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MARCH 26, 1938

The *Billboard*

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The World's Foremost Amusement Weekly

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The Billboard

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March 26,
1938

The World's Foremost Amusement Weekly

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WAR CLOUDS HURT BOOKINGS

Trick Clauses Out

NEW YORK, March 19.—Cagey phraseology in contracts will not help night club and hotel owners and sponsors dodge Social Security tax.

Those who deliberately call an act an independent contractor in writing out booking contracts cannot cast off yoke of employership if actual working conditions for performers do not comply with independent contractor terms set up by Bureau of Internal Revenue. Such trick clauses are regarded by Bureau as futile attempts to supersede the law.

AFA Signs Dues Pact

Joins screen, legit, radio, musical guild agreement on interchangeability basis

NEW YORK, March 19.—American Federation of Actors is now a member of the interchangeability pact to which Actors' Equity, Screen Actors' Guild, American Federation of Radio Artists and American Guild of Musical Artists have been signatories. Altho the constitution of Associated Actors and Artists of America provides for membership interchangeability, the various performer unions recognize the fact that the interchangeability system was a poor one.

Present pact, first entered into by SAG, AEA, AGMA and AFRA following the Four A reorg, and now inked by AFA, is regarded as a step in the right direction. In addition to this general agreement, SAG and AEA have a separate pact.

Interchangeability hook-up at present does not include the smaller Four A unions, such as the Burlesque Artists' Association, Hebrew Actors, etc. Post-
(See AFA SIGNS on page 74)

New Series of

Legal Opinions

In this issue, in the Carnival Department, is the first of a new series of legal opinions of special interest to such showmen as circus owners, carnival operators, attraction managers and pitchmen, showing how to avoid litigations and giving advice on how to win suits. One of these articles will appear in the last issue of each month.

The author, Leo T. Parker, is a well-known writer and lawyer. His career has been varied and interesting, including ownership and management of a show; manufacturer and salesman of automobile accessories; commissioned officer in the United States Army; general contractor; in 1922 was admitted to practice law before the Supreme Court of Ohio; in 1925 was made attorney and counselor of the United States Circuit Court of Appeals for the Sixth Circuit, and in the same year he was registered to practice as an attorney before the United States Patent Office. In addition to studying law he graduated as a machine designer in 1923. Since 1924 he has compiled numerous legal opinions which have been published nationally.

European Situation Puts Damper on Foreign Dates

Acts already scheduled for the other side try to put off bookings—others turn down offered dates—plenty of time fails to make up for possible danger

CHICAGO, March 19.—War clouds over Europe have acts scheduled for engagements abroad in a state of deep anxiety. Some, pencilled in for definite dates in London and Paris starting next month, have even tried to set the openings back until the storm in Central Europe has calmed down. Others have turned down offers, preferring peace to possibly lengthy engagements. Sizing up the situation abroad, bookers here see American acts affected by Hitler's annexation of Austria, not only because of his racial prejudices but because his action now has all the countries over there war-minded. Those familiar with conditions say that the amusement industry will feel these changing conditions at the box office.

Irving Franks, of the Four Franks, whose act recently returned from an extensive tour in Europe, reports that Vienna, prior to the Hitler invasion, offered between one and four-month engagements in its leading theater, with additional time available in the smaller Austrian cities. Jewish performers are now automatically barred from Austrian theaters.

Franks, planning to return to Europe in September, provided the war clouds scatter, states that acts signed for engagements in England or France can set their dates back if they take timely action.

Chi AFRA Warns Members To Shy Away From Casting Bureaus

CHICAGO, March 19.—Members of the American Federation of Radio Artists were informed in a special bulletin sent out today that they must not sign with the newly organized Radio Central Casting Bureau. Reason given was that AFRA felt actors in this locale were well enough known to stations, directors and agencies without joining an organization and giving it 10 per cent to find work for them.

ROCB was started here a few weeks ago by Miss A. N. Elyot, formerly with Don Lee Artists' Bureau in Los Angeles, and Margaret Patterson, of the Affiliated Broadcasting Co. Dan Goldberg, a trade-paper reporter, who, it was stated, had an interest in the bureau and a hand in its policy, denied any such connection except a moral one but admitted that he was in favor of it and felt it

Monument for Grave Of "Little Colonel"

ERIE, Pa., March 21.—A committee has just been formed to raise a fund for a monument to be erected at the grave of Col. Linard Jones in Umatilla, Fla., as a tribute to the memory of this brave, little crippled circus fan who died at the Harry-Anna Home, Umatilla, November 14, 1937. Committee, called Colonel Linard Jones Memorial Committee, has George H. Lux, representative of Erie Litho and Printing Co., as chair-
(See MONUMENT FOR on page 74)

was a much-needed service to radio performers.

Ray Jones, local AFRA secretary, took an opposite stand, claiming that such a service was wholly unnecessary and would work toward the detriment of radio actors. Jones stated also that, in AFRA's estimation, a set-up of this kind
(See CHI AFRA on page 37)

No Shut-Out at Parkersburg

PARKERSBURG, W. Va., March 19.—Col. Tim McCoy's Wild West will show Parkersburg April 29 on Stephenson showgrounds. Show comes from Cincinnati and goes to Clarksville from here. Agent for another railroad circus endeavored to make a shut-out contract with Edward G. Stephenson to keep the McCoy show out but in vain.

Unions' Blame

NEW YORK, March 19.—Officials of the New York State Unemployment Insurance Division and the Social Security Division of the Federal Bureau of Internal Revenue blame the trade unions for the chaotic conditions enforcement of their laws have created in show business.

Whereas unions in other trades have taken the initiative to co-operate with State and federal authorities to insure protection for their constituents, theatrical unions have made no overtures in that direction. In garment industry, they pointed out, unions check to see that employers file proper reports so that employees will have no difficulty collecting unemployment or old-age insurance.

Agreement between both sets of officials was coincidental. They had been interviewed separately, but on the same day, about the effect of their respective laws on performers and employers.

802, Damrosch On the Outs

Local prepares suit against conductor over latter's words regarding Arts Bill

NEW YORK, March 19.—Musicians' union, Local 802, is preparing to file charges against Walter Damrosch on the claim that he has slandered the union and its members. Charges are based on statements made by Damrosch regarding the Federal Arts Bill. He believes the unions would control the projected Bureau of Fine Arts if the bill is passed. Damrosch says, according to an interview in *The New York Post*: "The union leaders insist they are not interested in art but only in money and working conditions. Should the people who run the Arts Bureau be selected by organizations not interested in art?"

