about \$5 per week, various sources agree. You can't pay for the machines in less than two years at that rate."

The Marquette store has recently been remodeled. The front is new, with separate executive offices, new partitioned space for the bookkeeping offices, and the shop portion entirely screened off from the front of the building, making a much more attractive and modern layout.

Omaha Firm Offers Modern Cabinets

OMAHA, May 7.—With details of construction worked out and designs established and protected, the Lumi-Chrome Mfg. Co., 15th and Chicago streets, has announced that production of the new slip-on illuminated cabinets is now in full swing.

Operators and distributors will be informed about these sensational cabinets in one of the largest advertising campaigns in the history of the company, according to Ed F. Coufal, director. Designed by two of the country's foremost cabinet designers, the Lumi-Chrome slip-on cabinets are destined to become the salvation of thousands of operators now losing ground because of old-styled phonographs on their hands, Coufal said.

"They're the answer to every operator's prayers," says Bernard Stahmer, manager of the company. "By simply removing the casters from his old machine and slipping it into a Lumi-Chrome cabinet he can in three minutes transform it into a beautiful illuminated phonograph that is as up to the minute in looks and design as next year's fashions.

"We actually proved by location tests that these new cabinets increase the play of old machines from 50 to 300 per cent.

"The Lumi-Chrome illuminated slip-on cabinets are made of a laminated fibrous molded material that is resistant to cigaret burns, alcohol and mineral



LATEST WURLITZERS ON DISPLAY in Atlanta. Front, left, is Morris Hankin, head of Hankin Music Co.; second from right is Otto Gluth, Georgia field instructor; right is Fred Rabe, Wurlitzer district manager for Georgia.

acids. Each cabinet is finished in a beautiful Italian olive wood grain and illuminated in a variety of brilliant colors. The each cabinet weighs only 80 pounds, they are sturdy enough to support the weight of an automobile. Only 160 watts of illumination is needed.

"Shipments are now being made to distributors in various parts of the

country. Operators who desire complete details can contact their distributor or write the manufacturer. The company expects to be able to handle all orders without delay. The cabinets now being made are for Wurlitzer models only, but we will be manufacturing designs to fit all makes and models in the near future."

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

EDDY DUCHIN
Brunswick 8115

Moonshine Over Kentucky (this right rhythmic piece from the forthcoming Kentucky Moonshine flicker has plenty kick to it),
Isn't It Wonderful, Isn't It Swell? (It is, this beautiful ballad from the same mint julep screen show, with Eddy's pipin' pianology predominating thruout).

SAMMY KAYE
Vocalion 4044

Cry, Baby, Cry and Where Have We Met Before? (a dandy doubling of popular pop songs. And even if they don't swing or sway, there's a deepening wave of enthusiasm for the smooth syncopations of Sammy Kaye).

GUY LOMBARDO
Victor 25823

So Little Time and Little Lady Make Believe (the lush music of Lombardo for two likable tunes in the slower tempo that'll more than satisfy the loyal Lombardo fans. The **So Little Time** tune should be around for a long time).

TOMMY DORSEY
Victor 25828

You Leave Me Breathless (the silk trombone slides of Tommy will fairly leave them breathless for this beautiful ballad from the forthcoming **Cocoanut Grove** flicker),
Says My Heart (from the same screen show but the accent here is on the rhythm).

SWING MUSIC

TOMMY DORSEY
Victor 25824

What'll I Do? and Oh! How I Hate To Get Up in the Morning (Tommy takes two of the everlastingly popular songs from the pen of Irving Berlin as a basis for putting his Dorsey dandies in a beat-it-out mood).

LARRY CLINTON
Victor 25825

Stop! And Reconsider (this side'll always come up for consideration when they start spending the buffalo pieces, Larry Clinton giving his own compo the right kind of lift that has that inevitable foot-tapping appeal),
College Humor (another Clinton compo, this one carrying more of the sock stuff with novelty lyrics adding to the listening enjoyment. A natural for the campus candy stores).

BENNY GOODMAN
Victor 25827

That Feeling Is Gone (that raucous feeling is gone and the new Good-men get off for that more subtle sweet swing style. Martha Tilton adds the song story),
Lullaby in Rhythm (the new-found band have it all to themselves for a lullaby that's strictly in a rocking-rhythm groove).

VOCAL

MILDRED BAILEY
Vocalion 4036

Bewildered and At Your Beck and Call (la belle Bailey for the ballads is tops, especially when hubby Red Norvo makes for the musical back-ups).

FRANCES LANGFORD
Decca 1760

Please Be Kind and At Your Beck and Call (screenland's sweetheart of songs is a pipin' for these pops and Harry Sosnick matches the mood of these soulful melodies).

DICK ROBERTSON
Decca 1758

In the Good Old Summer Time and Sweet Rosie O'Grady (they'll overlook the mediocre musical background, especially when the nickel nurses start studying the baseball scores).

INSTRUMENTAL AND NOVELTY

RUDY VALLEE
Bluebird 7543

Oh! Ma-Ma! (an Americanized version of a very popular Italian folk song, **Luna Mezzo Mare**, that'll keep 'em for hours around your phono listening to the boys Marie wants to marry. Red Stanley sings the story),
Lonesome—That's All (a sorta sad waltz song for which Rudy makes appropriate music, that's all. It's the reverse side that counts).

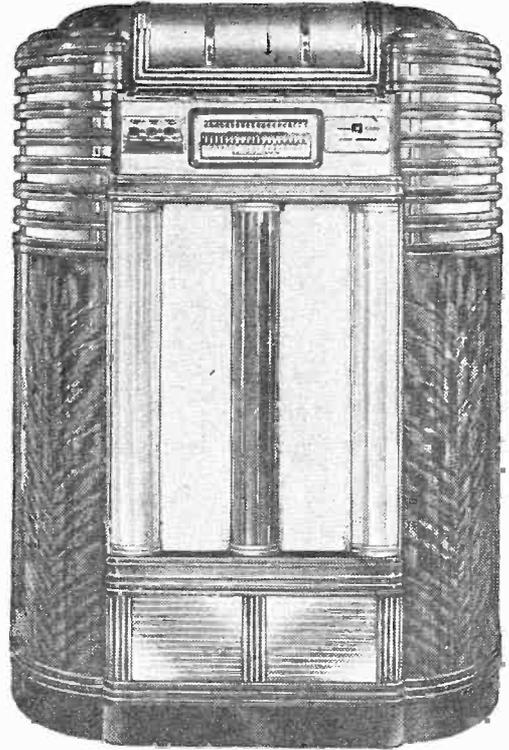
BENNY GOODMAN QUARTET
Victor 25822
BENNY GOODMAN TRIO

Dizzy Spells (taken at a traffic-stopping tempo, the clarinet king and his foursome will drive 'em dizzy with these musical acrobatics),
Sweet Lorraine (a familiar standard song at a very slow tempo getting the right reading in swing style by the clarinet and piano, the drummer keeping in the background to sustain the tempo for dancing).

FREDDIE FISHER
Decca 1771

The Wild, Wild Women (this is the Schnickelfritz sophisticates bringing the charm one finds in the downright corny music, especially when you have tin whistle and washboard embellishments),
Colonel Corn (each Schnickey is a major domo at dishing out that corn music, this masterpiece is as they delivered it for the forthcoming **Gold Diggers in Paris** flicker).

Seeburg Original COMPLETE CABINET ILLUMINATION



THE CONCERT GRAND

Design and mechanical construction of Seeburg Symphonolas fully protected by patents issued and pending.

THE MERCHANDISING FORCE BEHIND GREATER MUSIC PROFIT
20 RECORD MULTI SELECTOR SEEBURG SYMPHONOLAS
CONCERT GRAND—REGAL—GEM



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EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.
625 10th Ave. (Phone, Long 5-4877) New York City

JAMES TELLS

(Continued from opposite page)

swamped us. We did our best to stall off long enough to import additional equipment, but the slighted merchant, wary of losing his customers, hastened to the States and purchased his own equipment and cleared his machine at the border ahead of our incoming supply. Then came the grand finale. The unions issued one of their famous manifestos, a newspaper-size poster, and plastered every pole and public board in the city, condemning the American company that was stealing bread from the mouths of their comrades.

"It became a severe penalty for any member of the syndicates to play our machines. However, to our amazement, none of this boycott focused on privately owned phonographs, which definitely proved the syndicate's approval of the latter and condemnation of chain operation. Since the labor syndicates completely control the government, we had no recourse. My passport expired and I was unable to get an extension or renewal, so with six months for the red sheets of my book of experiences I departed. But not until I had sized up the sales possibilities. The import duties on phono cabinets are prohibitive but can be built in Mexico for 100 pesos (approximately \$22 U. S. currency today). The duties on mechanisms is 1 peso 50 centavos per kilo, or approximately 15 cents U. S. currency per pound. Mexican labor can easily be secured to assemble the machines at about 5 pesos per day or per unit. There are a number of good reputable firms in Monterey who could easily sell these re-dressed phonos for 600 to 1,200 pesos

EXPERIENCED MUSIC MEN

Insist ON PERMO POINT

More Than 2000 Perfect Plays!

Only PERMO POINT is standard equipment on ALL new phonos. Is recommended and sold by all record distributing companies. . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

It's All in the Patented Elliptical Point!

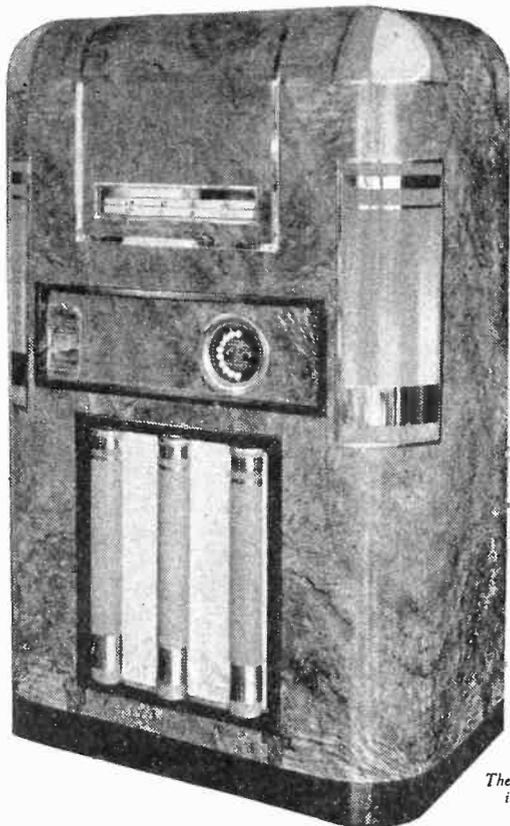
PERMO PRODUCTS CORP.
Metallurgists—Manufacturers
6415 RAVENSWOOD AVE. CHICAGO, ILLINOIS

each. If Mexico ever enjoys the wholesale distribution of phonographs it will only be thru direct selling to the merchant. If the proper push is put behind this method I am sure the overstocked phono distributors can dispose of plenty of equipment.—M. R. James."

M. R. James is well known in coin machine circles. He has recently joined the firm of Stelle & Horton, Houston, Tex. He will be glad to give more details about Mexico if anyone desires such information, he says.

STOP! LOOK! Listen!

Here's the New LUMI-CHROME Slip-On Cabinet



The cabinet pictured here is fitted on a 5-year old phonograph!

Put your OLD machine to work in this beautiful ILLUMINATED CABINET

Every Cabinet Guaranteed!

- Weighs only 80 pounds!
- Uses only 160 watts of illumination!
- Improves tone quality of all machines!
- Will increase play of your old machines 50 to 300%!
- Amazingly low cost!

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At last, it's here! The Lumi-Chrome Slip-On Cabinet . . . designed by America's foremost cabinet designers. Made of a laminated fibrous molded material that resists cigarette burns, alcohol and mineral acids. Finished in a beautiful Italian olive wood grain. Illuminated in a variety of brilliant colors. Installed in 3 minutes! Simply remove castors from old machine, replace in Lumi-Chrome Cabinet, turn four thumb screws and plug in! Simple as ABC! Increases play of old machine 50 to 300% Low cost. Don't wait. Act at once. Wire, phone or write for complete details.

Sold by leading distributors

LUMI-CHROME
Manufacturing Company
15th and Chicago, OMAHA, NEBR.

Seeburg Execs Discuss Music

CHICAGO, May 7.—A group of Seeburg executives are reported to have been discussing music last week and its effect on the life of man. The discussion all came about when one of the men recalled that it was 15 years ago that a group of music addicts set aside the first week of May as National Music Week. This year the celebration was opened by David Sarnoff, chairman of the board of the National Broadcasting Co., who expressed his opinion on how much music affects the daily lives of every one of us.

"It would be interesting to note the important role that music has played in the lives of people down thru the centuries," observed one of the officials of the Seeburg firm. "Certain documentary evidence indicates the existence of music and musical instruments for thousands of years. Music was known and heard during Biblical times, before that during the great Egyptian era and thruout the days of the mighty Roman empire. Example after example could be cited to prove the influence music had on the lives of people during those years.

"Our main interest," he continued, "is just how music affects us today. There is no doubt that music is the very core of entertainment and consequently plays a major part in our constant search for entertainment and relaxation. Music and entertainment go hand in hand. The organ and band were important parts of the movies in the old silent days. Today it is part and parcel of the talkies. Music is an important part of every carnival, circus, night club and over 75 per cent of all the radio programs.

"One of the biggest attractions of night clubs is the music they feature. The smaller spots which must also provide entertainment the music way have turned to the automatic phonograph. Cost prohibits the hiring of talent in these spots. The J. P. Seeburg Corp. realized this fact and developed its outstanding phonographs, the Seeburg Symphonolas, Concert Grand, Regal and the Gem. These are the phonos which provide locations with inexpensive entertainment, provide patrons with flawless musical reproduction and give operators a chance to enjoy large profits," he concluded.

REVIEWS OF RECORDS—

(Continued from page 11)

To Get Up in the Morning, and with his CLAMBAKE SEVEN, When the Midnight Choo-Choo Leaves for Alabam, Everybody's Doing It (Vic.).

Sweet, But Definitely

Featuring the sweet and soft-tempoed selections, GUY LOMBARDO remains loyal to his fans, and they are legion, with *So Little Time*, *Little Lady Make-Believe* (Vic). Chalk up a hit to Peter DeRose and Billy Hill for the *Time* tune. And from Britain's shores RAY FOX feeds a standard brand of smooth syncos for best sellers on that side, *For Only You* and *Water Lilies in the Moonlight* (Blu).

With EDDY DUCHIN pumping his potent Ivory strokings to set the style, two swell sides from the *Kentucky Moonshine* flicker are turned out, the *Isn't It Wonderful, Isn't It Swell?* ballad and the rhythmic foxtrotology of *Moonshine Over Kentucky* (Bru). His light-fingered Steinway gambols the standout, HENRY KING makes highly palatable supper salon music with *A Garden in Granada*, *You Are Music*, *An Old Straw Hat* and *In the Neighborhood of Heaven* (Dec.).

For Latin Lovers

Enthusiasts of the South American syncos will find their fill in the Special Album of Rumba and Conga Music (Columbia). ORQUESTRA ANTOBAL (Antobal's Cubans) cut four sides of conga chants on these shores and eight sides, an importation of real rumba riffings, by LECUONA CUBAN BOYS.

As exponent of the Latin lullaby with Waldorf-Astoria trimmings, XAVIER CUGAT makes melodic conga couplets of the semi-classic standards, *Celito Linda* and *La Paloma*, *La Golondrina*

MUSIC OPERATORS STOP THROWING AWAY MONEY

New Idea Saves Hundreds of Dollars

GREENVILLE, N. C., May 14.—Music-machine operators have stopped throwing away money and are saving enough to help them pay for their equipment by sending worn-out needles for repointing to this city.

Phonograph operators were amazed to learn that for only \$1.00 they could give new life to a dozen worn-out needles, thereby saving from \$4.32 to \$5.40 and get as many as 2,000 additional plays out of each renewed needle.

The entire music-machine industry is heaping compliments on L. B. "Mac" McCormick, originator of this marvelous money-saving process, who stated:

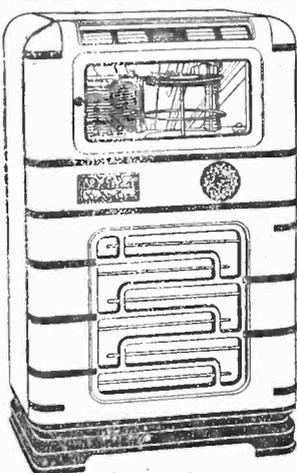
"Any operator can save money by just wrapping 12 of his used phonograph needles in a dollar bill, inclosing his return address, and mailing them for my personal attention to McCormick Machine Company, Greenville, N. C." Advt.

and an attractive medley with *Sirena*, *Ay, Que Me Vengo Cayendo* and *La Chambelona* (Vic). More music in this order is quite authentic in the keepings of NILO MENEDEZ for *Ahi Vieni La Conga* and a bolero beat for the pop piece, *Murmullo (Let Me Whisper)* (Dec.).