According to the union, Damrosch also claims there are only 2,000 really good
(See 802, DAMROSCH on page 17)

Frontier Town, Dude Ranch Near Chicago

CHICAGO, March 19.—A project which appears to have interesting possibilities is being launched by Capt. A. D. Young and associates. A large tract of land in the Fox River Valley, 60 miles west of Chicago, has been purchased. A part of it is being transformed into a typical frontier town and the remainder will be a dude ranch.

Amusements will have a prominent place in the frontier town. Captain Young states, insofar as possible the atmosphere of the Old West will be stimulated. Buildings will be of log construction, with the false fronts common to frontier towns. There will be wooden sidewalks and unpaved streets, an opera house where old "meffers" will be staged, a moving picture theater showing silent pictures from away back, a dance hall and night club with acts of the "barn dance" type and various other amusements.

The frontier town and its amusements are designed to appeal to the middle classes, while the dude ranch will be operated for the wealthier class with plenty of money to spend. Opening is set for late in May.

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Deal!

NEW YORK, March 19.—When the Shuberts made overtures to the Federal Theater Project for a Broadway production of the successful *Hatt* they asked a percentage on the box-office receipts in return for the use of one of their unoccupied houses. The Project was expected to shoulder all other expenses, among which is labor. FTP rejection, made public, merely reported the offer was "not feasible because of the many complications."

More Pro and Con
On the Coffee Bill

WASHINGTON, March 19.—List of those opposing the Coffee-Pepper Bill for the creation of a Federal Bureau of Fine Arts grew this week with addition of Dancing Teachers' Business Association, Inc.; Martha Graham, National Society of Mural Painters; and Ruth St. Denis. American Dancers' Association broke solidarity of dance interests and recorded itself as endorsing the bill in

(See MORE PRO on page 17)

Temperament Hurts Performers
Seeking Commercial Fill-Ins

CHICAGO, March 19.—Temperament is keeping out of commercial lines during show biz lull, according to executives of firms who have had occasion to list artists on their pay rolls. During recent conventions of cosmetic companies here it was revealed that the industry is in constant need of demonstrators stationed in leading department and drug stores to attract attention to newly-marketed products.

Smart appearance and showmanly delivery of sales talks are requisites performers can fill, manufacturers admit. But they fall short on patience, which usually controls the number of sales the demonstrator can make. In experimenting with a female partner of a dance team and an attractive songstress in near-by towns recently a manufacturer

of a new face cream found that a theatrical approach from behind a counter does not make sales. His two demonstrators did attract many prospects, but lost their self-control when confronted with a number of arguments from the customers.

Both public and private demonstrators are used. Latter class is trained by the company and taught how to handle the promotional campaign. The performer has a better chance of landing a public demonstrator's job, being equipped with public appearance experience.

NEW YORK, March 19.—Performers are in demand for selling jobs, a check- (See TEMPERAMENT HURTS page 17)

Niteries Paid U. S. \$1,500,000 May Organize
Tax on Over-\$2.50 Bills in '37 Theater Ushers
Any Minute Now

NEW YORK, March 19.—On the basis of figures compiled by the United States Treasury Department, amount of taxable money taken in by night clubs throughout the country during 1937 was about \$51,848,000. Total taxes collected by the Treasury Department from clubs amounted to \$1,555,352.82, this figure representing a levy of 1½ cents for each 50 cents on patrons' bills in excess of \$2.50. Total taxable money is easily computed on the basis of this 3 per cent levy.

Tax collections from the different States and possessions of the United States during the fiscal year of 1937 vary greatly, with New York State taking first place easily with a tax contribution of \$657,467.33. Of this sum New York's third collection district,

which includes New York City's chief amusement area, contributed \$320,198.20. California is the second largest night club tax contributor with \$171,766.49, and Illinois third with \$169,218.62. Other leading States, according to tax collected by the Treasury Department, are Ohio with \$82,527.33 and Pennsylvania with \$81,597.31.

States and territories of the United States which contributed nothing are Alaska, Alabama, Idaho, Kansas, North Carolina, North Dakota, South Carolina, South Dakota, West Virginia, and the Philippine Islands. New Mexico managed to sneak into the fold with a tax contribution of \$6.25.

Clubs, cafes and cabarets using talent regularly number about 5,000, according to estimates, with approximately another 5,000 using talent sporadically.

NEW YORK, March 31.—Local theater ushers are wondering when and if the International Alliance of Theatrical Stage Employees is going to get around to organizing them. The IA was granted jurisdiction over ushers by the AFL executive council a year ago but has done little if anything to unionize them.

In several cities the ushers took the situation in hand and made unsuccessful attempts to unionize independently. The IA often stepping in to reorganize these attempts and, in several instances, winning closed-shop contracts.

Locally, the usher campaign is in the hands of Joseph Basson, president of Local 306 (operators). But Basson has been busy with 306 and laboratory workers' problems, and the usher drive is languishing despite the fact that many ushers have filed applications for membership in the IA ushers' local still to be formed.

BOSTON, March 19.—Rumors that ushers of Loew's State and Orpheum theaters had switched to CIO were discounted by James J. O'Brien, business agent of the IATSE, Local 11. There are only two Loew houses in town, with the State 100 per cent IATSE, and the Or- (See MAY ORGANIZE on page 17)

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The
Billboard

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy must reach us by Wednesday, March 30.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For RADIO

DORN BROTHERS AND SISTER MARY — young, nice-looking and highly talented harmony trio, seen recently at Loew's State, New York, with Benny Davis' Stardust Revue. Vocal blend is perfect, and the girl has a voice made for the mike. Also do tongue-in-cheek impersonations that click solidly. Would be a distinct asset to any air show.

For FILMS

HARRY YOUNG — legit actor who played the lead in *The Black Eye*, offered recently in Brooklyn by the Stratford Players. Gave a finely effective and highly polished performance; looks well; speaks well, and plays with splendid naturalness. Film producers should have a lot of work for him.

STUMP AND STUMPY — colored comedy dancers caught recently in Cab Calloway's Band show at the Paramount, New York. Have an outstanding eccentric dancing style with act comedy angles, including mug-

ging and gestures. Team works fast and has more than enough talent to warrant a spot in screen musicals.

For LEGIT
DRAMATIC

HARMON STEVENS — student at the American Academy of Dramatic Arts who, in the student shows, has offered a long and varied series of character portrayals that stack up favorably against almost any pro acting in town. Is completely at home on a stage, has a fine sense of character, shows outstanding knowledge of technique. Many of his jobs have been unquestionably better than those of professionals seen in the same roles. Certainly rates a chance.