Dandy for Dancing

Forthright rhythmic foxtrotology that is toe-tickling and packs plenty urge for spirited shuffling on the shiny floor is found in the sides cut by WILL OSBORNE with *So Little Time*, *Let Me Borrow an Hour of Tomorrow*, *I Love to Whistle*, *Something Tells Me* (Dec); TOMMY TUCKER, with *Yes, There Ain't No Moonlight*; *I Hadn't Anyone 'Til You* (Voc); OZZIE NELSON, with *You Leave Me Breathless*, *Says My Heart, You'll Be Reminded of Me* and a straight up-and-down *Sheik of Araby* (Blu); CLYDE (sugar blues trumpeting) MCCOY for *The Gypsy in My Soul*, *One More Dream* (Dec), and EMERY DEUTSCH fiddling in front of a band of fine rhythm riders for *Lovelight in the Starlight*, *Stop! And Reconsider* (Bru).

Served without seasoning, strictly standard stuff of stock proportions, and combos whose music is run of the mill, are peddled by BOBBY SNYDER for *Heigh-Ho*, *Some Day My Prince Will Come*, *At a Perfume Counter*, *It's Easter Said Than Done* (Voc); ZINN ARTHUR, with only his vocals to commend for *Who Are We To Say?*, *Romance in the Dark*, *Two Shadows*, *Shadows on the Moon* (Voc); HAPPY FELTON, for *Two Bouquets*, *The Week-End of a Private Secretary* (Voc), and WILLIE FARMER, for *You Better Change Your Tune*, *Let Me Whisper*, *A Hole in the Wall* waltzer, and with England's JACK HARRIS splitting the label, his waltz-time for *The Girl in the Bonnet of Blue* (Blu).



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We also have hundreds of bargains in other equipment such as AUTOMATIC AND NOVELTY PIN GAMES, SLOT MACHINES, ETC. — WRITE FOR LIST.

THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



J. A. DARWIN, left, Wurlitzer's New York and New Jersey district manager, agrees with Charles Juniewicz, Atlantic City op, that Wurlitzer's Counter Model 51 is just the thing for locations with a minimum amount of floor space.

Capehart Tosses Chinatown Party

NEW YORK, May 7.—Homer E. Capehart, vice-president of the Rudolph Wurlitzer Co., came into town this week and before he departed a group of local phono ops had again tasted and enjoyed the brand of hospitality for which he is well known. The something original and different for which he is famous took the form of a complete Chinese dinner in Chinatown here on Mott street right off Pell.

After an afternoon of business discussions in his suite at the Biltmore Capehart hustled the men into cabs and led the way to Chinatown. Course after course was put before them, it is said. "After the 14th the guests tried to call a halt, but on and on came the choicest of Chinese dishes, each a bit more mysterious than the other," one of the guests observed. "Some of the men sort of explored each dish with caution, while others just waded in with gusto."

Among the guests who were on hand for the festivities were Nat Cohn, of Modern Vending Co.; Sidney Levine, attorney for the firm; Bill Gersh, of Byrde, Richard & Pound; Jerry Morris, prominent op of Plainfield, N. J.; J. A. Darwin, special Eastern representative for the Rudolph Wurlitzer Co.; Ray Halmbaugh and Carl Johnson, engineers at the Wurlitzer factory; Arthur A. Seger, op of Asbury Park, N. J.; Ed Marks, Ed Masterson, Manny Ehrenfeld; Babe Kaufman and her partner, Sam Rabinowitz; Henry L. Wilcox, Mr. and Mrs. Joe Hofenberger, Milton Kaufman, Meyer Parkoff, Sam Mendelson and many others.

Atlas Announces New Phono Dept.

CHICAGO, May 7.—The business Atlas Novelty Co. has been doing in the automatic phonograph field has increased to such an extent that officials of the firm have announced the installation of a separate department to give especial attention to the music field. "The main reason for the boom in this department," according to Morrie Ginsburg, "is the excellent co-operation we are extending to this part of the trade. Not only have we been accepting various types of equipment as trade-ins on phonos but we have been doing our best in many other ways to make these phono customers of ours strong Atlas boosters."

Al Stern, another well-known member of the Atlas firm, is reported to be busy arranging for an extended trip thru the Midwest. He intends covering Illinois thoroughly before branching out farther from the home office, it is reported.

"Al is recognized among his clientele as one of the finest personalities in the industry," Morrie Ginsburg pointed out. "He knows the problems the operator must face thoroly. What's more, he appreciates them and is able to offer the sympathy and help for which they look. It seems he has a happy way of coming up with the solution to many of their problems. As a result these men upon whom Al calls regularly have a wholesome respect for his opinions and like to see him whenever he comes round to push on their doorbell."

Night Clubs Ape Rock-Ola Design

CHICAGO, May 7.—Operators who have visited various night clubs throughout the country lately report they have observed that many popular new clubs have achieved lighting effects in interior designing very similar to Rock-Ola's "Bo-

realis" light-up effect in the new 1938 streamline phonograph grille.

Ben Boldt, Rock-Ola's advertising manager and head of design, stated that he has received numerous letters during the past 60 days from nationally known designers asking for samples and details of the lighting effects achieved in the new Rock-Ola phonograph. "The delicate pastel colors used in the 'Borealis' light-up grille in the new Rock-Olas have caught the eye of the public as well as the attention of famous designers," said Boldt. "We were delighted when the public accepted the new light-up panel with wholehearted enthusiasm. We have been particularly pleased that interior decorators and designers have approved it and have been applying the principles of our lighting effects to night club and modern ballroom interiors."

At a meeting of Rock-Ola operators at the Hotel Stevens, I. F. Webb, vice-president and sales manager in charge of the phonograph division, said: "The light-up effects used on the new Rock-Olas have been designed so as to be in keeping with good taste everywhere. The lights will harmonize with any setting—they are not too bright nor blinding but have that soft, changing romantic glow that makes customers want to stay in a location. We took great pains to simulate as nearly as possible the beautiful Northern Lights, so that the public could enjoy this unusual 'Borealis' lighting in the light-up grille of the new phonograph."

McCormick Case Ends Disc Warping

GREENVILLE, N. C., May 7.—"One of our big aims ever since the day we first opened the door of our business," claims L. B. (Mac) McCormick, head of the McCormick Machine Co., "was to produce equipment which would save music operators money. One of our products which has saved dollars for ops is our 60-record carrying case; for not only is this case a decided convenience for carrying records, but it also ends the hot weather bugaboo of warped records."

"Record warping is the cause of a needless loss of money to phono ops," he went on. "When we originated our case we purposely designed it to take care of that evil. The fact that our case is used so extensively proves that the men in this business like it and recognize it as something worth having."

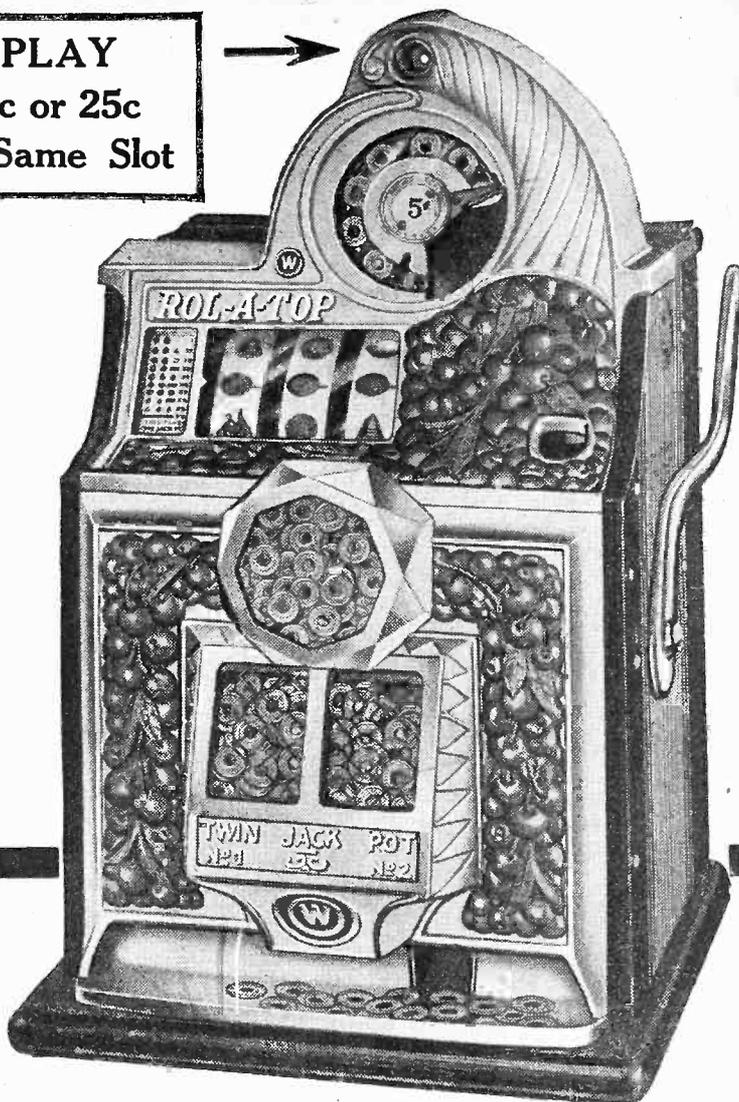
McCormick also went on to illustrate the usefulness of their 60-record carrying case by saying, "Some ops use four and five of them. They place a different type of record in each case and have the discs at their finger's tips whenever they want them. In this way they can cut down service time and increase their profits," he concluded.

Report of Influx Brings Tax Raise

SPOKANE, Wash., May 7.—Reports of the influx of a new type of coin machine into Spokane in large numbers caused the city council to pass an emergency ordinance that raised the annual license fee about four times the present rate.

The increased fees take effect at once but do not affect the present licenses until their expiration. There are now 305 licensed pinball machines in the city paying an annual license of \$12.204. The Standard Sales Co. has 45 games licensed; the Lightner Novelty Co., 30 machines; the Interstate Novelty Co., 35; Dan Aukett, 8, and Fred W. Lavell, 20. Recognized clubs operate slot machines and pinball games without a city license under a State law.

PLAY
5c or 25c
in Same Slot



For 5c You Get 1 Play, For 25c
You Get 5 Plays

Yes you can do exactly what it says above. You can play a nickel in the machine and you get 1 play. You can deposit a quarter in the same slot, mind you, and get 5 plays.

It pays out in nickels or in checks, whichever you set the machine for.

50% INCREASE IN PROFITS

What is the advantage of having a machine where you can play in nickels and quarters? Well, put your hand in your pocket, what do you come out with? Nickels and quarters, don't you? All right, what is the result? The man will play his nickels in the machine and when they are gone he will put a quarter in, but that same man possibly would not go up to a machine and play a quarter in for only 1 pull. About 50% of the coins in the cash box will be quarters.

15-DAY MONEY-BACK GUARANTEE

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Exhibit Announces New Handicap Game

CHICAGO, May 7.—Handicap is the name of the new table game announced by Exhibit Supply Co. this week. It is a game designed to meet the trend of what operators want in games at the present time, officials of the firm said.

"Features in the new game which we stress," according to Leo J. Kelly, "are that of a \$10 reward reserve. Every operator recognizes the appeal that this reserve has and knows at once how it will boost the play of his locations that need boosting. Added to this reserve is a series of intermediate awards that give an important come-on appeal so much

desired by operators."

Kelly has recently returned from an extended trip over the country to call on the trade. He stated that Exhibit is "still selling lots of the Hi-Ball games. They give the player a kick like the real high balls. Our Play Ball game is naturally receiving the demand from operators that the merits and timeliness of the game would suggest," he added.

When looking for dependable and good earning used and new equipment, write to

SEIDEN DISTRIBUTING CO.
1240 Broadway, Albany, N. Y.

End your correspondence to advertisers by mentioning The Billboard.

Percentages

"To the Editor: We compliment you on your editorial entitled *Percentages* printed in *The Billboard* May 7, 1938. We believe this editorial should be reprinted for distribution all over the country and particularly placed in the hands of antagonistic newspapers.

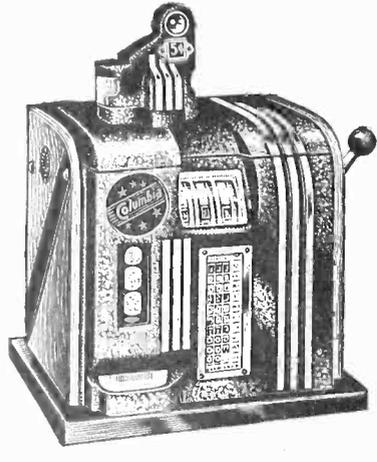
"We do not believe they will give this the publicity it deserves, but perhaps it will prevent their unfair editorials in the future. Keep up the good work.—Max Hurvich, Birmingham Vending Co., Birmingham."

"To the Editor: Your recent editorial on *Percentages* is interesting, helpful and educational. It has a lot of reasoning in it that the industry should know and its facts may also be put to good use in promoting the cause of the trade.—Leo J. Kelly, Exhibit Supply Co., Chicago."

DISCRETION

Resourceful operators are changing to a new type of Columbia, which is the essence of DISCRETION. No money, no checks are paid out through the front payout cup. Instead these rewards are directed towards a separate, locked cash box in rear, for which location has the key.

This "concealed payout" idea has done wonders in opening territories.



Supplied with Cigarette Reels, but changeable to Fruit Reels and Front Payout. All Columbias are instantly convertible from Nickels to Dimes, Quarters, Pennies.

NO BULK, NO NOISE, NO RESTRICTIONS
Just continuous, comfortable PROFITS.

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THE COIN CHUTE LEAGUE

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Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

Music the Humanizer

In keeping with a number of articles published recently that suggest the uses of music for charitable purposes, the following editorial on music as a humanizer recently appeared in the Hearst papers.

"MUSIC THE HUMANIZER. The greatest humanizer in the world is music. Where there is music there cannot be mischief, said Cervantes.

"It is good news, therefore, that Messrs. Walter Damrosch, Hugo Walter and Arturo Toscanini, three world-famous musical directors, are talking of having a 'Salzburg Musical Festival' in Los Angeles as a permanent institution.

"We should have more of these community musical festivals in this country. Nothing on the radio commands a wider or more consistently loyal audience than the great orchestras or Mr. Damrosch's 'Musical Hours.'

"This communal radio music has done more to soften us all, to make us all more human in our manners and judgments, than anything that is current.

"These musical feasts of the air are, besides, a splendid antidote to the political speeches that fill the night with clamor and contention.

"We should, for the good of our souls, have not only a 'Salzburg Musical Festival' in America every year, but we should have many of them at many places."

Social Security Board shows that 66 per cent of those 65 and over require help from some source. The survey classifies a total of 7,816,000 aged people. Of the 66 per cent that need aid of some kind at least 70 per cent of these depend on relatives or friends. Government and private agencies help the aged, in and out of institutions, to the number of 1,590,000.

Charity Tickets

The Chicago Better Business Bureau recently published the following warning to the public:

"The charity faker may usually be recognized by certain well-known symptoms. One of them is his habit of delivering tickets by messenger after you have been foolish enough—charitable enough, as you suppose—to buy them by telephone.

"Trading on the heartstrings of the many individuals inclined to be charitable, the charity faker takes no chances. He dare not—as a rule—risk a solicitation by mail, much less delivery of the tickets in that manner. He fears later prosecution for use of the mails to defraud. So, cleverly, he employs his own messengers.

"Delivered in this fashion, sold by high pressure and often used as the faker's means to rid you of mercy dollars, the tickets may be for a ball, a testimonial dinner, advertising or what-not. The faker does not care, so long as he and his crew rake in the dough.

"Frequently charity fakers work with whole batteries of telephones in places known in promoters' language as 'boiler rooms.' In justice to deserving charities and to yourself don't pay the messenger who calls with the tickets after the telephone solicitor has landed you as a sucker."

Help for Aged

Every person hopes for as long a life as possible and yet the actual conditions which a majority of people at 65 and beyond have to face is not so inviting. Hence, help for the aged becomes an important field for private charity.

With the growth of old-age pensions government agencies have gathered much data on the number and condition of the aged. The first bulletin of the Federal

ASK THE MAN WHO'S TRIED US... HE KNOWS WHY IT PAYS TO DEAL WITH...

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

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A column about new salesboard ideas, deals and personalities.

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Guaranteed Reconditioned CLOSE-OUTS

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| BALLY SADDLE CLUB (Coin) | \$99.50 |
| SPORTSMAN DE LUXE | 34.50 |
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NOVELTY GAMES

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| HOME STRETCH | \$17.50 |
| BOO HOO | 17.50 |
| LINE UP | 19.50 |
| RICOCHET | 7.50 |
| CARNIVAL | 19.50 |
| LONG BEACH | 19.50 |
| TOPS | 24.50 |
| BULL'S EYE | 37.50 |
| RUNNING WILD | 13.50 |

1/3 Deposit, Balance C. O. D. Cable Address: "Idealco." Phone: Garfield 0072.