JEAN THOMSON — another student at the American Academy who definitely rates a pro try. A pretty youngster, she has a splendid flair for comedy and a sure sense of stage values. Her work is well above that of nine-tenths of the pro ingenues seen around.

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KAY KYSER

(This Week's Cover Subject)

KAY KYSER was born in Rocky Mount, N. C., in 1906 and had no intention of turning orchestra maestro until 10 years ago when the University of North Carolina, which he attended, found itself without an orchestra. So the cheer-leading Kay, full of school spirit, organized an outfit to be used during his collegiate days only, but it had grown so successfully that he was urged to accept many after-graduation engagements, which started him on a band-leading career.

After playing at 40 of the outstanding colleges of the South, East and Midwest shortly after graduation, the orchestra developed an enviable reputation that landed him engagements in such nationally known spots as the Hotel New Yorker, New York; Hotel Gibson, Cincinnati; Hotel Lowry, St. Paul; Belle-rive Hotel, Kansas City; William Penn Hotel, Pittsburgh; Bal Tabarin, San Francisco; Del Mar Club and Balroom Hotel, Santa Monica, Calif.; Trisonon Ballroom and Blackhawk Cafe, Chicago.

It was during the Miramar Hotel stay, in the summer of 1934, that Kay originated the famed singing song title idea, in addition to creating the other distinctive features of his style of music now so widely copied. Color and contrast remain the keystones of his style.

Kyser skyrocketed anew this year when he originated the College of Musical Knowledge at the Blackhawk Cafe. He established a new business record at that spot and landed a Coast-to-Coast one-hour commercial sponsored by the American Tobacco Co.

In addition to his commercial he is now filling an average of four one-nighters each week and making records for Brunswick. Featured vocalists in his band are Virginia Simms, Harry Rabbitt, Marwyn Sogus (Ish Kabibble) and Sully Mason.



By GEORGE SPELVIN

IF YOU hear voices and music coming out of the Bond Building lobby bulletin board, don't be frightened; it's the sound from the adjoining newsreel theater. . . . German, Austrian and Brazilian night spots have told their singers and musicians not to play Jewish tunes—except "Bei Mir," which is requested too often to be denied. . . . The local FTP is experimenting with newspaper ads that don't mention FTP, the angle being that maybe the relief project label keeps some people away. . . . Plenty of talk around town about the sensible, witty and excellent reviews written by Willia Waldorf, of The Post, while John Mason Brown was on his lecture tour; that's nothing new—Miss Waldorf has for years been one of the town's top dramatic critics for this corner's money. . . . Lots of letters emanated from evildoing Broadwayfarers recently when a couple of letters went dark on the electric sign of the Brass Rail. . . . Kicks from Westchester FTP-ers that the New York project's circus took too much money out of their territory when it played White Plains last month can be answered by figures; the show took out \$1,000—and it cost \$3,000 to put on. . . . The corporation that handles the many real estate affairs of Trinity Church has announced that it will assume direct management of all its properties—and Mr. Spelvin wonders whether there's any connection between that change of policy and the rap the vestrymen take in the FTP's housing play, ". . . one-third of a nation."

A mystery and a lovely gesture combined, just before the end of the one-week run of "Save Me the Walls," the delightful Katharine Dayton comedy about a dictator and a princess was that was panned by the daily critics because it failed to holler about a social purpose that it never set out to possess. On Friday, when the closing notices went up, Laura Hope Crews, Jane Wyatt, John Emery, Leo G. Carroll, Reginald Bach and the rest of the name-filled cast met in Mady Christians' dressing room; and, believing with many others that the play would override the notices and elicit heavily with the general public if only given a chance, those real troopers unanimously agreed to work for the Equity minimum of \$40 a week until the show got on its feet. But the management turned down the offer, and a lot of people are wondering why. There's one story concerning the producers' excess income taxes if the play had been a moderate success.

THE ALBUM: At the end of this month WMCA will move to its new studios and offices in the Hollywood Theater Building, and for the second time in his life Charlie Capps will handle a big moving job. Capps is production head of the station and has a swell story. He started out as an architect and, with Thomas W. Lamb, helped to build the new Ziegfeld Theater and the Paramount Hotel here and the Keith Memorial Theater in Boston. In addition, he's built swimming pools all over the world, the best known being at the Airport Club in Washington—the one he designed (complete with gold mosaics) was for an Indian maharajah. Every time he made money he'd lose it—backing plays down at the Provincetown. He started in radio doing a one-man show on a small Long Island station and then went to WPCB, which was later absorbed by WMCA. His other experience of large-scale moving came when he was hired by the firm that moved The Daily News uptown from Park Row. For the WMCA shift Capps has made an office road map, showing where each person will be located, to save guesswork and running around.

Ken Christie, who figures out the swing arrangements for CBS' "Song Shop," studied for the mischief and organized choir for his father's church—which is quite a contrast. . . . Ecclesian note: In Troy there's a new outfit calling itself the Save on Shirts (SOS) Guild, which puts new collars on old shirts—and business is booming. . . . A pocket-sized mag called "Vater," devoted to inside national, state and city politics, will make its appearance on the stands soon, with Francis J. Farley as editor. . . . A wag from Jamaica adds a new note to advertising: "Let's take the face from the bathroom floor and put it on the ceilings of barber shops," he says, arguing that ads on tenorial parlor ceilings couldn't avoid being read during a shave. . . . The World-Telegram ran a item upside-down the other day—but intentionally; the item concerned a lad who could read backwards and upside-down. . . . Billy Milton is doing a series of "Chaucerian tales" at the Rainbow Room, believe it or not. . . . Hal Davis, the CBS press lad responsible for the pool picture mentioned here a couple of weeks ago, says that the shot was taken at the Park Central pool, and that it there was no water in it then Barry Wood and Howard Phillips were swimming in a mirage—but he doesn't explain why Nan Wynn went swimming in high-heeled shoes.

Burlesque fans get something besides the usual quota of bumps, grinds and exposed female epidermis these days at the Republic, where short versions of ancient mellerdrammers like "Murder in the Old Red Barn" are being revived in an effort to offer something new to weary patrons. Still in the experimental stage, it's the most daring burly try since the first piece of female apparel was removed to start an original American "art" form.