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

3-Up Increases Rock-Ola Sales

CHICAGO, May 7.—"Our sensational payout table, 3-Up, is enjoying one of the finest sales of any game made by the Rock-Ola company in years," stated Jack Nelson, vice-president and general sales manager. "Since first the game was introduced at the Coin Machine Show in January, the Game Division has been busy with orders for the game," he continued.

Operators in the summer resort territories all over the country have been heavy buyers recently, according to N. L. Nelson, head of the Games Division. "They are anticipating a big vacation business," he stated. "Operators who have a 3-Up on location say that the game is a thriller. A lightning fast payout game. The machine is a gem when it comes to smooth, uninterrupted mechanical operation and they are relieved from making service calls.

"3-Up, which in reality is two-games-in-one, is a genuine money-maker," he went on. "Because the back panels and award charts on the playing field can be changed in 15 minutes, the game can be varied quickly and inexpensively and the operator pays just one price for the two games. Players on certain locations prefer the game with the light-up back panel using horse-race symbols which then becomes Across the Board, while others prefer the game as 3-Up with the back-panel utilizing the bell-fruit symbols. Yet other locations say their customers like to have the games interchanged every couple of weeks," he concluded.

Trade Secretaries Hear NACOMM Sec.

WASHINGTON, May 7.—Some 400 members and guests of the National Association of Commercial Organization Secretaries, including Chamber of Commerce officials from practically every State in the Union, sat down in the Grand Ballroom of the Willard Hotel here on May 3 for the annual spring meeting banquet.

Just before the address of the eve-

ning was delivered by the Rev. Edmund A. Walsh, S.J., on the subject *The Business of Democracy* greetings from the American Trade Association Executives were presented by C. S. Darling, who was introduced as secretary of the National Association of Coin-Operated Machine Manufacturers.

Mr. Darling pointed out similarities in the organization and purposes of both NACOS and ATAE and indicated the desirability of close co-operation both between the two organizations and between the individual members of each organization. He expressed his appreciation of the helpful co-operation which he stated many in the audience had already given him in connection with association matters.

American Trade Association Executives is an organization of about 500 of the leading trade association executives of the country, which also held its annual spring meeting banquet on May 3 in the Grand Ballroom of the Mayflower Hotel here. Mr. Darling is a director of ATAE and chairman of two ATAE committees, as well as a past president of the affiliated local organization, Trade Association Executives' Forum of Chicago, and vice-president of the board of managers of the National Institute for Commercial and Trade Organization Executives. He has been secretary-manager of NACOMM since its organization as an active trade association in 1933.

Glasser, Rogers Hot on Universal's Rifle Range

NEW YORK, May 5.—Burnard Glasser and Irv Rogers, of Peerless Distributors, are enthused over the new improved electric-eye rifle range manufactured by Universal Mfg. Corp. Peerless is exclusive distributor for the Universal rifle range in New York and New Jersey and has done a good job in this territory since it took over the machine.

To get the lowdown on the earning possibilities of the Universal electric rifle range Glasser and Rogers put out 160 machines some months ago and found the machines profitable producers wherever placed and that little servicing was required. Most of the machines were placed in bars and grills.

Peerless has also worked out an arrangement with the local operators

whereby the company has agreed to service the machines for the operators upon the payment of \$1 per week per machine as a service fee. This arrangement has proved successful and they hope to have many more operators take up the plan. Glasser infos that Universal is working on a new machine entirely different from anything on the market today and that Universal will be ready to spring it soon.



AL STERN, salesman of Atlas Novelty Co., enjoys a bit of sea breeze.

MUTOSCOPE

BUILD YOUR BUSINESS ON A SOLID FOUNDATION

EVERYBODY SOCKS IT— and Every Sock is a BOOST in YOUR Profits!

MUTOSCOPE'S PUNCH-A-BAG

Trade-Mark

Not just an amusement park machine — A PROVEN SUCCESS on many ordinary store locations. Every man likes to show his athletic power. 1c or 5c play. A great, LEGAL money-maker.

Send for Circulars other New Arcade Machines.

INTERNATIONAL MUTOSCOPE-REEL COMPANY, 518 W. 34th St., New York City



TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Increase in 1937 Exports

Vending machines show biggest percentage of gain in export trade

WASHINGTON, May 7.—The Specialties Division of the Department of Commerce issued a recent bulletin giving statistics on the exports of coin-operated machines. Exports of machines during 1937 increased "very markedly over 1936 both in quantity and value," the bulletin said. The number of units increased by 17,116 and the value by \$1,186,230. Both classes of coin machines were exported in greater numbers, altho commodity vending machines recorded a greater percentage of increase.

The increase in exports of vending machines may be due to such factors as the revival and improvement in American-made vending machines in 1936 and 1937 and also the increase in percentage may be partially due to the fact that so few vending machines comparatively were exported in previous years. However, it seems that the American vending machine is now gaining a foothold in Europe.

The following statistical figures show a summary of exports of coin machines during 1935, 1936 and 1937:

Vending Machines: 1935, 6,804 machines valued at \$308,318; 1936, 8,899 machines valued at \$398,997; 1937, 17,981 machines valued at \$899,834.

Other types of coin machines, not including phonographs: 1935, 39,696 machines valued at \$1,099,000; 1936, 28,860 machines valued at \$930,503; 1937, 36,894 machines valued at \$1,615,896.

Those who desire information as to the number of machines going to each separate country should write the Department of Commerce for foreign market bulletin No. 1736.

Detroit Trade Is Developing Ideas

DETROIT, May 7.—The current drop in business is not hurting development of ideas in the coin machine field, indications here agree. While the play on machines may be off, the men with ideas have time to develop them and the industry may come out of the present slump with brand-new types of machines ready for sale—and ready to stimulate the revival of trade as well.

This was adequately proved by an interview with Ira Deturk, of the Craftsman Woodworking Show, this week. Deturk is now completing a new type of coin-controlled billiard game. Score and all details are complete, making the machine one that will appeal to any player of the game. It has been under development for a considerable period of time, and experiments with electrical control were made but dropped when

certain difficulties arose. Four models of the new machine are now completed and have stood up well under test. The machine will be ready for actual production in a few weeks, Deturk says.

Plans for actual production of a cabinet-type merchandise vender are also being discussed here by another inventor, and only a few weeks ago still another inventor discussed a third product. The series of actual machine developments in a relatively small wood-working shop here indicates the widespread activity going on in new machine development in this territory.

H. C. Evans Solves Coin Head Problem

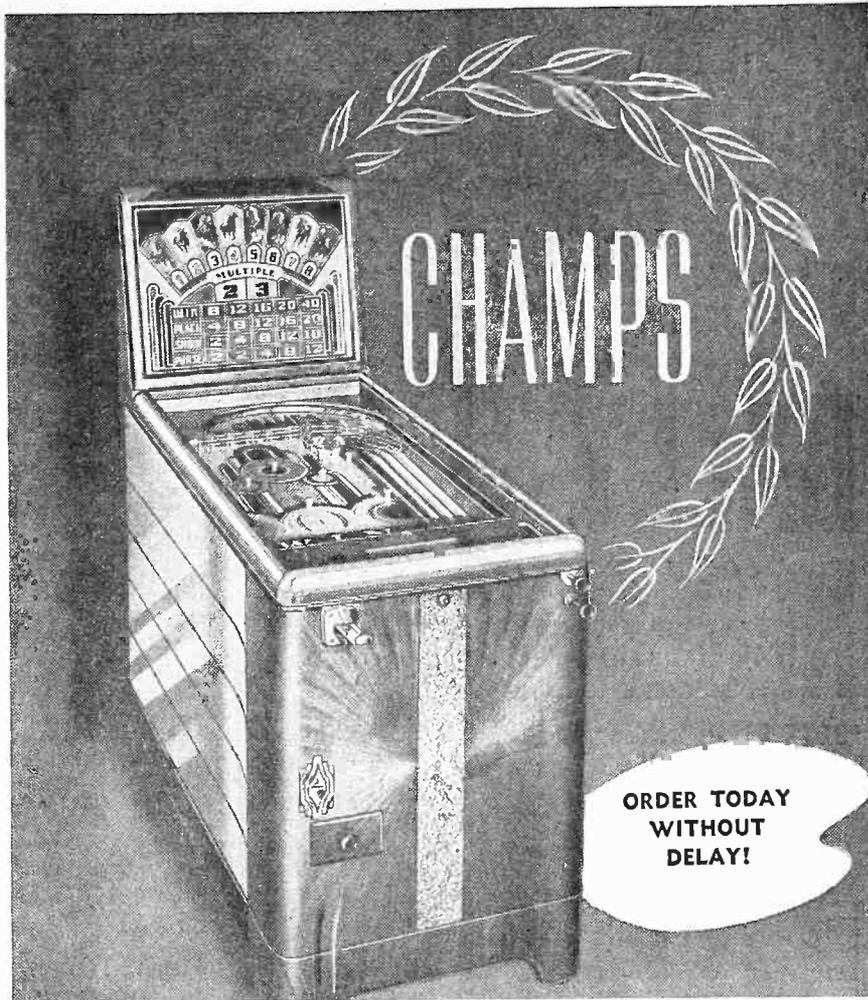
CHICAGO, May 7.—H. C. Evans & Co. announce that their engineers have succeeded in overcoming one of the big coin head difficulties which operators have recently had to face, that of overlapping or jamming with coins. "This particular method of attack has caused operators much grief and for some time they have been looking to manufacturers for a remedy. However, the problem seemed to be a baffling one and no remedy was forthcoming," officials of the firm stated.

The new Evans improvement, the company claims, now absolutely overcomes that method of cheating by an entirely new principle. So successful has it proven in all tests that it is now being incorporated in our new 7-coin head, and all Evans console games will hereafter be equipped with it. The 7-coin head with this improvement is unbeatable by any sharpshooter method. In addition to ending the abuses of overlapping and jamming, it prevents losses from the use of slugs, celluloid and metal strips, gum, string and similar resources of the gyp-artist. Seven coins may be played at one time with this chute, and the last 3 coins in each chute are plainly visible from a distance. The new coin head will not be sold, except as part of the Evans console game."

April Keeney's Biggest Month

CHICAGO, May 7.—"J. H. Keeney & Co. hung up a new all-time sales record for the month of April as well as for any month's sales in the history of this concern," reports Ray Becker, sales manager. "A survey of the month's business showed gratifying distribution both in regard to order source and game involved. Practically every State in the 48 was represented in the shipping record, and orders for all four of our current hits ran neck and neck in volume, with orders for Kentucky Club, 1938 Track Time, Derby Champ and Free Races increasing instead of decreasing after their four-month runs.

"We look for May sales to beat even those of April," was the way Becker spoke of the future. "Spring and resort business is arriving in larger and larger proportions, and our total sales for the first four months are already greater than those of the first half of last year, and we still have two more months to go."



ORDER TODAY WITHOUT DELAY!

STONER Corp
AURORA, ILL.

Chicoin's Latest Is Named Fiesta

CHICAGO, May 7.—A gay, colorful fun-filled game is the way officials of the Chicago Coin Machine Mfg. Co. describe Fiesta, the new game they announced to the trade during the past week. "In designing this game," they stated, "we incorporated all the rich experience of our skilled engineers, together with a new principle of thrilling action that makes the future of Fiesta decidedly rosy.

"In this game we've coupled a high-score appeal with an automatic action in a manner that will spell repeat play in capital letters for the operators. The opinion of the men around the plant here, as well as those visitors whom we have permitted to see the game, is that Fiesta will bring about a real jubilee of profits for the men in the operating business.

"For years our engineers have been building coin-operated equipment," the officials went on. "Each game we put out marked an improvement over the previous one. Bit by bit as new materials and improvements in production came along these men converted them into improved games. During all these years they have had their eyes focused on some day producing a game that would be outstanding in every possible way. Such a game, they believe, is Fiesta. It embodies the fruits of years of experienced brains together with the best in materials and production methods, and that's why we here at Chicoin believe this game will prove to be our outstanding hit of the year."

Meters a Success

HARRISBURG, Pa., May 7.—This city's experiment with parking meters is so favorable that larger coin receptacles have been ordered for the 340 meters now in use.

During first four days of operation the machines yielded an average of \$179.97 per day, at which rate they will pay for themselves in three and one-half months. Parkrite Corp. handled the installations.

The ORIGINAL and NOT THE DUPLICATED

3 in 1 Grip Tester

Latest Model With Release Button.
3 WAYS TO TEST GRIP.
EACH WAY ANOTHER PENNY.
Greater Income for Operators.
Legal Everywhere.

\$14.50 Tax Paid **Stand \$2.50**
HERCULES GRIP MACHINE CO.
412 So. Market St., Chicago, Ill.

SPECIAL

SALE prices on Used Machines. All these Machines are clean and in good working order, ready to set on location.

- | | |
|-----------------------|---------------------------|
| 2 Fleetwoods \$109.50 | 1 Turf Champ \$22.50 |
| 2 Fairgrounds \$89.50 | 1 Bally Roll 34.50 |
| 5 Golden Wheels 29.50 | 5 Pollys 15.00 |
| 5 Foto Finish 29.50 | 5 Flying Highs 15.00 |
| 5 Racing Forms 34.50 | 10 Mys. Daily Races 15.00 |
| 10 Air Derbys 24.50 | 3 Hialeah 9.50 |
| 4 Pike Peaks 24.50 | 3 Bally Derbys 7.50 |
| 2 Winners 22.50 | 5 Jumbos 5.00 |
| 5 Caroms 19.50 | 5 Reel Spots 5.00 |
| 5 Classics 19.50 | |

1/3 Deposit required on all orders. For reference: Fourth National Bank, Tulsa, Okla.

Tulsa Amusement Sales Co.
1126 South Frankfort, Tulsa, Okla.

SLOT MACHINES REBUILT!

All Work Guaranteed!
Sale — Reconditioned Double Jacks.
ABBOTT SALES CO.
6713 Stony Island Ave., Chicago, Ill.



HENRY LEMKE, of Detroit, and Hy Greenstein, of Minneapolis (right), who each ordered 500 Gottlieb grip scales on the same day recently.

THE ONE GAME THAT HAS TAKEN THE OPERATORS OUT OF DEBT!!

BALLY'S RESERVE

"BANK NIGHT" NOVELTY HIT!
\$99.50

DAILY DOZEN

The latest model of our Bally Reserve. Single Cash Box—Armor Proof—Double Meters—Perfect Checking System.

AND A NEW HIT BY BALLY

BAMBINO

BALLY'S BASEBALL NOVELTY GAME SENSATION—THE GAME YOU HAVE BEEN WAITING FOR! THE GAME THAT WALLOPS OPEN THE BIGGEST PROFIT BASEBALL SEASON!

IMMEDIATE DELIVERY GUARANTEED -- RUSH YOUR ORDER TO ...

JOHN A. FITZGIBBONS

453 WEST 47th STREET NEW YORK CITY

362 MULBERRY ST., NEWARK, N. J.

2178 AMSTERDAM AVE., NEW YORK, N. Y.

Dean With Chi Ups World Series Play

CHICAGO, May 7.—Since the Chicago Cubs signed Dizzy Dean, operators using Rock-Ola's World Series baseball game have taken advantage of the situation by placing photographs of Dizzy Dean above or near the baseball machine with the caption, "Dizzy Dean, new Cub's pitcher, plays Rock-Ola's 'World Series.'" Dizzy has become such an idol of Chicago fans that locations report the mere picture of him placed by the machine has increased the play.

"It was quite a coincidence that in the first game pitched by Dizzy Dean in Wrigley Field this season the battery consisted of Dean and Hartnett—the very same battery used on Rock-Ola's World Series baseball game. This battery was selected when the game was first brought out almost two years ago," said Jack Nelson, vice-president, and general sales manager of Rock-Ola.

A group of coinmen kibitzing at Gerber's Playland in the Sherman Hotel claimed that it was due to the enormous amount of publicity Dizzy Dean received during the introduction of Rock-Ola's baseball game two years ago at the national coin machine show that the Cubs decided to get Dean, it is reported. Coinmen will remember that the Coin Machine Show two years ago received more favorable newspaper publicity with Dizzy Dean's appearances at the Rock-Ola exhibit than at any other time in the history of this exposition," said Jack Nelson.

"Sure," he continued with a wink, "I told Phil Wrigley, Dean was a pretty good pitcher. And then he goes right out and hires him."

Banner Is Set For Big Season

PHILADELPHIA, May 7.—Banner Specialty Co. is one firm that is anticipating one of the biggest summer seasons in its history, according to I. H. Rothstein, president. "We believe that operators are anxiously looking forward to this coming summer," he stated. "After meeting with some reverses during the past winter and early spring, changing conditions and improved machines have given birth to some first-class optimism among the operators.

"Such optimism in itself is catching," he continued, "and we have spread the word to ops covered by our office here, as well as those in the territories serviced by our Pittsburgh and Newark branches, that this is going to be a banner summer for Banner in every sense of the word," Rothstein concluded.

Shows Genco Skill-Roll

NEW YORK, May 7.—Budín Specialties, Inc., New York, displayed Genco's Skill-Roll on its floor this week and, according to Herman Budín, the operators are going for it in a big way. Skill-Roll

CMMA Announces Definite Plans For Its Program and 1939 Show

(The following bulletin was released for publication on May 5, 1938, by the Coin Machine Manufacturers' Association, Suite 323-324 Sherman Hotel, Chicago.)

CHICAGO, May 7.—As promised previously to the trade, the Coin Machine Manufacturers' Association herewith outlines definite plans and policies for the coming year. The convention will be managed as economically as possible, and the exhibitors are promised a savings of approximately 50 per cent on their booths, with booths scaled down as low as \$25 for the smaller exhibitors. Contracts for space and all details will be in the mail within a week's time.

CMMA announces the engagement of James A. Gilmore as secretary and manager for the association, which has permanent headquarters, Suite 323-324 Sherman Hotel, Chicago. His long experience with many trade associations will enable the CMMA to progress very quickly towards its ultimate purpose of benefiting the entire industry.

The association also announces retention of Joe Huber as floor manager of the exhibition, also the appointment of R. W. (Dick) Hood as chairman of the banquet and entertainment. Dick Hood,

MILLS "ONE-TWO-THREES"

\$87.50 FINAL CLOSEOUT — VERY FEW LEFT SEASON CLOSED!!
F. O. B. MIAMI BEACH — WIRE YOUR ORDER QUICK!!
C & L AMUSEMENT COMPANY
124 SECOND STREET MIAMI BEACH, FLA.

is a nine-foot alley with a free-game unit. Play is for high score and the backboard permits the daily and weekly high score to remain lit up at all times. "At this time of the year," said Budín, "the operators are clamoring for an amusement game of this type and from indications during the past week the sale of Skill-Roll will be highly satisfactory."

Kansas City

KANSAS CITY, Mo., May 7.—With the summer season now here in full swing, Kaycee operators and distributors are launching heavy campaigns to move merchandise. Business reported good by men in the field inasmuch as several new nitery and amusement spots, opening for the new season outdoors, are establishing an outlet for coin machines of all kinds.

The recent personal appearance at the Uptown theater of Roy Rogers and Smiley Burnette, movie stars and Vocallion record artists, gave Tim Crummett and Rue Mason, of the Central Distributing Co., a chance to tie recordings and Wurlitzer phonographs in with their campaigns. The Wurlitzer Model 24 is the big item for Central and by pushing sales of the Rogers' records Crummett and Mason are convinced they added to their sales.

Carl F. Hoelzel, head of the United Amusement Co., reports biz to be "very good these days." he new United addition is completed and is providing space for hundreds of new and used coin machines, Hoelzel says.

Phonograph leaders for the month of May here, taken from a survey of an even dozen niteries using automatic models, include Benny Goodman's *Don't Be That Way*, Victor; Jimmie Lunceford's *Margie* and *Annie Laurie*, Decca; Mildred Bailey and Red Norvo's *Week-End of a Private Secretary*, Brunswick; Bing Crosby's *On the Sentimental Side*, Decca; Tommy Dorsey's *Yearning* and *What'll I Do?*, Victor; Andy Kirk's *Little Joe From Chicago*, Decca, and Kay Kyser's *Cry, Baby, Cry*, on Brunswick. All nine records were found on machines in every spot visited.

One interesting note is found in the reason why the records of Andy Kirk, Count Basie, Jimmie Lunceford, Cab

"\$400 Monthly Income from PENNIES!"

Dropped Daily Into the HAMILTON Person Weighing SCALE
(New 8th Anniversary Model)
You can't beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first "Hamilton" at our special introductory price, pick the right spot for it and compute the "net" on the basis of your own test. Any town, large or small, will produce \$4 or better average monthly profits per scale. Experience unnecessary. We give you all the suggestions needed for successful operation. Nothing To Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.
WRITE FOR THE FACTS TO America's Largest Exclusive Makers of Person-Weighing Machines.
HAMILTON SCALE CO.
Dept. B, 1910 Vermont Ave., Toledo, O.

PHONOGRAPH CLOSEOUTS
WURLITZER MODEL 616 . . . \$144.50
WURLITZER MODEL 412 . . . 89.50
SEEBURG SYMPHONOLA "37" 109.50
ROCK-OLA 16-Record, "37" . . . 119.50
TOM MIX GUNS . . . 94.50
HOME STRETCH . . . 13.50
MILLS BLUE FRONTS (Late Series) . . . 34.50
Also Complete Line of Payouts at Closeout Prices.
1/3 Deposit With Order. Ref., Genco Co.
ROBINSON SALES CO.
2995 Grand River, DETROIT, MICH.

Calloway and other top-notch Negro musicians are so popular in many Kaycee spots. Virtually all of the men in those bands are Kansas Citians, and their recording efforts always are in great demand. On 12th and 18th streets, in the heart of the city's Harlem district, only the discs of those artists are to be found on automatic machines. Which makes it nice for ops who are continually trying to please the customers by supplying the music they know is in demand.

The Colonial Sales and Novelty Co. reports an increasing demand for its handy packets of charms. Seems that a recent advertisement in *The Billboard* brought excellent results. . . . In the same building the Star Mfg. Co. manufactures a midget Sel-Mor vender which is especially made for charms. Thus there is a nice tie-up by the two firms. . . . Great States Mfg. Co. also offers a Sel-Mor, but its product is a penny vender which many ops in this territory believe has no competition when it comes to capturing the pennies. . . . And the Kay-See Vender of the Central Distributing Co. here is "really proving the popularity we predicted for it," according to Tim Crummett, Central executive.



JOSEPH SAGLIMBENI, Wurlitzer operator of Geneva, N. Y., wields the pen, while Ernie Petering, Wurlitzer's assistant general sales manager, look on.

It's Duck Soup

if you know where to shoot!

WE BUY — SELL — TRADE and EXCHANGE

| | | |
|---|--|--|
| <p>GROETCHENS NEW MACHINES—COLUMBIA BELL AND COLUMBIA CIGARET MACHINES.</p> <p>Special Concealed Payout Optional. Four Coin Machines Adjustable for Penny, Nickel, Dime and Quarter Play.</p> <p>LATEST NEW COUNTER MACHINES</p> <p>Sparks Jackpot, Token Payout \$39.50</p> <p>Sparks, No Jackpot, Token Payout 37.50</p> <p>Ginger, Token Payout. . . 32.50</p> | <p>USED PHONOGRAPH BARGAINS</p> <p>Wurlitzer 616 \$169.50</p> <p>Wurlitzer 412 112.50</p> <p>Wurlitzer 312 112.50</p> <p>Wurlitzer P10 52.50</p> <p>Mills Zephyr 190.00</p> <p>Mills DeLuxe Dance Master 49.50</p> <p>Mills Dance Masters, Sample 42.50</p> <p>Lots of 5 37.50</p> <p>Lots of 10 39.50</p> <p>Seeburg Selectophones, Sample 42.50</p> <p>10 Rec., Lots of 10. . . 37.50</p> <p>10 Rec., Lots of 5. . . . 39.50</p> <p>Seeburg Deluxe Selectophones 44.50</p> <p>Special Lot Price consisting of: 5 Mills DeLuxe Dance Masters; 5 Seeburg DeLuxe Selectophones. \$350.00</p> <p>Distributors and Jobbers!!! Contact Us for Special Buys in Used Phonographs!</p> | <p>Exhibit Love Meters. \$17.50</p> <p>Exhibits Personality Indicator 17.50</p> <p>Exhibits Disposition Register 17.50</p> <p>A.B.T. 5c Big Game Hunter 17.50</p> <p>MILLS MACHINES</p> <p>Demonstrators and Rebuilds</p> <p>Melon (demonstrator) . . \$87.50</p> <p>Bonus (demonstrator) . . 79.50</p> <p>Cherry Bells 69.50</p> <p>Blue Fronts 42.50</p> <p>Blue Fronts, S.J.P. . . . 49.50</p> <p>Extraordinary 34.50</p> <p>5c Goldens 32.50</p> <p>10c Goldens 34.50</p> <p>25c Goldens 32.50</p> <p>5c Futurity 39.50</p> <p>25c Futurity 42.50</p> <p>5c War Eagles 32.50</p> <p>10c War Eagles 34.50</p> <p>25c War Eagles 35.00</p> <p>5c FOK Silent Esc. 20.00</p> <p>10c FOK Silent Esc. 24.50</p> <p>50c Jackpot Bell 15.50</p> <p>5c Skyscrapers 20.00</p> <p>1c Skyscrapers 20.00</p> <p>5c FOK Triple J.P. 14.50</p> <p>10c Mills O.T. (green) . . 39.50</p> <p>5c Mills O.T. (green) . . 37.50</p> <p>1c Mills O.T. (green) . . 36.50</p> <p>5c Mills O.T. (orange) . . 37.50</p> <p>5c Mills O.T. (blue) . . . 27.50</p> <p>5c Gooseneck, Res. J.P. . 14.50</p> <p>1c O.T. (blue) 24.50</p> <p>1c O.T. (orange) 27.50</p> <p>5c Mills Dial 24.50</p> |
| <p>ONE CENT VENDERS</p> <p>Pace All-Star Mystery, Like New. Lots of 5. \$27.50</p> <p>Single 29.50</p> <p>1,000 Watling Twin J. P. . Lots of 5. \$12.50</p> <p>Single 14.50</p> | <p>THE LATEST IN JAR DEALS</p> <p>Major League — Pimlico Board of Trade</p> <p>Deals Take In \$114.00</p> <p>2280 @ 5c \$114.00</p> <p>Average Payout. 70.00</p> <p>Profit (Average) \$ 44.00</p> <p>2280 Tickets.</p> <p>Complete Deals, \$30.00 per Doz. Refills (Tickets and Cards) \$24.00 per Doz.</p> | <p>Attention Operators!!!</p> <p>Make Extra Profits Selling VICTOR NO-DRAFT ELECTRIC FANS.</p> <p>5 Year Guarantee.</p> <p>Full Information on request.</p> |
| <p>MISCELLANEOUS USED MACHINES</p> <p>A. C. Seven Jackpot Bells, 5c Play Demonstrator \$135.00</p> <p>Groetchens Columbia . . 44.50</p> <p>Groetchens Columbia Cigarette 44.50</p> <p>5c Jennings Chiefs, late 42.50</p> <p>5c Jennings Century G. N. 22.50</p> <p>10c Jennings Chiefs, Late 44.50</p> <p>25c Jennings Chiefs, Late 44.50</p> <p>5c Pace Bantam, Vis. Res. 17.50</p> <p>Lots of 5, each 15.00</p> <p>10c Pace Bantam, Vis. Res. 17.50</p> <p>25c Pace Bantam, Vis. Res. 17.50</p> <p>5c Pace Comet Bell 22.50</p> <p>5c Pace All-Star Comet Mystery 32.50</p> <p>10c Pace All-Star Comet, Mystery 32.50</p> <p>25c Pace All-Star Comet Mystery 32.50</p> <p>5c Watling Rol-a-Top . . . 32.50</p> <p>10c Watling Rol-a-Top . . . 34.50</p> <p>25c Watling Rol-a-Top . . . 35.00</p> <p>10c Watling Twin J. P. Bell 24.50</p> <p>5c Watling Large Twin J. P. 22.50</p> <p>5c Watling Twin J. P. . . . 17.50</p> <p>5c Watling J. P. 9.50</p> | <p>COUNTER MACHINES</p> <p>5c Baby Grands (auto. pay) \$10.00</p> <p>Daval 21 6.00</p> <p>Dice-O-Matic 4.00</p> <p>Exhibit Free Play, new. . . 12.50</p> <p>Old Age Pension 11.50</p> <p>Prosit, new 6.50</p> <p>Purltan Vender 4.00</p> <p>Races 6.00</p> <p>Reel 21 6.00</p> <p>Smoke Up 6.50</p> <p>Punchette, new 7.50</p> <p>The Cub 6.50</p> <p>Dancing Dice 4.50</p> <p>25c 7 Slot Flying Heels. . . 8.50</p> <p>Gypsy 3.50</p> <p>Greyhound 3.50</p> <p>Turf Flash 3.50</p> <p>10c Comb Vender, new. . . 7.50</p> <p>Match Vender, new. 4-Column 7.50</p> <p>1c Stick Gum Vender, new 7.50</p> | <p>ACCESSORIES</p> <p>10 Mills Bell Locks. . . \$ 5.00</p> <p>Single Lock65</p> <p>Side Mint Vender, complete 2.65</p> <p>Side Ball Gum Vender, Complete 3.45</p> <p>Duke Gum Venders 1.95</p> <p>Pace Twin J. P. Fronts . . . 4.95</p> <p>Rock-Ola Res., J.P. Front . 2.50</p> <p>Mills Reg. Pay Slides, per Set 3.90</p> <p>Mills Milco Escalators. . . 8.50</p> <p>Milco Checks, per M. . . . 12.50</p> <p>5c Pin Game Chutes, new . 1.75</p> <p>5c Pin Game Chute, used . . .95</p> <p>1c Pin Game Chutes, new . 1.00</p> <p>List of Parts on Request.</p> |
| <p>FOREIGN BUYERS receive prompt and efficient attention thru our Export Department</p> <p>Distributors and Exporters. Request Quotations on Any New Machines.</p> <p>COLEMAN NOVELTY COMPANY</p> <p>Cable Address Conovco. 1013-15-17 Fifth Avenue</p> <p>Terms: 1/2 Deposit, Balance C. O. D.</p> <p>All Phones, Main 1323</p> <p>ROCKFORD, ILLINOIS</p> | | |

Lieberman Whistles While He Works

CHICAGO, May 7.—Bud Lieberman, head of the Century Manufacturing Co., has adopted one of the songs from the famous Walt Disney movie *Snow White and the Seven Dwarfs* as his present theme song. The song is *Whistle While You Work*. "Its adoption is not only because I like the tune," says Lieberman, "but also because it aptly expresses the way I feel."

"There's only one reason for this feeling and that is the enthusiastic approval ops have voiced for our new penny vending machine. Naturally when we first introduced this machine we were confident that operators would be sold on it. It is the type of machine that operators like, for it is absolutely dependable for steady, trouble-free operation. And it is adaptable to practically any product that may be vended, such as nuts, candies, charms, etc."

"That we are convinced of its dependability," he concluded, "is evidenced by the fact with every machine sold to operators goes a five-year unconditional guarantee for mechanical performance. However, in addition to its mechanical side it also has a side of beauty which operators claim is attracting many extra patrons and thus is earning extra profits for them."

Two New Ideas on Evans' Bang Tails

CHICAGO, May 7.—What is said to be a new and ingenious skill feature, plus a gold award, is announced by H. C. Evans & Co. as a recent development by their engineers for the racing console game *Bang Tails*. This new feature is in the form of an attachment "cleverly fitted and matched to the side of the machine so that to all appearances it is part of the handsome cabinet itself. It permits the play to commence as a pin game, the spinner-lite going into action as a free play. By means of this feature, which has been used with great success on our *Galloping Dominos*, legal operation of the game is made possible in territories where skill games are required."

"For practically two years *Bang Tails* has been one of our most successful games," officials state, "and is today more popular than ever. Besides the new legalizing feature available when desired, the 1938 model is equipped with Evans' new silent-action precision mechanism and our own new seven-coin head, in addition to several other new features. *Bang Tails* has always been very successful, and in territories that require skill games this machine with the new legalizing skill feature is already meeting with overwhelming success."

owners are sold on them because of their attractive design, small amount of space required and huge profits earned. They're truly the 'hits' of the jar deals available," he concluded.



FREE BONUS! FREE MELON!

Write us for full details of our May Offer

MILLS NOVELTY COMPANY

4100 FULLERTON AVE., CHICAGO

DEUCES WILD \$27.50

New Poker Counter Game.