OUR OWN MAIL DEPT. (Why Editors Go Nuts, cont.): "Gentlemen: What time will most of the new fall stage productions be started in New York? What month would be most favorable for one seeking a role in one of them this fall? Middle of August? First of September? First of October? How may the office addresses of the leading New York producers be obtained? If you know but few of their names, what way would you suggest as being the quickest to find them? That is, in what manner would you go about finding their names and addresses if you did not know them? Is there any publication that gives this information in an extended list? What are the addresses of the important cinema studios in (See BROADWAY BEAT on page 27)

Dancers Heave Sighs of Relief As "Big Apple" Heads for Chute

NEW YORK, March 25—The craze for the Big Apple has reached its peak and seems starting down the chute—and non-Apple dancers are glad. Dance teams, dance acts and dance soloists claim they have been ditched out of bookings time and time again because employers have asked for Big Apple dancers. And it wasn't so much the novelty of Big Apple troupes that entranced the night club and theater owners, but rather the fact that most Big Apple troupes were composed of straight youngsters who were willing to work for apoles. Most of the Apple peewees were school kids picking up pin money evenings dancing at clubs, cabarets, hotels and theaters.

Dance schools throuout the country were quick to cash in on the fad and sent out their advanced students on dates, paying off the kids in peanuts and pocketing the difference. Locally, for example, the Arthur Murray dance school turned out Big Apple troupes in factory style—selling them at from \$25 a night in small cafes to much more in swankier hotel spots. This situation enables many night club owners to throw out expensive professional talent and bring in cheap Big Apple troupes—selling them to their patrons as a novelty. Anyway, the Big Apple is headed for the stew—and professional dancers are heaving sighs of relief.

FTP's Long-Awaited "Prologue" Has Little Besides Abe Lincoln

NEW YORK, March 19—Federal Theater Project got around, finally, to opening Prologue to Glory at the Maxine Elliott Theater Thursday evening after two recent postponements. It was a long time since the New York State repertory group vacated the house to make room for this number. The wait was hardly worth while.

It's a lumbering two-act document of the early life of Abraham Lincoln, gone overboard on dull, wordy monologs which would tax the ingenuity of our best actors. An author's note explains that the play makes no attempt to be true in all its historical details; it attempts rather to be true to the spirit of the times and the leading character.

With so much liberty, then, there is hardly excuse for the lagging. It takes the author, E. P. Conkie, more than half the show to get warmed up. And then the drama is not sustaining.

Leo Bulgakov, who has had his assignment for four months now, has allowed the mob scenes to run at too great a length, impeding the speed of the production. An impression of the slow, deliberate manner of living which characterized the pioneer stock can be conveyed without reducing the stage performance to the pace of a funeral cortege.

There's a greater measure of success in Stephen Courtleigh's characterization of (See FTP'S LONG-Awaited on page 27)

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RADIO'S 2D RUNS A LA PIX

Repeat Dates for Jimmie Allen Program Top Draw on First Run

By PAUL ACKERMAN

NEW YORK, March 19.—Commercial broadcasting is adopting another phase long associated with the motion picture industry—second and third runs. Advertisements of Jimmie Allen, serialized script originally sponsored four or five years ago by various oil companies and now on the air for a multitude of sponsors, has run twice over numerous outlets in the Midwest. These include Denver; Saginaw, Mich.; Kansas City, Hutchinson and Pueblo, Kan.; Des Moines, Oklahoma City, Los Angeles and a flock of others.

As in films, same episodes are repeated, but, unlike pictures, the second run often pulls better than the first, owing to the show's reputation built up on previous run. Cumulative effect is clearly seen upon comparison of the pulling power of the show when handled by two sponsors in the same city for the same length of time. Skelly Oil, for instance, during a period of three weeks got 11,000 kids into the Jimmie Allen Club in Tulsa, Okla. Campbell Taggart Associated Bakeries, independent bakers' chain, pulled 21,000 youngsters over a similar period in the same city.

In addition to the Campbell Taggart line-up, using 17 cities, sponsors now buying Jimmie Allen include Illinois State Journal, Springfield, Ill.; Worcester Baking Co., Worcester, Mass.; Royal Baking Co., KIL, Salt Lake City; Cotton Bros., Shreveport, Alexandria and Baton Rouge, La.; Log Cabin Bakeries, Los Angeles; Morton Milling Co., Dallas.

Unusual sponsor is The Illinois State Journal, which uses the show five days a week over Station WCBS as circulation promotion.

Previous sponsors of Jimmie Allen have been Richfield Oil Co. of California, Richfield Oil of New York, Hickok Oil of New York, Ppsodent in Australia and another in Canada. Original reputation was built on the oil industry. Writers of the show, Wilfred G. Moore and Robert M. Bert, have been bought out by Russell C. Comer, head of that named ad agency. Show is sold on the

basis of the station's individual rate card.

Since the show went on the air originally, it is estimated that about 4,000,000 kids have joined the various Jimmie Allen clubs. Figure is based on statistics of a company that manufactures an aviation wing problem given moppets who join. About 14,000,000 of these emblems have been distributed in three years, each kid getting a new wing each year, accounting for the difference in number of total wings and actual membership. Program achieves its strong kid draw not only from the adventure angle, but because the kids are given actual flying instruction over the air.

Last week program was bought for a number of Canadian stations by British American Oil Co.

KWOS, Mo., Waiting for Nod on Power and Time

JEFFERSON CITY, Mo., March 19.—Sports caster Johnny O'Hara, of KWK, St. Louis, will spin the play-by-plays of St. Louis Cardinal and Brown major league baseball games this season on direct wire to KWOS, Jefferson City, and KFRU, Columbia.

Officials of the Jefferson City station were informed Tuesday that Robert L. Irvin, of the Federal Communications Commission, had recommended that station be authorized to operate its 100-watt layout on unlimited time instead of daytime and that power be upped to 250 watts during day. Final action expected in late spring. Station recently lost Randall Jesses, program director, who goes to Poplar Bluff, Mo., to take over management of new layout, KWOC, to be opened April 1. Jesses was replaced by Joe Matthews, formerly of WHBC, Sheboygan, Wis.; KPAB, Lincoln, and WHBF, Rock Island, Ill.

AFRA Mulls Contracts' Length; NBC Deal Ready

NEW YORK, March 19.—With secrecy still cloaking negotiations between the broadcasting industry and the American Federation of Radio Artists, chief connectors centers in the length of time the contract will run. It is believed that it would be to advantage of AFRA to secure a short-term agreement, but not too short. Perfect set-up for the union would be a two-year stretch, it is understood, with the expiration date in 1940—similar to the expiration date of the contracts between the broadcasters and the American Society of Composers, Authors and Publishers and the American Federation of Musicians.

Strategy of this technique is obvious in that the industry would stand a good chance of being caught in a three-cornered jam. Feeling right now between AFRA and broadcasters and ad agencies is admittedly a good one, with some phases of the negotiations already complete. AFRA and the broadcasters have been going about their business with little fuss also, but reason given in some quarters is that the radio industry sees the handwriting on the wall.

In some ways analogous to the music industry, radio mushroomed so fast that legislation and unionization were left far behind. Until the past year or so field has been strictly a happy hunting ground, with agencies and stations lifting talent inexpensively from declining fields in show business. Only fly in the ointment had been charges by performing rights societies for clearing music and regulatory measures by the Federal Trade and Federal Communications commissions.

Swing of legitimate theater and vaude talent into radio has been so extensive

SRO

PHILADELPHIA, March 19.—Philadelphia is still nuts about big radio names, as evidenced by the demand for tickets for the Eddie Cantor airing over WCAU Wednesday night. Station received 20,000 requests for the broadcast, and the studio holds but 250. Most of the tickets were given to Texaco dealers and their friends. A police guard was placed around the studio to prevent gate crashers and to save Cantor, Durbin et al. from being swamped by autograph seekers.

NAPA Watching AFM-Radio Deal

PHILADELPHIA, March 19.—Herbert Spelzer, attorney for the National Association of Performing Artists, indicated Wednesday that the org might drop its campaign to license radio stations. Angle is that the NAPA is swatting results of the contract settlement between the American Federation of Musicians and the recording companies, the belief being that the outcome may clarify the entire status of musicians' property rights.

"We are waiting," said Spelzer, "to see what develops at the conferences of the musicians and the recording companies. The provisions in their contract might end the whole question of our organization licensing radio stations."

Meanwhile, licensing drive here has been dormant for the past month, with only three stations having inked an agreement with NAPA. These are WDAS, WIP and WPEN.

WBAX Mgr. Injured

WILKES-BARRE, Pa., March 19.—Haf Seville, manager of WBAX, is recovering from facial injuries and fractured ribs sustained in an auto accident last week while en route to New York. Convalescing in the Jersey City Medical Center.

Radio Rumors Flood Capital

WASHINGTON, March 19.—Trade observers here express bewilderment at fantastic stories concerning radio's future circulated in the trade as possibilities and in some cases probabilities when persons right on the scene are unconscious of the "impending" calamities ahead for private operation of radio. Government ownership of broadcasting stations, international stations and public ownership are being reported as "looming" by various sections of the press.

Washington has always had a minority believing in public ownership of everything, but they are no more numerous or influential today than in the days of "dollar diplomacy." Government-owned broadcasting stations have been urged in Congress and bills are pending to establish such a station, but Washingtonians realize these bills are a far cry from the menace to private operation that has been pictured.

Chi Press Boys Looking Askance

CHICAGO, March 19.—Charles J. Gilchrist's disagreement and resulting resignation as radio columnist on The Chicago Daily News is being regarded with apprehension by fellow scribes and press heads at the radio stations, who are wondering what effect this change in the policy of The News will have in radio circles.

News has been undergoing a radical economy wave the past two weeks and for the present at least has decided a radio column is a space liability rather than reader-puller. When Gilchrist issued an ultimatum of "more space or else" the management said "or else."

What happens next is problematical and will probably depend upon what kind of a following Gilchrist has built up over the past eight years with his column. Station publicity boys will naturally breathe easier if column is resumed, since the change might put a bug in the other dailies' bonnets, which have no lost love for radio anyway.

WCFL-AFRA Negotiations

CHICAGO, March 19.—Station WCFL renewed its contract with AFRA announces this week for another three-month period and is now negotiating with the union on its request to incorporate an arbitration clause in that contract. Clause is included in all of AFRA's basic agreements but was not in WCFL's original contract.

AFRA also went to bat with the station this week over announcer Bill Hemsworth, a nonmember, who was recently put on a commercial stint aired from WCFL. At AFRA's suggestion the station informed Hemsworth he would have to join AFRA or quit the show. Hemsworth paid his dues and became a member the next day.

WIP "College" For Salesmen

PHILADELPHIA, March 19.—Ben Gimbel, WIP proxy, announced a plan Wednesday (16) to take college students and put them thru a specially prepared eight-week course in every phase of radio in which a radio salesman might need knowledge.

First person chosen for the course is Paul Kane, senior at Villanova. He will spend three hours at the station daily studying each branch of the field and at the end of the time will be made a member of the WIP sales crew.

"Faculty" for the course will be James Allan, program department; Edward Wallis, production; Murray Arnold, publicity; Clifford Harris, engineering; and Edward Davis, sales.

Don't Miss

This Feature:
**Year-Round
Promotion of a
Three-Month
Program Series**

By DR. FRANK SIMON

in the

**Spring Number
of The Billboard**

Medicine Men Buying Aspirin

NEW YORK, March 19.—Advertisers using radio and other media, particularly those hawking patent medicines, are understood to be acutely concerned over the success of the Wheeler-Les Bill, which has been passed by both houses of Congress. Bill broadens the powers of the Federal Trade Commission, so that this body will take an active rather than passive part in prosecuting firms which make false claims. At present, the FTC usually investigates complaints received, but does not actually seek out violators in the drug, cosmetic, food and other fields.

Because the bill also affects ad matter going across State borders, the commission gains additional power over radio, magazines and, in some cases, daily and weekly newspapers.

Bill is after "false advertisers," who are defined as attempting to sell, thru suggesting that products will do what they will not do or by other mislabeling.

Help Houston Symphony

HOUSTON, Tex., March 19.—Three of Houston's radio stations will co-operate with the season-ticket campaign of the women's committee of the Houston Symphony Society, it was announced this week. KTRH will present dramatic skits built around musical instruments, with Ernest Hoffman, orchestra conductor, as storekeeper. KPRC will present *Symphony Serenaders* with a musical "name-it" contest. KXYZ will carry a series of speakers on the orchestra.

Reporter for Beer

NEW YORK, March 19.—Supplementing its Clem McCarthy stanzas in New York, Kruger beer is bankrolling the Yankee News Reporter over a string of eight New England stations, originating at WNAC, Boston. Stanzas, placed thru Young & Rubicam, is aired Tuesdays, Thursdays and Saturdays, 7:30-7:45 p.m., starting March 22.

KANSAS CITY, March 19.—Don Davis, WEK prez and also president of Travchuk, Ltd., Chicago, is organizing a group of radio and ad men who will make a radio tour of Europe. The party will leave Montreal July 15 to visit England, Holland, Belgium, Germany and France. Will inspect eight foreign stations, including London's BBC, Radio-Luxembourg, Radio-Paris and the Institute National Belge de Radiodiffusion. Main contingent will leave August 11, although provisions have been made for a 12-day extension. This group will leave August 23.