GUARANTEED USED GAMES

| | |
|---------------------------|------------------------------------|
| Firecracker . . . \$10.00 | Genco Footballs . . 17.50 |
| Elec. "21" 11.50 | Reel Spot 9.50 |
| Round World . . 12.50 | Homestretch . . . 17.00 |
| Sprint 17.50 | Exhibit Basketball. . 37.50 |
| Bank Nite 5.00 | Vogue 32.50 |
| Ball Fan '37. . . 12.50 | Replay 10.00 |
| Bobs 37.50 | Ricochet 9.50 |
| Stoner Races. . . 21.50 | Speed 35.00 |
| Beamite 18.00 | Preakness 37.50 |
| Daval B. E. . . . 8.00 | Fleetwood 109.50 |
| Turf Flash 27.00 | Madcap, Short Sox, Original |
| Track Meet . . . 22.00 | Ball Fan and Bolo, each . . . 3.50 |
| Long Beach . . . 18.50 | |
| Dux 29.50 | |

Exhibit Rotaries \$51.50

PHONOGRAPH BARGAINS

Seeburg 1936 Selectophone. . . \$ 49.50

Mills Dancemaster 35.00

Seeburg 1936 Model A Symphonola. . 74.50

Wurlitzer Model 412 100.00

NEW ZENITH RADIO DEAL

5-Tube Armchair Model (List Price) **\$29.95**

Complete Deal With 2400 Hole Board **\$16.85**

Deal Takes In. . . . \$120.00

Payout Average. . . \$ 55.00

Net Profit Av. . . . \$ 85.00

Terms: 1/3 Down, Balance C. O. D.

L. BERMAN & CO.
123 N. W. 5th St., Evansville, Ind.

Monarch Enjoys Jar Deal Boom

CHICAGO, May 7.—According to Monarch Coin Machine Co.'s executive, Roy Bazelon, the sales increases noted of late at Monarch are not confined entirely to coin-operated equipment. "It's true that operators are buying more coin machines," he stated, "but these do not comprise our only sales. There has been a steady increase in sales of jar deals, especially since we introduced our three newest deals."

"These three deals are named Major League, Board of Trade and Pimlico, and they're capturing the fancies of players on locations everywhere," he went on. "Operators report that their tremendous appeal for players lies in the fact that they offer such juicy awards. Location



J. H. (JACK) KEENEY cuts himself a piece of cake to celebrate Track Time's first birthday. This console game was a year old May 5.

LOOK AT THIS

| | |
|-------------------------|----------|
| WURLITZER 312 | \$ 99.50 |
| WURLITZER 616 | 159.50 |
| WURLITZER 716 | 159.50 |

CLOSE OUT ONE SHOTS

PREAKNESS Ticket \$34.50

TURF CHAMPS, Ticket 27.50

BONUS Ticket 9.50

BALLY RAYS TRACK 64.95

1/3 Deposit.

DEL BERN VENDING CO.
1124 Vagodes Street, Fresno, Calif.

3 Complete New \$8.88!

JAR DEALS

for only **ALL THREE** or \$3 each deal alone

| | | |
|--|---|--|
| <p>Get a Natural 2,280 Tickets @ 5c, \$114</p> <p>Average Payout, \$71</p> <p>Av. Profit, \$43.00.</p> | <p>Banco 2,280 Tickets @ 5c, \$114</p> <p>Average Payout, \$71.40</p> <p>Av. Profit, \$42.60.</p> | <p>Half A Hundred 2,280 Tickets @ 5c, \$114</p> <p>Average Payout, \$71.30</p> <p>Av. Profit, \$42.70.</p> |
|--|---|--|

\$24.00 Per Dozen

Get in the money-making class. Throw out your stale deals and operate the liveliest deals in the country that give you a lot more for way less. COMPLETE Deals \$29.40 per dozen. Refills and cards \$24.00 per dozen. If 2,520 tickets are desired, add 25c on each deal.

Just off the press, 4 brand new 2,280 Ticket, 1c and 2c Cigarette and Cash Award Jar Deals, each \$2.00 complete, or \$8.00 for all 4. Send only \$1.00 with order. Pay balance on delivery. Full refund guarantee if not satisfied and deals returned unused within 7 days' time.

WINNER SALES COMPANY
Pick a "Winner" with Winner!
3307 ARMITAGE AVE., CHICAGO, ILL.

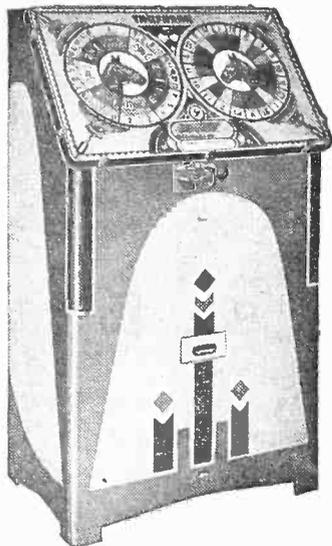
BLOOD PRESSURE SELF-SERVICE SLOT MACHINES

BLOOD PRESSURE INSTRUMENTS CO.
4530 PARK AVE. NEW YORK

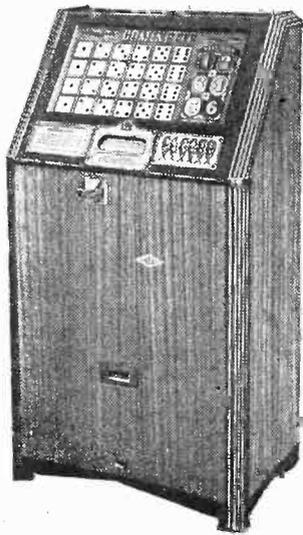
ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

SAVE AGAIN! with ATLAS SUPER VALUES

BRAND NEW CONSOLES AT SPECIAL CLOSEOUT PRICES!



Exhibit's **TANFORAN**



Exhibit's **DOMINETTE**

Standout Console Successes! Famous "no stoop-no squat" design sells play on sight to everyone in all locations! Now offered at this remarkably low price!

EACH \$ **79** ⁵⁰ IN ORIGINAL CRATE



AN ATLAS FIRST! REEL GRIPPER

A NEW VERSION OF AN OLD FAVORITE

Grip test plus trade-stimulating spinning reels! Double appeal increases play and profits. Lucky combination of numbers wins free merchandise! Sturdy quality construction—reliable mechanism—attractive green crackle finish!

ONLY \$ **19** ⁵⁰

| SLOTS REPAINTED — REPLATED RECONDITIONED | RECONDITIONED PAYTABLES | NOVELTY GAMES | CONSOLES |
|--|------------------------------------|-------------------------|------------------------------------|
| 5c Blue Fronts D. J. \$45.00 | Fleetwood \$97.50 | Stoner Races .. \$26.50 | Roletto, Jr. S 99.50 |
| 10c Blue Fronts D. J. 47.50 | Fairgrounds ... 89.50 | Chico Derby .. 17.50 | Galloping Dominoes ... 119.50 |
| 25c Blue Fronts D. J. 50.00 | Stables 71.50 | Genco Football. 22.50 | Bally Saddle Club ... 159.50 |
| 5c Cherry Bell 64.50 | Arlington 45.00 | Long Beach ... 22.50 | Skittleme (1937 Red Head) .. 70.00 |
| 10c Cherry Bell 67.50 | Quinella (7-Coin Drop Head) 119.50 | Outboard 19.50 | Keenette ... 129.50 |
| 25c Cherry Bell 70.00 | Carom 22.50 | Home Stretch. 18.50 | |
| 10c Jennings Chief ... 32.50 | Fotofinish ... 39.50 | Excel 12.50 | PHONOGRAPHS |
| 25c Jennings Chief ... 32.50 | Keeney Navy... 22.50 | Silver Flash .. 32.50 | Seeburg Mod. A \$55.00 |
| 5c Pace Comet 34.50 | Preview 19.50 | Ricochet 12.50 | Seeburg Mod. H 75.00 |
| 10c Pace Comet 37.50 | Mills 1-2-3... 107.50 | Home Run ... 11.50 | Seeburg Mod. C & D ... 65.00 |
| | | Ball Fan 14.50 | Wurlitzer 412 99.50 |
| | | Bally Bumper . 12.50 | Wurlitzer 616 160.00 |
| | | | Wurlitzer 716 160.00 |

1/3 Deposit With All Orders, Bal. C. O. D. Write for Complete List of Slots, Pay Tables, Novelty Games, Etc.

ATLAS NOVELTY CO. 2200 N. WESTERN AVE., CHICAGO, ILL. 1901 FIFTH AVE., PITTSBURGH, PA. 1326 W. FLAGLER, MIAMI, FLA.

SAVE-BETTER VALUES-SAVE

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| Rola Scores, 9-ft. ... \$45.00 | Winner \$19.50 | NOVELTY GAMES |
| Keeney Bowlette, 14-ft. ... 45.00 | Turf Champs 27.50 | Ball Fan, '37 \$12.50 |
| Bally Rolls, 14-ft. ... 35.00 | Bally Entry 82.50 | Scoreboard 13.50 |
| \$5.00 Extra if Crated. | Carom 22.50 | Home Run 12.50 |
| Marksman Rifle ... 29.50 | Fairgrounds 84.50 | Running Wild 17.50 |
| | Photo Finish 37.50 | Hemestretch 17.50 |
| | Rover 39.50 | Stoner Races 22.50 |
| | Hit-Run 27.50 | Long Beach 14.50 |
| | Flicker 17.50 | Daytona 19.50 |
| | Jumbo 8.50 | Boo-Hoo 27.50 |
| | Bally Derby 12.50 | Outboard 19.50 |
| | Tycoon 16.50 | Sprint 12.50 |
| | Skipper 17.50 | Ricochet 12.50 |
| | | Hi-De-Ho 7.50 |

TERMS — 1/3 Deposit, Balance C. O. D. — Write for Latest Price List.

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ALL GUARANTEED A-1 CONDITION. READY TO OPERATE.
 25 WURLITZER P-412 PHONOGRAPHS \$99.50 EACH
 18 1937 MODEL POPMATIC MACHINES 55.00 EACH
 ALL ORDERS MUST BE ACCOMPANIED BY ONE-THIRD DEPOSIT IN CASH, CASHIER'S CHECK, POSTAL OR EXPRESS MONEY ORDER. BALANCE TO BE C. O. D. STATE METHOD OF SHIPMENT PREFERRED.

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4505 MANCHESTER AVENUE, Phone: Franklin 0757. ST. LOUIS, MO.

Ops Buying Phonos Now, Says Calcutt

FAYETTEVILLE, N. C., May 7.—"Due to the fact that conditions indicated a lot more spots would open for automatic phonos this summer, we inaugurated our sale on used machines a bit earlier than usual," stated Joe Calcutt, of the Vending Machine Co. "Many ops are choosing this time of the year to do their phono buying. Some of them have already lined up spots in which music boxes have never been placed before. As a result they do not wish to risk brand-new equipment in these places, and some of these men are taking advantage of the bar-

gains we are offering in used phonographs to take care of their needs.

"The response to our first announcement," he continued, "proved that we were right on two points. One, that more phono locations would be available during the coming season; and second, that ops appreciated our giving them the chance to do their phono buying earlier than usual. We have gathered together an impressive lot of automatic phonos and are offering them to the trade at unusually reasonable prices. We feel that this is the best time of the year for music men to place machines in the road-side and resort territory and believe that returns from machines in these spots this summer will certainly live up to expectations."

New Member Added To Oriole Staff

BALTIMORE, May 7.—E. V. Ross, president of the Oriole Coin Machine Corp., announced this week that the firm had added Ben B. Barber, well-known publicity and merchandising man in the radio industry, to its special sales staff.

Ross reports Barber served as publicity director for the Atwater Kent Manufacturing Co., of Philadelphia. He also served as district sales promotion manager for the RCA Radiotron Co., with headquarters in Chicago. Before joining up with Oriole his most recent position was in charge of auto radio sales promotion for RCA-Victor at Camden, N. J.

In commenting on Barber's appointment, Ross observed that the firm was following the policy of placing men of the highest caliber in positions of responsibility in the organization. "We believe that Barber will prove of great value to the firm and to the industry because of his understanding of merchandising and sales promotion," Ross stated.

He also revealed that he had just completed a flying trip to Pittsburgh, Buffalo and Washington offices of the firm to consolidate the efforts of the firm's new specialty sales organization.

Detroit

DETROIT, May 7.—Donald A. Coney, manager of See-Con, Inc., local Seeburg distributors, spent the last part of last week away on a business trip in his territory.

The Venitor Corp., which manufactures candy vending machines, is expected to resume active distribution with an augmented sales policy in a few weeks. For the past few months the firm has not been as active as usual.

The constant search for new ideas so sorely needed in the coin machine business produces some unusual results occasionally. One machine viewed here this week is designed as a windmill-

styled mint vender. It is built as an upright counter machine standing nearly two feet in height with a green tower like a windmill and large sails on top of it. There are three decks with little Dutch figures appearing on each porch. The machine is very attractive, but actual construction might prove expensive, as the machine appears a bit too complicated to operate without the location problems of servicing and repairs. Model is now on display in a local manufacturer's office but is not in production.

F. Farris, one of Detroit's best known ops, is one of the few men still working with a number of Wurlitzer skiball machines. He reports business is holding up nicely in proportion to the average drop in play on all types of amusement machines. So popular is the game, in fact, that Farris was buying new sets of balls this week for his various games. He was having a hard time of it trying to juggle them while walking down the street when last seen.



WALTER GUMMERSHEIMER provoked a cartoonist and this is the result. He is general sales manager of Popmatic Corp., St. Louis.

Baseball Clicking, Johnson Reports

CHICAGO, May 7.—“Our latest game, Baseball, has scored a home run with players and operators all over the country if we are to judge by the flock of reorders that are coming in for this two-week-old brainchild of ours,” proudly states Jimmy Johnson, head of the Western Equipment and Supply Co. “These ops tell us it’s been a long time since a coin-operated game pulled the profits that this one has been chalking up for the past two weeks.

“When you stop to examine the game, however, it is little wonder that it is so popular,” he went on. “We have designed it for both operators and players alike. It is the lowest priced console-type baseball game offered to coinmen. Besides these advantages, it gives the player all the thrills of a real big-league baseball game. A handle on the front of the game enables the player to control the direction in which he hits the pitched ball. He can score any kind of a hit from a single to a homer. Players play until three outs are made and get a kick out of seeing the lighted men scamper around the bases.

“We are also presenting a new racing-type game to the market this week,” Johnson continued. “It has been christened Ascot Derby and it is packed full of action and excitement from the very beginning to the last post on the stretch. With the Kentucky Derby and the Preakness and other big races exciting enthusiasts all over the land, we are sure this game will click big with all followers of the Sport of Kings. Since this game has a free-game unit, it is legal anywhere. It has all the flash, action and appeal that fans look for, and we predict it will be a winner in every sense of the word,” he concluded.

Agency in Cyprus Wants Machines

This is the second letter we have had from distributing agents in Nicosia, Cyprus, saying they would be interested in coin-operated machines if any manufacturer desires to contact them. We will furnish the names and addresses upon request.

“To the Editor: We shall feel obliged if you will kindly furnish us with the addresses of the manufacturers of amusement and coin machines and request on our behalf to such manufacturers to send us as soon as possible their latest complete catalogs and inform us of their competitive net export trade prices, liberal terms, etc.—K. R., Cyprus.”

famous 1937 model. The new Track Time has a new four-coin-showing slug-proof coin chute. The cabinet is a work of art. And there are many mechanical improvements, such as self-adjusting contact fingers, permanently set and self-cleaning relays and other features.

“All of us are sure that we’ll be celebrating Track Time’s second and third birthdays, and it wouldn’t surprise me,” said the head of J. H. Keeney & Co., “to see this game going just as big when its 10th birthday rolls around.”

NATIONAL'S BARGAIN COLUMN

FOREIGN BUYERS
Receive Prompt and Efficient Attention
Through Our Export Department.
Cable Address: NATCOINCO.
FACTORY RECONDITIONED
PAYOUTS.

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| Billboard Races . . . \$94.00 | Golden Wheel . . . \$27.50 |
| Mills 1-2-3 . . . 90.00 | Derby Day . . . 27.50 |
| Faber's . . . 88.00 | No Clock . . . 27.50 |
| Stables . . . 70.00 | Latonia . . . 25.00 |
| Clock . . . 48.00 | Ticket . . . 23.00 |
| Arlington . . . 48.00 | Grand Prize . . . 20.00 |
| Ticket . . . 40.00 | Classic . . . 18.00 |
| Presnness . . . 40.00 | Blued . . . 18.00 |
| Ticket . . . 40.00 | Flicker . . . 18.00 |
| Golden Wh'l . . . 35.00 | Late Mod. . . 18.00 |
| Ticket . . . 35.00 | Bonus . . . 9.00 |
| Presnness . . . 35.00 | Peerless . . . 9.00 |
| Photo Finish . . . 33.00 | Multi Play . . . 9.00 |
| Turf . . . 30.00 | Queen Mary . . . 9.00 |
| Champs . . . 30.00 | Jumbo . . . 7.00 |
| Miss America . . . 29.00 | Prospector . . . 7.00 |

NOVELTY GAMES.

| | |
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| Auto Derby . . . \$18.50 | Chico . . . 18.00 |
| Derby . . . 18.00 | Home . . . 18.50 |
| Stretch . . . 18.50 | Dble. Action . . . 12.00 |
| Rkochet . . . 12.00 | Home Run . . . 9.50 |
| Bumper . . . 9.50 | Rack 'Em Up . . . 9.00 |

SLOTS.

| |
|--|
| Mills Blue Front Bell, 50c . . . \$59.00 |
| Mills Blue Front S. J., 10c . . . 47.00 |
| Mills Blue Front D. J., 10c . . . 45.00 |
| Mills Blue Front D. J., Gold Award, 5c . . . 45.00 |
| Mills Blue Front D. J., Gold Award, 25c . . . 45.00 |
| Mills Blue Front D. J., 1c . . . 36.00 |
| Mills Q. T., 10c, Late Model . . . 38.00 |
| Jennings Chief, \$1.00 . . . 68.00 |
| Jennings Chief, 50c . . . 39.00 |
| Jennings Chief, 5c, 10c, 25c . . . 35.00 |
| Jennings Chief Console, 50c . . . 75.00 |
| Jennings Chief Console, 25c . . . 69.50 |
| Watling's Rol-A-Top 50c Bell . . . 35.00 |
| Watling's Rol-A-Top Front Vend., Gold Award, 25c . . . 22.00 |
| Watling's Rol-A-Top Frt. Vend., 10c . . . 22.00 |
| Watling's Rol-A-Top, 5c . . . 29.00 |
| Watling's Rol-A-Top to Vendor . . . 28.00 |
| Paces Comet, 1c, 5c, 10c . . . 28.00 |

COUNTER GAMES.

| | |
|---------------------------------|----------------------------------|
| A. B. T. Target . . . \$18.50 | Penny Pak, Late Mod. . . \$ 7.50 |
| Ginger, 5c . . . 18.00 | Mills Ticket . . . 4.00 |
| Yr-O-Pak . . . 9.50 | Punchette . . . 4.00 |
| Reel Spot . . . 9.00 | |
| Tom Mix Rifle . . . \$110.00 | |
| Bang Tails . . . 95.00 | |
| Wurlitzer #12 . . . 87.00 | |
| Rotary Merchandiser . . . 65.00 | |
| Bally Baskets . . . 39.00 | |

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
First With the Latest New Games.
Get Your Name On Our Mailing List.

National Coin Machine Exchange
1407 DIVERSE BLVD., CHICAGO.

The Game that will be NEW three years from now!

Evans' ROLLETTTO Jr.



AS PROFITABLE TO-DAY AS WHEN INTRODUCED

EVANS' NEW 7-COIN HEAD GYP-PROOF

OTHER EXCLUSIVE EVANS' FEATURES

OTHER EVANS' HITS!
GALLOPING DOMINOES
BANG TAILS SKILLO
Write for Details.

At your Jobber, or Write, Wire or Phone Haymarket 7630.

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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.



Celebrate Track Time's Birthday

CHICAGO, May 7.—J. H. (Jack) Keeney threw a big party last Wednesday in celebrating the first birthday of Track Time, the Keeney console game which was introduced on May 5 of last year. “Our baby,” he proudly stated, “has grown into a rip-snorting husky lad and getting bigger (in sales) each day.

“Track Time has a remarkable record in that sales on this game are greater today than they were last year, when the original model was smashing all known records for a console game. The 1938 model has many improvements and refinements as compared with the now



“A GREAT MACHINE,” says Lee (P. S.) Jones (left), American Sales Corp., Chicago. Roman Stive, sales manager, agrees that the Bally Two-Way Bell is great.

SALE IMMEDIATE DELIVERY SALE

RECONDITIONED PAYOUT GAMES.

| | | |
|--|--|--------------------------------------|
| CONSOLE. | 2 Mills Big Race @ . . . \$ 79.50 | 4 Keeney Navy @ . . . \$ 15.00 |
| 1 Keeney Dark Horse, with Pinball . . . \$ 60.00 | 3 Evans' Bangtalls, with Pinball . . . 90.00 | 1 Phantom . . . 15.00 |
| 1 Pamco DeLuxe, with Pinball . . . 30.00 | 5 Mills 1-2-3 @ . . . 97.50 | 1 Air Derby . . . 10.00 |
| With 2 Vanaks . . . 42.50 | 1 Bally Fleetwood . . . 75.00 | 1 Springtime, Ticket . . . 15.00 |
| 1 Western Big Roll . . . 65.00 | 1 Mills Clocker . . . 30.00 | 1 Winner . . . 8.50 |
| 5 1937 Skill Time @ . . . 159.50 | 5 W. Pike's Peak @ . . . 15.00 | 1 Carom . . . 12.50 |
| | 4 Stoner Air Race @ . . . 12.50 | 2 Racing Form with Vanak . . . 17.50 |

All Orders Must Be Accompanied By 1/3 Deposit.
ARUNDEL AMUSEMENT CO., 39 West St., Annapolis, Md.

SEASON'S END SALE---MILLS 1-2-3 TABLES

Clean and in good working order, with new Payout Units. \$90.00, F. O. B. Miami.
PHOTOMATIC — 10c Play. Complete with all equipment, Special Interior Cabinet. Photoframes, Chemicals, Rotoscope. Cost over \$1,000. Used six weeks. Make offer, cash or trade. Write or wire.
BILL FREY, INC., Miami, Florida
Have Many Others.

The Last “Word” in Your Letter to Advertisers, “Billboard”.



BALLY RESERVE

THOUSANDS ON LOCATION 4 TO 8 WEEKS EARNING MORE THAN EVER!

Yes, here's a 5-ball novelty game which actually earns more money each week—and first week collections often equal earnings of pay-out games! BALLY RESERVE is the only novelty game ever operated in batteries of 2 and 3 per location! Why? Write for CONFIDENTIAL details—and act quick to get in the big money.

\$99.50
FREE PLAY
MODEL 5103.50
F. O. B. Chicago

Pat. Nos. 2063108 and 2082708.

Sandhaus Explains Demand for Charms

KANSAS CITY, Mo., May 7.—Recently, according to A. E. Sandhaus, president of the Great States Mfg. Co., a foreign firm manufacturing charms for the American trade asked the reasons for such a tremendous demand for novelties in this country.

"I replied, explaining that the country had gone charm-nutty," Sandhaus said, "and that the lowly 1-cent vender was the means of distribution. This was a new wrinkle to this gent, who promptly traded me about a ton of trinkets for a flock of our Sel-Mor venders, installed a route of his own in his country and is going to town in the vending business. I expect any day to receive an additional order for 500 more venders from this guy, who is all pepped up about the 1-cent vending business.

"Well, we are, too," continued Sandhaus. "We are starting a school for vending operators, classes to be held once a week, for the purpose of showing how operators can get the utmost in sales from their 1-cent venders. These classes are open not only to owners of our machines but to every operator interested in improving his take. I've been in a lot of deals and in the coin machine business a long time, but this is the first time I ever served as a substitute for Miss Birch, the schoolmarm." Sandhaus concluded. "But this school gag is no hay—all of us will learn a lot by exchanging ideas and going to the mat for our pet ones."

Sandhaus reports that the Great States Co. is gradually getting lined out for step-up production. Expansion, new machinery, etc., have necessitated a slowing up, but according to Sandhaus they are only a week or 10 days behind schedule.

Operators Already At Atlantic City

"To the Editor: Atlantic City is getting all set for the opening of the season. Sportlands are to be seen up and down the Boardwalk and already in full bloom. Bingo, fortune tango, keno and so forth still lead the parade and are pulling the crowds every afternoon and evening.

"Rolldown and bowling games go big here. Pinball games are around, but mostly in town. Concessioners here expect this to be a good year. Prizes are ciggies and merchandise—no cash. Most of the spots are very attractively and expensively decorated. Charley McCarthy and Snow White novelties are getting a big play.

"Lots of rifle ranges and pistol shooting. Even bootblack parlors feature games. Guess this will be a big game year without any doubt. I have seen operators here from Philadelphia, New York, Newark and as far down as Washington, D. C., looking over the grounds. This may bring in many more games than usual.

"As you probably have read, the

You Must Be Satisfied Guaranteed Bargains

62 Grippers, 3-way, used only 2 weeks **\$9.95**

ONE BALLS

- Classics \$22.50
- Turf Champ 26.50
- Golden Wheel 26.50
- Racing Form 29.50
- Foto Finish 29.50
- Sportsman De Luxe 39.50
- Preakness 39.50
- Arlington 39.50
- Clocker 49.50

SLOTS

- Blue Front 5c D. J. . . \$39.50
- Watling Rolarop, 5c. . 29.50
- Paces Comet, 10c, 25c Ser. over 320,000. . 34.50
- Chiefs, 10c, 25c. . . . 39.50
- 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. . . . 17.50
- PHONOGRAPHS—Every Make over 500 in stock.

Write for Prices.
Bowling Games 9, 12, 14 Ft.

GERBER & GLASS

914 Diversey Blvd.
CHICAGO

weather has been unusually warm and this has brought out the crowds to the famous Boardwalk early. Hope you can put this together into a news item.—W. G., New York."

Editor's Note: A personal letter so often gives more interesting information than a news item that this letter is published in its original form rather than editing it as news.



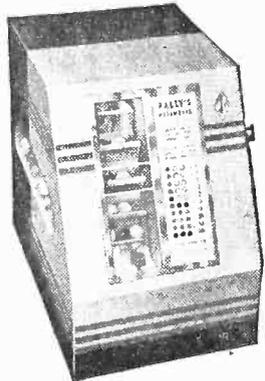
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MULTIPLE ONE-SHOT

Collections actually 10 to 20 per cent better than Fairgrounds. Also NEW MECHANICAL REFINEMENTS, NEW ADJUSTMENTS AND ANTI-CHEAT FEATURES add many dollars to your net earnings. For the biggest multiple profits you've ever known, order SPORT PAGE today.

\$1945.00

Ticket Model **\$206.50**
F. O. B. Chicago



MILLWHEEL

1-5-10-25-CENT COUNTER GAME

Fascinating new "Scrambled Marbles" action gets immediate attention. Repeat play guaranteed by: (1) FREQUENT WINNERS, (2) BIG WINNERS ALWAYS IN SIGHT, (3) ENTIRE ACTION VISIBLE, (4) EVERY GAME COMES CLOSE.

Write for AMAZINGLY LOW PRICE.

BALLY MFG. COMPANY
2640 Belmont Ave., Chicago, Ill.

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 ringside seat in itself, so get yours now and enjoy the fight!

FORM 3810-C—600 Holes,
Takes In \$30.00
Pays Out 16.50
Price 1.10
Plus 10% Federal Tax.

Write for our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

CHAS. A. BREWER & SONS
6320-32 Harvard Ave. Chicago, U. S. A.
Largest Board and Card House in the World.

THE BIG FIGHT
IS GUARANTEED TO THE WINNER
15 ROUNDS \$10.00
OTHER WINNERS: RIGHTS TO JAN 15 1938, LEFTS TO JAN 15 1938, BEST POINTS 50, BEST POINTS 25, BEST POINTS 10, BEST POINTS 5.

KNOCKOUT \$10.00
HOLD YOUR TICKETS UNTIL AFTER FIGHT

JOE LOUIS **MAX SCHMELING**

HOLD YOUR TICKETS UNTIL AFTER FIGHT

IN CASE OF A DRAW DEFENDANT GETS 50% OF THE MONEY

HIGH AND LOW CAN BE PLAYED

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

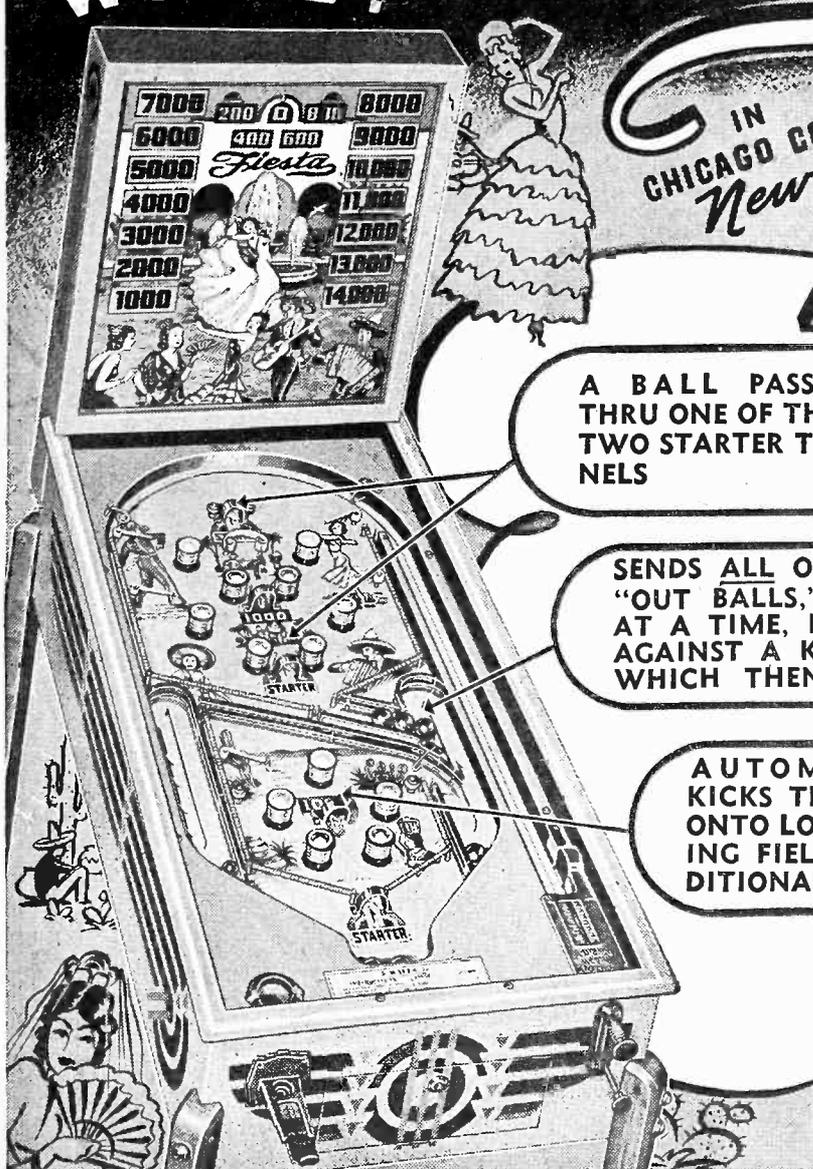
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KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.



NEW AND ENLARGED QUARTERS of Coin Machine Exchange, Bally distributor in Houston. Jack Stanley is owner of the business.

WOWIE! HOLD EVERYTHING - AUTOMATIC ACTION IS HERE!



IN CHICAGO COIN'S
New

A BALL PASSING THRU ONE OF THESE TWO STARTER TUNNELS

SENDS ALL OF THE "OUT BALLS," ONE AT A TIME, DOWN AGAINST A KICKER WHICH THEN

AUTOMATICALLY KICKS THESE BALLS ONTO LOWER PLAYING FIELD FOR ADDITIONAL SCORING

Fiestra

A NEW KIND OF FAST ACTION IN A HIGH SCORE GAME!

Sam Wolberg and Sam Gensburg both say, "It's the best high score action game we have ever seen made!"
Nuf-sed!

Immediate Deliveries \$74.50

Award Meter at slight additional cost
GEORGE PONSER
Metropolitan New York Distributor

CHICAGO COIN
MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD. CHICAGO, ILL.

Three Execs Click As Sales Combo

NEW YORK, May 7.—Three well-known figures in the coin machine world teamed up during the past week to form a first-class sales-getting combination, according to reports. They were Ben L. Kulick, general manager of the Daval Manufacturing Co.; Nat Cohn, president of Modern Vending Co., and Harry Rosen, sales manager of Modern. The place for their act was the offices of the Modern Vending Co. here, and the occasion was the unveiling of U-Bowl-It, the bowling action game which Kulick brought east with him. Curious operators from New York, New Jersey and Connecticut formed the audience, it is said.

"The game was received enthusiastically by all the men who saw it," Cohn reported. "We weren't surprised at their praise, for U-Bowl-It not only met with

all expectations for the greatest bowling game ever built, but we believe it is the Rolls-Royce of all games we have had in New York of this type. It is the type of game which is bound to win the approval of the finest locations that are interested in having the kind of equipment in their establishments that will stay put for many years to come. U-Bowl-It is the game for which intelligent operators have been asking," he concluded, "for it will keep earning money for them week in and week out."

Announce Improved Bally Reserve

CHICAGO, May 7.—Announcing a new improved model of the Bally Reserve game, Ray Moloney, president of Bally Mfg. Co., revealed that operators in all sections of the country were consulted in a systematic poll to determine typical operating requirements.

"As a result of the wonderful co-operation operators and distributors have given us," Moloney said, "we are now building an improved model Bally Reserve which is a bigger moneymaker than the original model, and that's saying a lot.

"Most important, we have eliminated the coin-divider feature, and experienced Bally Reserve operators know that this will result in greatly increased net profits. We have also eliminated the side door, so that the cabinet now conforms to regulation novelty game style—an improvement which has already won a welcome for the machine in many new additional spots. A new, more attractive, steel-lined cabinet is also used on the improved model, together with other profit-protecting features, including an extra meter.