Material

Protection Bureau

A Free Service for Readers

ATTENTION is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their name, permanent address and other information deemed necessary. Upon information packet will be dated, attested to and filed away under the name of the claimant.

Send packets, accompanied by letter requesting registration and return postage, to ELIAS K. SUGARMAN, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

New Ruling States Unit Producer Not Employer Pays SS

WASHINGTON, March 19.—First limitation to general ruling that sponsors are employers of members of a radio program has been issued by the Bureau of Internal Revenue regarding unit shows. Decision was based on Roger White's radio production for *Admiration* shampoo. *Fun and Swing Time*, with Bunny Berigan's Orchestra and Tim Ryan and Irene Noble.

Show was formulated, rehearsed and in complete charge of White, who in turn sold it, lock, stock and barrel. Under these conditions, where sponsor buys finished product, he is not held responsible for the employer tax. Disposition is in line with legal reasoning Bureau seems to have adopted as a guide. The sponsor has no say in the assembling of the program. Control is in hands of unit producer who, therefore, falls into employer category even tho he sold the production.

Petrillo Cold on NAPA's Offer

CHICAGO, March 19.—James C. Petrillo expressed himself in no uncertain terms here Friday after returning from New York, where the National Association of Performing Artists felt him out on an attractive offer to take over its fight against the use of recordings unless royalties were paid for such. "I will not take on any other duties outside AFM if it means taking time from my present job," Petrillo said. "I am plenty satisfied where I am, and money would not be sufficient reason for my making any change. I am past that stage."

Questioned further about the NAPA offer, Petrillo said he would wait until that organization had its next meeting, which is for the purpose of discussing more fully just what plan to offer Ch's music chief, but that he felt now that he would not be able to accept any offer NAPA made, altho he was in full accord with its purpose.

Petrillo is now awaiting Weber's final powwow with transcription makers Thursday on their AFM license contracts and will then join Weber here on his way to Hollywood, where they will go into huddles with the movie moguls on the matter of getting a new deal for musicians employed in that industry.

Entire campaign will probably reach a climax during the annual AFM convention, scheduled for the second week in June at Tampa, Fla.

Dismissed Lady Esther Announcer May Sue; Claims Verbal Contract

CHICAGO, March 19.—Phil Stewart, free-lance announcer, who was suddenly and without notice dismissed Tuesday night from his chore of announcing for the Lady Esther program, took his case to Attorney Harry P. Munns this week, and unless a settlement is made, Stewart will file suit against Syma Busel, owner of the Lady Esther Cosmetic Co. for compensation due him for the duration of a verbal contract not expiring until October 1.

Stewart, who has been announcing the show for over six years, received a notice Monday night that he was not to sign off with his name as he had always done. Order came thru from Basil Loughrane, of Lord & Thomas agency, who said it was the wish of Miss Busel. Stewart thought there was a mistake somewhere as it has always been an accepted policy for free-lance announcers to sign their name to commercials, that being the only way of obtaining a professional reputation. Without thinking any more about it he announced his moniker as usual. Next night (Tuesday) when Stewart came to NBC he found a staff announcer already in harness to handle the Lady Esther commercials, still in the dark as to just what was happening. Stewart was told by the sta-

Hanging Sword Finally Drops; Industry Favors FCC Inquiry

Broadcasters believe investigation will open and shut case once and for all—probe expected to last more than six months, when findings will be revealed

NEW YORK, March 19.—Attitude of broadcasters queried here on the investigation resolution passed by FCC is one wherein the inevitable has finally happened. Broadcasters state that for a number of years investigation has been threatened but never came to pass, allowing continual criticism, mostly unwarranted. Speaking as a whole, the broadcasters state that the investigation is a good thing; that it will open and shut a case once and for all. While there may be points pertaining to various actions of some of the chains, the major part of methods will come thru unscathed, it is thought. Two principal points that may develop sharp talk and fireworks are cases wherein certain groups or one group seem to have power and wavelenghts sewed up and method of payment to affiliates. Affiliates themselves may do plenty of squawking.

NAB Board Defers Naming President

WASHINGTON, March 19.—Meeting of the NAB board of directors scheduled for March 21 to select a president for the organization has been postponed indefinitely.

Reason advanced by NAB Counsel Philip G. Loucks was that the committee felt that it did not have enough data and had not had sufficient time to complete necessary work. Board will meet on telegraphic notice allowing time to permit members to travel to Washington for the meeting.

Alka-Seltzer Pulls Out Of Foreign Languages

NEW YORK, March 19.—Foreign-language market, along with the rest of radio, is feeling the depression. An accent on spot buying rather than programs is particularly noticeable in some fields, with the long-hoped-for advent of national advertisers still in the hope stage. Pullout of Alka-Seltzer from some of its foreign-language buying has also cut in on the intake.

Mainstay is still the local advertiser going after his native-tongue trade.

AFM, Net Affiliates Exchange 248 Contracts

NEW YORK, March 19.—American Federation of Musicians and network affiliates exchanged 248 contracts as of Saturday, according to Joseph N. Weber, AFM president. AFM attorneys this week mulled terms of contracts covering recordings and will present same to the executive board meeting next week.

Federation sees itself in the clear on recordings, says Weber, but electrical transcriptions will require more detailed handling because no single set of conditions can apply to the entire industry.

tion that it had received an order to replace him. On Wednesday morning, Stewart received a letter from Miss Busel, explaining his services were no longer required.

Miss Busel refuses to make any comment to clear up her action, but Stewart's opinion is that it was due to a burn-up over his accepting a job Sunday on *Crossroads*, a new show handled by the Stack-O-Globe agency, which handled the Lady Esther account prior to last September. Lady Esther show was switched to Lord & Thomas at that time when Miss Busel became dissatisfied with the handling of her show. Stewart says it looks like she didn't like the idea of his name being connected with the enemy camp.

Attorney Munns has not yet received a reply to his letter of complaint to the firm, but says that inasmuch as Stewart has a verbal agreement that he remains on the show for the duration of Wayne King's contract, a suit will be filed if the announcer is not compensated.

Altho the American Federation of Radio Artists, of which Stewart is a member, is burning up over the situation, it is not in a position to go to bat for him since it has not yet effected basic agreements with agencies and stations.

WASHINGTON, March 19.—After a week of "who done what to who," the Federal Communications Commission yesterday voted for investigation of monopoly and chain broadcasting contracts. Starting a blitzard of investigation resolutions, Commissioner T. A. M. Craven asked for a probe of monopolistic trends, competitive practices and contractual relationships between chain companies and network stations. Inside reports said Commissioner George Henry Payne seconded the motion, but Commissioner Sykes moved to table the order. In voting on whether to kill the Craven resolution Chairman McNinch and Commissioners Case and Skyles formed a minority in favor of tabling while Commissioners Payne, Brown and Walker lined up with Craven. Craven wanted a committee of three commissioners to conduct the probe while the opposition countered with a resolution for the FCC legal department to conduct the investigation.

At this point (Wednesday) it was decided to hold the final vote over until yesterday (Friday). The commission split was based in a Washington newspaper, which also gave the vote line-up and leaving the minority appearing to oppose any sort of investigation. The newspaper article, a familiar Washington operation of putting the opposition on the spot, excited much comment among trade observers locally.

The Friday result is causing the capital to chuckle over the line that brush salesmen with full sample cases are racing to search out persons with low sales-resistance.

Exhibiting a dextrous change in position the minority opened Friday's meeting with two resolutions which had the private support by this time of all but Commissioners Craven and Payne. First resolution was discarded when it failed to win over the original sponsor of "monopoly investigation," and later the second resolution was amended and changed to meet Craven's demands in all but one instance—the difference being that the full commission would conduct the investigation instead of only three commissioners.

After winning this moral victory Craven agreed to approve of the following resolution, with only Payne sticking to his smoking guns.

Resolution
"Whereas, under the provisions of section 303 of the Communications Act of 1934 as amended the commission, from time to time, as public convenience, interest or necessity requires, shall (1) have authority to make special regulations (See HANGING SWORD on page 9)

Bilingual Dept.
BOSTON, March 19.—Elizabeth Hart, only femme (and individual) currently selling out her services to foreign stations while actually a member of WORL, indie outlet, went over to WEZ, Boston, NBC Blue network link, last Friday to conduct the I. J. Fox Spring Fashion Show. On WORL she monitors *The Women of Tomorrow* show. On WEZ she's *Virginia Rounds of Round the Town With Virginia Rounds*. WORL press release noted Miss Hart as secured thru the WORL Artist Bureau for the WEZ string, WEZ publicity merely mentioned her as participating.

Program Reviews

EST Unless Otherwise Indicated

"Meet Yourself"

Reviewed Wednesday, 3:15-3:30 p.m. Style—Narration. Sustaining on WIP (Philadelphia).

A pleasing and interesting program, somewhat on the style of the Voice of Experience, handled by Louis J. Lewis, psychologist, who gives advice on mental and spiritual problems and answers letters from listeners.

On program caught he answered letter to woman who asked what to do about fiance who gets all excited when discussing politics, religion, etc. Louis advises to avoid taboo subjects. Olives Dorothy Dits type of advice to lovers. From letters read, majority of listeners are women. Louis has soft voice and good bedside manner. Formerly aired program over WDAB, smaller outlet. A good program for sponsor selling household equipment or women's stuff. S. S.

"Royal Crown Revue"

Reviewed Friday, 9-9:30 p.m. Style—Variety. Sponsor—Nehi, Inc. Agency—James A. Greene, Inc. Station—WJZ (NBC Blue network).

Line-up of this show on paper reads pretty well, but Nehi, Inc., sponsor and soft drink manufacturer, had better see to it that the material is hyped. Presentation falls somewhat flat, despite fair music by George Olsen and band and good warbling by Golden Gate Quartet and Freddy Gibson. Miss Gibson, Olsen's vocalist, has a voice which sounds as tho the girl has sex-appeal. She caught to sell some Royal Crown Cola, which is the idea behind it all.

Tim and Irene and Uncle Happy fail to hold up the comedy end. Gags are feeble, puns are singularly without humor, and a sketch, Snow White and the Seven Dwarfs, was little better than mere noise. Fruit is not with the delivery but the material.

Orsbam McNamee, emcee, sandwiches his sales talk into the show nicely. P. A.

Dr. Edward Parrish

Reviewed Friday, 9:15-9:30 a.m. Style—Health talks. Sponsor—Modern Living Health Institute. Agency—Alfred P. Zabin. Station—WOR (MBS network).

Announcer reports that Dr. Parrish is an M.D., so it must be so, but there's probably still the frown of the American Medical Association on health talks such as these. This sermon was on skin, its health and its enemies. Pimples, boils, acne and eczema were described to gals, while occasional plugs for Calpar and Modern Living, health mag, were dragged in by the hair.

The doctor should look after his pronunciation. He has a tendency to slip into sloppy diction which makes his oration sound like a soap-box delivery. Incidentally, Dr. Parrish, it's "those," not "dose." Just for the records, of course. B. H.

"Today's Heroine"

Reviewed Wednesday, 10:45-11 a.m. CST. Style—Narration. Sponsor—Tayton Cosmetics. Agency—Allen C. Smith Co. Station—WJJD (Chicago).

Purse strings were held too tight in producing this shot, taking what fire it might have had if more talent were employed for dramatization instead of using just a fem narrator to tell the story. From letters sent in by the listener a local woman is chosen for some deed of valor performed, her feat described over the mike, and thru a tie-up with a local florist she receives a bouquet of posies the same day. Actual telling of the story takes up only about a third of the 15 minutes and e. t. plus plugs take up the rest, with little or no continuity to bridge the gaps. H. H.

"Melody Express"

Reviewed Monday, 3:45-4 p.m. Style—Variety. Sustaining over WIP (Philadelphia).

This program has good entertainment possibilities, as it uses big names appearing at local theater. Often per-

sonalities are on big network programs and getting them on this sustainer on the cuff is a feather in the cap of this local station and also publicity for the theater.

On program caught Tommy Dorsey, appearing at Earle Theater, was interviewed and gave a trombone solo. He brought along with him his two vocalists—Edythe Wright and Jack Leonard. Miss Wright sang Dipsy Doodle in her personable style, while Leonard piped Once in a While. Music supplied by Clarence Fuhrman's crew, WIP house band. Ork played two numbers. Murray Arnold handled program and interview. S. S.

Rose Marie

Reviewed Wednesday, 7:30-7:45 p.m. Style—Singing. Sustaining on WJZ (NBC network).

Baby Rose Marie's a big girl now and has dropped the "Baby" title. She's doing a sustaining stint on NBC and, particularly in her handling of lively, luring tunes, displays adult personality. Opening stanza leaned somewhat toward the sentimental side, including Thanks for the Memory and a medley of Irish-American numbers. It seems that Miss Marie's voice and personality are more suited for the vaulting, lively songs, as evidenced by her glowing number, which went over with considerable zip. Accenting such songs rather than the sentimental tunes would probably aid her in building a good flock of fans. B. H.