"The only bad feature of the improved model is that it has increased the demand so much that we are having a tougher time than ever keeping up with orders. I can only ask operators to be patient. They will be earning big money with their Bally Reserves long after they have forgotten the delays in delivery, which are unavoidable and which are proof of the tremendous hit Bally Reserve is making everywhere."



R. R. GREENBAUM as the cartoonist sees him in a humorous mood. He is president of the Popmatic Corp., St. Louis.

100% Legal

PEANUTS AND HORSES!

A beautiful new 5c Package Nut Vending Machine with a prize "Horse Race Game" in each package. Place one in every cafe, tavern and bar-room. A proved success and priced at only \$17.50 it pays for itself in a very short time.

Operators and Jobbers, Write!

A. M. Walzer Co., 426 Stinson Blvd., Minneapolis, Minn.

McCALL NOVELTY CO.

| AUTOMATICS | | RECONDITIONED SPECIALS | |
|--------------------------------|----------|--------------------------------|----------|
| Bally Entry (New) | \$ 95.00 | Fair Grounds (Tkt.) | \$ 95.00 |
| Buckley Cricket (New) | 72.50 | Air Races (Tkt.) | 39.50 |
| Bally Preakness | 49.50 | Turf Champ (Tkt.) | 32.50 |
| Bally Breakness | 129.50 | Mills 1-2-3 | 27.50 |
| Western Quinella (7 Coin Head) | 99.50 | Exhibit Bazaar | 17.50 |
| Western Dewey Jr. | 39.50 | Bally Derby | 15.00 |
| Photo Finish | 17.50 | Sweet "21" | 27.50 |
| Pamco Red Sails | 27.50 | Jennings Racing Club | 27.50 |
| Golden Wheel | 27.50 | SLOT MACHINES | |
| Classic | 22.50 | 20 Mills Q.T. Dials | \$22.50 |
| Carom | 21.50 | Each | 95.00 |
| Flicker (New Model) | 95.00 | 5 Superior Races (With Stands) | 49.50 |
| Mills Flasher | 95.00 | Each | 95.00 |
| Fleetwood | 95.00 | 5 Seaburg Grand Nationals | 39.50 |
| | | Each | 95.00 |

5 Mills Extraordinary, Each \$39.50
CONSOLES
Buckley Track \$129.50
Odds Derby Day
Gottlieb Ck. Tkt. 149.50
(With Ck. Tkt.) 125.00
Evans Roletto 75.00
Jockey Club 75.00
Chuck-A-Letto
Exhibit Long Champs (2 Coin Chutes) 135.00
Paces Races (Rebuilt) 99.50
MISCELLANEOUS
Bally Eagle Eye \$ 95.00
Wurlitzer 412 (Electric Fronts) 122.50

Cable Address: "McCallco." Phone: Jefferson 1644.
ST. LOUIS, MO. 3147 LOCUST ST.
Send for Our Latest Price List.

1/3 Deposit, Balance C. O. D.

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

BASEBALL



BASEBALL

THE GREATEST CONSOLE - TYPE BASEBALL GAME EVER BUILT!

100% LEGAL EVERYWHERE!

GAME ENDS ONLY AFTER 3 OUTS!

DON'T DELAY ORDER TODAY!

\$???

F. O. B. CHICAGO TAX PAID

ASCOT DERBY



ASCOT DERBY

"FREE GAME" 1, 2 OR 5-BALL PLAY!

EQUIPPED WITH POSITIVE AWARD REGISTER!

A CINCH FOR 1st PLACE MONEY!

\$139⁵⁰

F. O. B. CHICAGO TAX PAID

NOW READY FOR IMMEDIATE DELIVERY!

WESTERN

Jimmy Johnson
EQUIPMENT & SUPPLY CO.

925 W. NORTH AVENUE
CHICAGO, ILLINOIS

DOLLARS from HEAVEN



170 Winners---From 25c to \$25.00

| | | | |
|----------------|----------|-------|--------------|
| Board Takes in | \$123.50 | PRICE | \$4.60 |
| Average Payout | 78.06 | | |
| Average Profit | \$45.44 | | plus 10% tax |

GLOBE PRINTING CO. 1023 Race St. Philadelphia, Pa.
SEND FOR LATEST CIRCULAR

DOLLARS from HEAVEN

A new "GLOBE" STEP-UP BOARD consisting of 2470 combination tickets, beautifully made up with a rainbow of colors.

170 Winners---From 25c to \$25.00

| | | | |
|----------------|----------|-------|--------------|
| Board Takes in | \$123.50 | PRICE | \$4.60 |
| Average Payout | 78.06 | | |
| Average Profit | \$45.44 | | plus 10% tax |

GLOBE PRINTING CO. 1023 Race St. Philadelphia, Pa.
SEND FOR LATEST CIRCULAR

Gensburg Tells N. Y. Ops About Jungle

NEW YORK, May 7.—Dave Gensburg, executive of Genco, Inc., paid this city a flying visit during the past week. While here it is reported he took time out to tell local distributors and ops all about the newest release of his firm, Jungle. "Jungle," he stated, "has all the thrills of a midnight ride thru the lowlands of darkest Africa. Its play principle and light-up action are refreshingly new. The main object of the player in this game is to complete a picture of the jungle in a mirrored section of the back rack. Before a play gets under way the center of the back rack is mirrored. When a ball rolls between one of the six pairs of bumper springs a corresponding section of the jungle picture is illuminated on the mirrored section of the back rack. There are six sections of the picture, so the balls must run between every set of bumpers to complete the picture. It is possible to do this with just two of the five balls.

"But that's not all," Gensburg went on, "Jungle has a double appeal. The player may win an award for attaining high score, which is doubled if the Jungle picture is completed. Even if the score isn't high enough for an award the player receives a two-free-game award for completing the picture. One hundred points are scored for each bumper hit and 1,000 when the ball rolls over one of the skill switches."

In regards to the future plans for his concern, Gensburg stated that Genco will continue making amusement machines just as long as the public is going to play them, and that looks like for some time to come.

Oh Yeah?

So you're tough machine buyer, hey? Hell, we don't blame you—we're tough as nails ourself! Just mail us a penny postcard with your name and address and we'll show you why you should . . .

NEXT TIME TRY....

ORIOLE

COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

—ALSO AT—
Pittsburgh • Washington • Buffalo

WURLITZER \$159.50 ea.

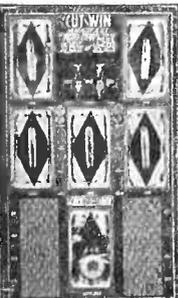
— 616 — (Lots of 10)

SINGLE MACHINE—\$169.50. 616A—\$189.50. P12—\$84.50. 716—\$159.50
ROCK-OLA, Late 1936 Model, \$79.50.

USED CIGARETTE MACHINES.
ROWE ARISTOCRAT (6 Columns) \$22.50
STEWART & MCGUIRE (6 Columns) \$27.50
NATIONAL 1937—9-30 \$74.50

KEENEY'S
BOWLETTE \$49.50
(PRACTICALLY NEW)
50% Deposit, Balance C. O. D.

BABE KAUFMAN MUSIC, (CIRCLE 6-1642) 250 W. 54th St., N.Y.C.



With the thermometer going up, sales come down

Boost your batting average with the brand new Waldemar Knife and Chain Deal. Coupons under each Knife and Chain ranging from \$1.00 to \$5.00. There are two \$5.00's on board.

BRAND NEW AND RED HOT — GET IT NOW!

2000 punches with one-third of the punches free. Takes in \$66.80 and pays out \$26.80, leaving \$40.00 profit. 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.

WANTED

WILL PAY \$60.00 CASH FOR
MILLS MELON BELLS
BOX C-126,

Care The Billboard, Cincinnati, O.

MUST SELL AT ONCE

30 MILLS 1-2-3

IN PERFECT MECHANICAL CONDITION.
MAKE OFFER.

TRI-STATE AMUSEMENT CO.

637 S. W. 12th Ave., Miami, Fla.

GENCO'S JUNGLE

COMPLETE THE JUNGLE PICTURE ON THE BACKBOARD AND THE AWARD IS DOUBLED . . .

How Jungle Picture Is Completed . . .

Before played the center of the back rack is mirrored. When a ball rolls between 1 of the 6 pair of bumper springs on the board, a corresponding section of the jungle picture is illuminated on the mirrored section of the back rack. There are 6 sections to the picture, so in order to complete the picture the balls must run between every pair of bumpers. It is possible to complete the picture with just 2 of the 5 balls.

A new novelty game with a double appeal! The player may win an award for high score—THIS AWARD IS DOUBLED IF THE JUNGLE PICTURE IS COMPLETED. Even if the score isn't high enough for an award the player receives a 2 free game award for completing the Jungle Picture in the back rack. 100 points is recorded for each bumper hit. 1,000 points when the ball rolls over one of the skill switches.



ORDER TODAY—QUICK DELIVERY!

GENCO, INC.
2621 N. ASHLAND AVE., CHICAGO, ILL.

\$74⁵⁰
F. O. B. Chicago

SALE

- 5c-10c-25c Melons — Like New.
- 5c Blue Fronts — Gold Award with Melons — Late Serials.
- 1c-5c Watling Cherrys — Same As New.
- 1c-5c Watling Twins — Late Serials.
- Mills 1-2-3. \$89.50
- Mills B Race 69.50
- Flotwoods. 69.50
- Handicappers 49.50
- Stables . . . \$49.50
- T. Champs. 19.50
- Preakness . 19.50
- Dux 19.50

Write us for any kind of new or used machines. We are Distributors — Our Prices are Right.

EXECUTIVE NOV. DIST. CO.
414 H STREET N.E.
WASHINGTON, D. C.

Nation Celebrates Restaurant Week

CHICAGO, May 7.—Ever since the inception of the coin-operated machine industry the restaurant, with its co-partners, the lunchroom, cafeteria, refreshment stand, etc., has been a profitable location for the various games and service machines which the industry has produced. Consequently it is but natural that the coin machine industry should doff its hat, too, in respect to the restaurant industry during the past week, which was officially known thru-out the land as National Restaurant Week.

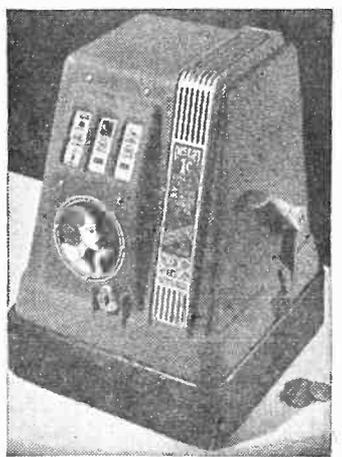
Thru newspaper advertising and publicity, by means of showcards and billboards, National Restaurant Week was made known to Mr. and Mrs. America. How much operators' profits were increased as a result of heavier patronage at eating spots isn't known. With more people eating meals "out" this week, however, operators with machines in eateries should benefit.

The value of the restaurant industry to operators is seen in the statistics released by Frank J. Wiffler, secretary of the National Restaurant Association, when he revealed that there are approximately 153,000 restaurants, cafeterias, lunchrooms, lunch counters and refreshment stands in the United States, based upon the Department of Commerce figures for 1935. Conservative estimates place the total business done by this group during 1937 in excess of \$2,000,000,000. About 25 per cent of this gross income, or \$500,000,000, went into pay rolls for the nearly 700,000 persons who find full or part-time employment in eating establishments. This does not include another 250,000 actively engaged in the business as proprietors or firm members.

In addition to being the third among all industries in the number of retail outlets, the restaurant business is seventh in total sales. It is a mighty purchaser of foodstuffs and equipment, a major customer of the farmer and manufacturer, stimulating production and employment in those industries thru its purchases.



ZEPHYR \$18.75 TAX PAID
Two Machines in One—Cigarette Vender or Bell Fruit Vender. Visible Ball Gum Vender, Cigarette or Fruit Symbols. 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.



BALL GUM
15c a Box (100 Pieces)
Case Lots (100 Boxes)
\$12.00

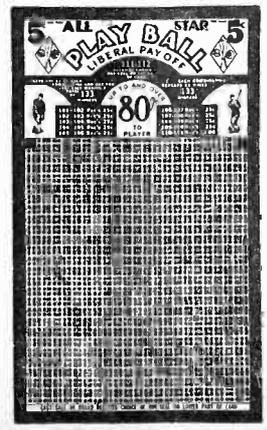
MINTS
100 Rolls, 75c. Case (1000 Rolls)
\$8.50

GINGER TOKEN PAYOUT \$27.50 TAX PAID
Liveliest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator assort's tokens in payout tube, thus controlling payout percentage accurately to fit all retail prices of Cigarettes.

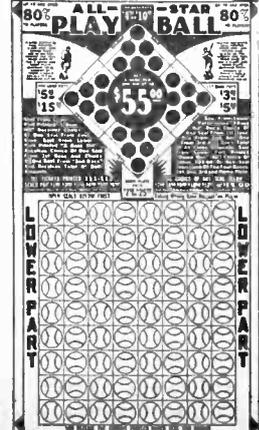
GUARANTEED for LIFE!
Metal Slotted Coin Counter
Sample 75c
10 or more 65c
Get the Best for Less! Buy the STAR Slotted Coin Counter. Polished aluminum; indestructible. A new one if one ever wears out! Slugs easily detected through slot. Stamped gauge marks; wide throat for tubing coins. (For Pennies Only.)
STAR MANUFACTURING COMPANY
3901 Wayne,
Kansas City, Mo.

FOR SALE
80 WATLING MIRROR SCALES
In Massachusetts and Connecticut. 30 Located.
Winter Collections Yours — \$1,200.
Write
L. E. H.
419 Mill Hill Ave., Bridgeport, Conn.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO



"Sock it out of the Park!" "All-Star"
The newest sensation in Barrel Board Deals! Made in either 2280-holes or 2520-holes size. Shows \$40.31 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.



DE LUXE REGISTER

LOWEST PRICED BIG GAME!

A red-hot 5-Ball Novelty that scoops everything in playing interest and buying value! Coin inserted in slot lights up Mystery Star on colorful backboard. When player secures award score, a colored Circle is illuminated on the backboard, Matching the color of the Star with the color of the Circle doubles the award. Play is visible at a distance. New invisible plug enables change of awards to suit location. New Spiral Bumpers—pure gum live rubber Bumpers—airplane dial Recorder—chrome fittings—Award Cards furnished—dozens of other features!



\$49.50

22"x44" Backboard, 22"x8" A. C. Current.

GLOBE TROTTER

5-BALL NOVELTY THRILLER
A LOW-PRICED SENSATION!

Get this money-making express and clean up! Has everything you'd ask for in a high-priced game, yet sells at a record-breaking low price! New Odometer Mileage Totalizer; new-type Bumper Springs; New Simplified Mechanism; Mystery Slot revolves Twin Spinner Discs. Top disc shows miles player must travel to win. Lower disc shows destination, which represents odds. Award cards furnished.



22" x 44" CABINET BACKBOARD 22" SQUARE

\$69.50



The Greatest Little Machine to Make Friends With the Store-keeper.

THE ONLY TESTER WITH THESE QUALITY FEATURES!

New BUTTON INDICATOR CONTROL for competitive play! Indicator remains at highest number until player presses button! • CHROME TRIM, CHROME HANDLES THROUGH-OUT! • The only machine with ANTI-TILT to prevent cheating. • SEPARATE CASH BOX! • TENSION ADJUSTMENT to suit location! • BELL ADJUSTMENT to ring at any number! • NON-CLOG SLOT, button in rear instantly clears obstruction! • RUBBER SUCTION CUPS hold machine securely to counter! Top quality in every detail, built by a manufacturer who knows how! Metal Stand, \$2.50 Extra.

\$19.50

With operators who know their GRIP MACHINES it's GOTTLIEB-50 TO 1

DE LUXE GRIP SCALE

3-WAY STRENGTH-TESTER

100% LEGAL



WRITE FOR CIRCULARS AND QUANTITY PRICES

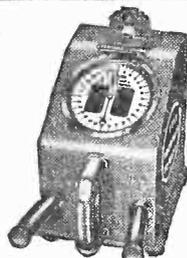
IMMEDIATE DELIVERY
D. GOTTlieb & CO., 2736-42 N. PAULINA ST., CHICAGO

STILL IN PRODUCTION!
GIANT GRIP SCALE, \$17.50

500 BRAND NEW 3-WAY DELUXE GRIP TESTERS

FOR IMMEDIATE DELIVERY
JOBBER AND OPERATORS WIRE YOUR ORDERS
OPERATORS OF PACES RACES, WE CAN FILL YOUR ORDERS FOR PARTS FOR PACES RACES AT THE RIGHT PRICE.

We have all the Season's Hits in Coin Operated Machines, some of which are Galloping Domino, Bally Reserve, Deuces Wild, Gottlieb's Grip Testers, Mills Kounter King. Write for our prices.



USED PIN GAMES

- 1 Pacific Phantom, S. U., like new... \$ 17.50
- 1 Palooka Sp., S. U., perfect... 20.00
- 2 Turf Champs, S. U., perfect... 25.00
- 1 Mills Post Time, S. U., perfect... 20.00
- 1 Western Dowie, S. U., like new... 80.00
- 2 Bally Zephyr, S. U., like new... 37.50
- 1 Stoner's Air Races... 17.50
- 3 Reel 21, perfect... 3.00
- 2 Reel Spot, like new... 10.00
- 1 Bally Classic, S. U., perfect... 17.50
- 3 Bally Bulls Eye, S. U., perfect... 37.50
- 1 Mills 1-2-3, like new, S. U., perfect... 90.00
- 1 Gottlieb Horseshoes, F. S. C. P., perfect... 55.00
- 1 Panco Rosemont, S. U., perfect... 45.00
- 2 Mills McCoy, milco checks, perfect... 20.00
- 7 Bally Caroms, S. U., perfect... 16.50
- 2 Mills Big Races, S. U., perfect... 80.00
- 1 Gottlieb Derby Day, ticket model... 35.00
- 2 Bluebird, ticket model... 25.00
- 1 Daval Bell Slide... 12.50
- 6 Jennings Deluxe Sportsman, perfect, cash pay... 27.50
- 4 Miss America, like new, cash pay... 25.00
- 2 Arlington, cash pay, like new... 32.50
- 5 Preakness, cash pay, like new... 30.00
- 1 Royal Race, cash pay, perfect... 15.00
- 1 Heavyweight, cash pay, perfect... 15.00
- 1 Galloping Domino, cash pay, perfect, original model... 95.00
- 1 Rover... 30.00
- 1 Bally Skill Field, check sep., like new... 142.50
- 1 Paddle Wheel, S. U., perfect... 75.00
- 1 Seeburg Ray O Lite, Serial over 2000... 175.00
- 1 Super Charger... 135.00

- 2 Mills Flashers... \$ 60.00
- 1 Fire Cracker... 10.00
- 2 Bally Cross Line... 10.00
- 2 Bumpers... 10.00
- 1 Saratoga... 10.00
- 2 Golden Wheels, perfect... 25.00
- 1 Gottlieb Speed King... 25.00
- 1 Bally Bonus... 10.00
- Permo Point Needles, lots of 10 at 45¢ each, Per dozen... 5.40

Write us for our price list on used Slots and other games not listed.

PHONOGRAPHS

- 2 Rock-Ola Rhythm Masters, 16 Rec., brand new... \$175.00
- 2 Gabel Jr., Multiselector selection... 37.50
- 2 Seeburg Symphonolas-A... 60.00
- 2 Rock-Ola Night Clubs, perfect... 62.50
- 2 Gabel Jr., Sel., not multiselector... 22.50
- 6 Rock-Ola 12 Record Multiselector, perfect... 50.00
- 3 Brand New 1938 Rhythm Master, 16 Record... 175.00

RAY'S TRACK

- Ray's Tracks, brand new, 5¢ cash model, direct from factory... \$167.50
- 5¢ Ck. Sep., direct from factory... 170.00
- 5¢ Tk. Mod., direct from factory... 175.00

- 3 Paces Races, 5¢ cash payout, Serial 1509, 1532, 1959... \$ 80.00
- 1 Paces Races, 25¢ cash payout, Serial over 3700... 179.50
- 6 Paces Races, 5¢ play, check separator, Serials over 5200... 190.00
- Guaranteed mechanically perfect and like new.

These prices effective May 14th. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. All used machines are offered subject to prior sale. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX. INC., 300 BROAD ST., Richmond, Va.
Day Phone 3-4511 Night Phone 5-5328

| | | | |
|------------------------|---------------------|---------------------|---|
| Wurlitzer 412 \$ 89.50 | Classic... \$ 22.50 | Paddock... \$ 20.00 | Excel... \$ 7.00 |
| Rock-Ola 1937 | Cocktail Hour 10.00 | Racing Form 30.00 | Hold 'Em... 8.00 |
| Rhythm King 95.00 | Center Smash 15.00 | Santa Anita 15.00 | Ricochet... 10.00 |
| Mills Blue | Daily Races 10.00 | Sportsman | Scoreboard... 10.00 |
| Cabinet 35.00 | Flicker 17.00 | DeLuxe... 40.00 | Trap Shot... 8.00 |
| Wurlitzer 616 150.00 | Galloping | Springtime... 18.00 | Ranger... 18.00 |
| Rock-Ola 1m- | Plugs 10.00 | Ten Strike... 17.50 | 1 Pop-O-Matic, Late Model 1937... 80.00 |
| Perla 20 | Golden Wheel 30.00 | Turf Champs 34.00 | Ray's Track... 90.00 |
| Late Model 170.00 | Lite-A-Pair 18.00 | Winner... 18.00 | 10-Ft. Tube Shooting Gal... 60.00 |
| Arlington 44.00 | Latonla 22.50 | Beam Lite 22.50 | Mutoscope Diggers \$35.00 Up |
| Air Derby 18.50 | Multiple 18.00 | Dux 32.50 | |
| Ball Park 22.50 | Preview 15.00 | Home Run 10.00 | |
| Carom 22.50 | Foto Finish 40.00 | | |

Superior Appoints Scanlan to Staff

CHICAGO, May 7—Saying that it was the "most surprising and unexpected statement to come from a salesboard manufacturer during the past three years," George D. Sax, president of Superior Products, Inc., announced recently that Gilbert F. Scanlan, long connected with the industry in various capacities, had been named vice-president of the Superior firm.

In an official bulletin of the firm Mr. Sax stated that "at a meeting of the officers and directors of Superior Products, Inc., Mr. Scanlan was appointed and had accepted the position of vice-president of the corporation. His duties will consist of full control of the new expansion program, and also full charge of all sales promotional campaigns."

It was further stated that Scanlan, known to salesboard operators from Coast to Coast as "Jerry," already has taken over the duties outlined by the owners of the company and has effected several changes. Scanlan's long association with the industry makes him the ideal man for the task at hand.

In addition to Scanlan's duties he will relieve Mr. Sax from many of the details which interrupt him from the work which should be done.

Scanlan said, when reached, "Ever since Mr. Sax asked me what I could do about increasing production to meet the tremendous volume of business which Superior has been enjoying, I have been thinking of various ways to iron out the kinks that accompany a growing company. I have looked over the situation thoroughly and feel that I have a plan that will solve the difficulties.

"Operators looking forward to Superior's excellent boards will no longer wait for delayed shipments. I think that I can say at this time that we will positively make shipments within one week after acceptance of orders on everything with the exception of orders for special boards.

"I'm sure that I can count upon my friends for the support and co-operation that I will need from the start. I am looking forward to hearing from many old friends and will do my very best to contact them as soon as possible."

RECONDITIONED and GUARANTEED!!

- 15 MILLS "ONE-TWO-THREE" \$110.00
- 7 BALLY FLEETWOODS... 79.50
- 6 BALLY FAIRGROUNDS... 75.00
- 4 MILLS BIG RACE... 75.00
- 5 WESTERN PADDLES... 75.00
- 15 ROTARIES, Late Model, Open Escalator... 65.00

WRITE OF WIRE FOR FURTHER PRICES ON MACHINES AND PARTS! WE HAVE THEM IN STOCK.

All Prices F. O. B. Baltimore.
1/3 Deposit — Balance C. O. D.

SAVOY VENDING CO.
406-8 W. FRANKLIN ST.
BALTIMORE, MD.

| | |
|--------------------------------|-------------------------------|
| Flicker... \$ 17.50 | Bally Bells... \$ 35.00 |
| Preakness... 35.00 | Rosemont... 35.00 |
| Derby Days... 25.00 | Ray's Track... 75.00 |
| College Football... 25.00 | Turf Specials, (New)... 85.00 |
| Fleetwood... 95.00 | Tanforan... 75.00 |
| Ak-Sar-Ben... 90.00 | Longchamp... 85.00 |
| Carom... 15.00 | |
| Center-Smash... 15.00 | |
| Ak-Sar-Ben, Free Game... 85.00 | |
| Keeney... 77.50 | |
| Races... 77.50 | |
| Turf Champ... 27.50 | |
| Track Times... 165.00 | |
| Derby Day Console... 85.00 | |
| Galloping Domino... 85.00 | |
| Bang Tails... 95.00 | |

Cleveland-Chicago Amuse. Sales Co.
2729 Prospect Ave. Cleveland, O.

CLOSEOUTS

Operators and Carnival Men buy your Short Range Shooting Galleries now for coming season. Slightly used. \$35 Each; new, \$50 Each. Target Cards, \$2.50 per M; Shells, \$3.20 per M; Mills Blue Front Slots, S. P., \$40 Each; Mills War Eagles, \$30 Each.

L. H. HOOKER NOVELTY COMPANY
Arnolds Park, Ia.

Is Your Subscription to The Billboard About to Expire?

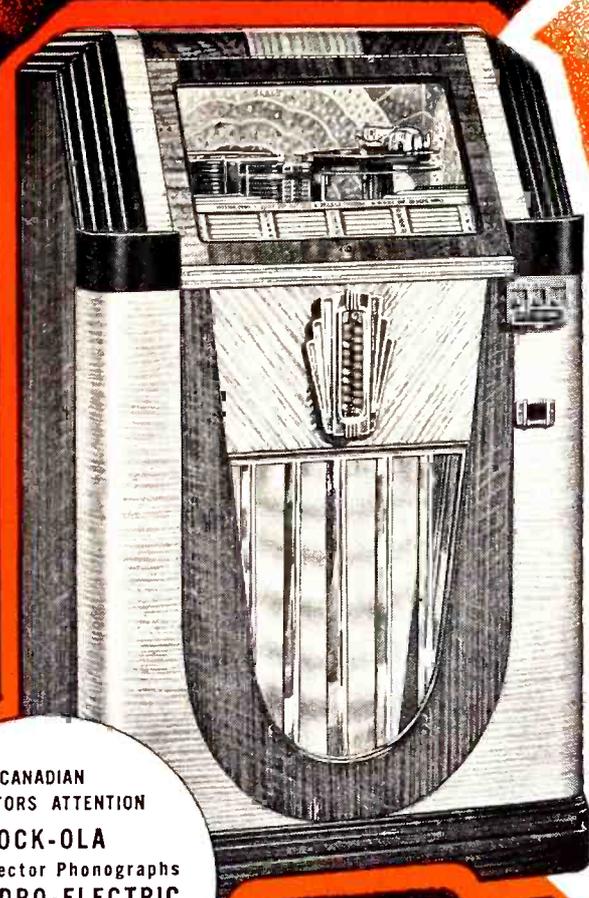
Buy the phonograph that is
2 YEARS
AHEAD OF TIME

The phonograph of tomorrow is here—the Monarch-20. Rock-Ola sets the pace and wise operators keep step with the leader. Earnings from the new Rock-Ola phonographs—two years ahead of time—are swift and sure. Witness the graceful, streamline cabinet, the greater visibility of the popular record-changing mechanism, the beautiful "Borealis" light-up grille and the glorious true-to-life tone. The new 99% slug-proof coin-chute as standard equipment unquestionably is the most forward step toward saving money. Operate Rock-Olas and gather profits that go to the far-sighted men in the business.

ROCK-OLA'S

"Monarch"

OF THE MUSIC WORLD



CANADIAN
 OPERATORS ATTENTION
ROCK-OLA
 Multi-Selector Phonographs
 are **HYDRO-ELECTRIC**
 APPROVED IN CANADA
 Distributed by
P and H COIN MACHINE CO.
 128 Dundas St. W., Toronto, Canada
 ★

Rock-Ola MFG. CORPORATION • 800 N. KEDZIE AVE • CHICAGO

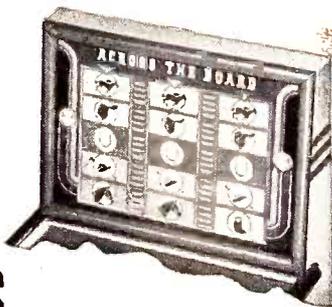
3-UP

Earns money faster than anything you ever operated including bells and consoles. The one-shot payout game that's super-charged with playing appeal—the right answer to the operator's need for a big money-maker. Earns \$25.00 to \$30.00 a day. Lightning-fast action makes rapid, repeat play and steps up profits. Operators say 3-UP cuts out 90% of usual service calls and doubles collections. Actually two games in one. Exchange the light-up back panel with fruit-bell symbols to that with horse-race symbols and 3-UP bows as "Across the Board." A real powerhouse for profits.

PLUS "ACROSS THE BOARD"

The EXTRA back panel with exciting horse-race symbols and award chart on playing field are absolutely **FREE**. Operators can make the change in 15 minutes on location. Two games for the price of one—won't go out of style. Twice as much in earnings. Many locations have batteries of 3 and 4 machines. Operators say it is the "King" of all payouts.

FREE



THE NEWEST AND GREATEST PAY OUT SENSATION



Every Night
 millions of **BING CROSBY'S**
 fans hear him to their hearts' content
 ... in thousands of **WURLITZER**
 locations, Coast to Coast ...

Tonight, millions of movie-goers are crowding theatres everywhere to see Bing Crosby's newest singing picture, "Doctor Rhythm". Tonight and every night these same millions and millions more, may hear to their hearts' content the hit songs of this outstanding musical film, sung by Bing Crosby in the flawless style which has made him a star of screen, records and radio... and brought to all America by the Wurlitzer Automatic Phonograph.

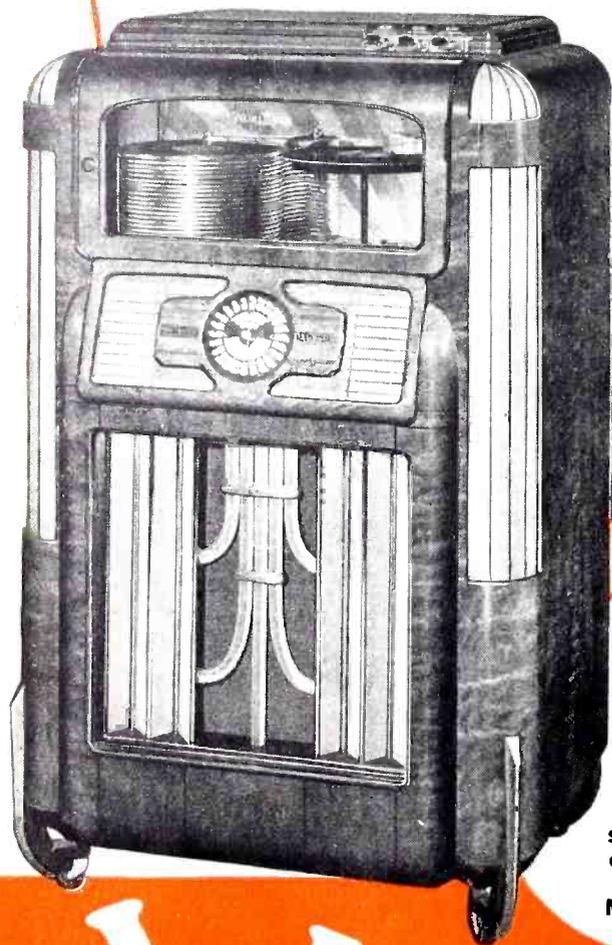
In thousands of taverns and cafes whose limitations dictate the use of automatic music, the Wurlitzer Phonograph is hailed as the one medium which repro-

duces, with life-like realism, the recorded music of Bing Crosby and other star entertainers.

The Model 24 is the only modern instrument whose 24-record capacity accommodates every taste in music... the only automatic phonograph which increases play appeal through colorful lighting effects, changeable at the location owner's will.

"And", say America's outstanding music operators, "Wurlitzer Phonographs provide an unequalled opportunity for substantial, permanent profits!"

THE RUDOLPH WURLITZER COMPANY
 NORTH TONAWANDA, N. Y.
 Canadian Factory:
 RCA-Victor Co., Ltd., Montreal, Quebec, Canada
WBS-96



24

RECORDS

SOLD ONLY TO OPERATORS

MODEL 24-24-A

There's only one BING CROSBY, and his tremendously appealing song style is more thrilling than ever on these latest DECCA RECORDS

1649
 "The Moon of Manakoora"
 "This Is My Night To Dream"
1648
 "On The Sentimental Side"
 "My Heart Is Taking Lessons"

1565
 "There's A Gold Mine In The Sky"
 "In The Mission By The Sea"

1518
 "When You Dream About Hawaii"
 "Sail Along, Silv'ry Moon"

1175
 "Sweet Leilani"—"Blue Hawaii"

Successful operators know that play appeal is highest when their Wurlitzer Phonographs carry the newest hits.

WURLITZER

AUTOMATIC PHONOGRAPHS

REG. U. S. PAT. OFF.

Bring the Music of Modern Masters to Millions