"World Events"

Reviewed Monday, 8:30-8:45 p.m. Style—News commentary. Sustaining on WOR (MBS).

Raymond Gram Swing is a terrific editorial spokesman. His resume of Hitler's regime and interpretation of the Pusher's rape of Austria was dynamic, simple and singularly comprehensive. He's an artist at brevity and a master of vocabulary; his voice is clear, tho his enunciation could be a bit more subtle; he's a welcome improvement over his contemporaries. He makes no attempt to break speed records or crowd his copy, yet he says plenty. With the exception of an unfortunate forced and hysterical

Watching the Stork

PHILADELPHIA, March 19. — WDAB's staff is pacing the floor and suffering all the pangs of expectant fatherhood these days. Station has skidded a program when the 8,000th baby is born at Mt. Sinai Hospital. At last count Wednesday night the stork had dropped 7,997 bundles, and they don't know how fast or how slow the long-billed bird will work in the next few weeks in order to get the program in shape. Man is to have the 1,000th, 2,000th, 3,000th, etc., baby appear on the air. For the 8,000th they will have the proud papa tell how he feels.

closing he achieves tense drama by careful selection of material and vocabulary. S. W.

Birmingham Games Aired

BIRMINGHAM, March 19. — For the first time in the history of the Southern League home games of the Birmingham Barons will be broadcast from Rickwood Park here this season. Sponsored by a breakfast food company, Bill Terry, football commentator of WSON, Birmingham News, will be at the mike. Ed Norton, new Barons owner, says he will give the home-game airing a chance to see what the results will be on attendance. Les Quailley, Washington sports specialist, is in Birmingham to make final arrangements between station, baseball officials and sponsor. Almost every team in the league has been broadcasting out-of-town games for several years.

HANGING SWORD

(Continued from page 7)

licable to radio stations engaged in chain broadcasting; and,

"Whereas, the commission has not at this time sufficient information in fact upon which to base regulations regarding contractual relationships between chain companies and network stations, multiple ownership of radio broadcast stations of various classes, competitive practices of all stations, networks and chain companies, and other methods by which competition may be restrained or by which restricted use of facilities may result;

"Now, therefore,
"It is ordered that the Federal Com-

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.

Household Finance program, It Can Be Done, needs a face lifting. As an emcee, Edgar A. Guest is about the dullest dud on the dial. If his voice were less raspy he'd be a substitute for a lullaby. Even if his poetry must go on, somebody should disguise it with a better reading. Success story of Marie Sarkpatto, 18-year-old northwoods guide, could have been used to better advantage if directed toward an Inaak Walton audience.

Kansas City's KCMO is doing a good job with its Sunday afternoons at the Music Hall of the Municipal Auditorium. Event is more than just an amateur contest, since there is a community sing. Lee Roberts spells the show, which also includes the KCMO Symphonic Choir with a batch of entertainers following. Performers are just fair, and despite 15-hour length, show gets over nicely. Program is held in the 2,700-seat Music Hall. Fans vote by phone and cash goes to winners.

Because the Deacon knows that Pa Johnson is holding a captive in his attic, said Deacon thinks he can force Lucy Johnson to marry him. He didn't reckon ma's frying pan and pa's human feeling for a jilted neighbor by whom pa intends to do justice. That's the upshot of this week's goings-on in Jimmy Scribner's Johnson Family. Skit has everything—pull, punch and sock. Characterizations are smooth and finely drawn. It's a refreshing 15 minutes.

There's such good organization to the 15-minute Easy Aces that one can hear

any installment and get some fun out of it. Characters are typed but they turn a neat line. Bit is clever but not over the heads of an average family. Too bad the commercial isn't as good. On this night sides taken by Aunt Jane and Uncle Ace shape up more definitely. Jane is determined to see her niece married to Ockey, who seems a half-wit. Uncle Ace succeeds in keeping the love birds apart for one day. It's Jane's move next.

Arthur Godfrey strikes a somewhat fresh note in patter for the housewife. He goes thru a pace of novelty numbers and warbling in fair voice but relies much on his patter and delivery to put him over. His personality is of the homely type, but there's a suggestion of more sparkle than is usually found in the morning speller. His plugs for Presto Flour were natural enough at the beginning of his 15-minute stint, but a shade overdone toward the finale, and there was even a hint of begging in one of the plugs. Toning down would help.

Mr. Keen, who traces lost persons on behalf of Bloodol, does just a fair job. It's still a honey of an idea, this lost-and-found bureau of humans, but injection of more human speech would aid plenty. In a current program a baker who deserted his wife was found after 10 years. It was discovered that he pulled the runaway act after being fleeced of his life's savings. Will he return home? Keen is now part serial, and the answer hinges on the next installment.

munications Commission undertake an immediate investigation to determine what special regulations applicable to radio stations engaged in chain or other broadcasting are required in the public interest, convenience, or necessity; such investigation to include an inquiry into the following specific matters, as well as all other pertinent and related matters, including those covered in the report on social and economic data prepared by the engineering department of the Federal Communications Commission and filed with the commission January 20, 1938: (1) The contractual rights and obligations of stations engaged in chain broadcasting, arising out of their network agreements. (2) The extent of the control of programs, advertising contracts and other matters exercised in practice by stations engaged in chain broadcasting. (3) The nature and extent of network program duplication by stations serving the same area. (4) Contract provisions in network agreements providing for exclusive affiliation with a single network and also provisions restricting networks from affiliation with other stations in a given area. (5) The extent to which single chains or networks have exclusive coverage in any service area. (6) Program policies adopted by the various national and other networks and chains, with respect to character of programs, diversification and accommodation of program characteristics to the requirements of the area to be served. (7) The number and location of stations licensed to or affiliated with each of the various national and other networks. The number of hours and the specified time which such networks control over the station affiliates and the number of hours and the specified time actually used by such networks. (8) The rights and obligations of stations engaged in chain broadcasting so far as advertisers having network contracts are concerned. (9) Nature of service rendered by each station licensed to a chain or network organization, particularly with respect to amount of program origination for network purposes by such stations. (10) Competitive practices of stations engaged in chain broadcasting as compared with such practices in the broadcasting industry generally. (11) Effect of chain broadcasting upon stations not affiliated with or licensed to any chain or network organization. (12) Practices or agreements in restraint of trade or furtherance of monopoly in connection with chain broadcasting. (13) Extent and effects of concentration of control of stations locally, regionally or nationally in the same or affiliated interests by means of chain or network contracts or agreements, management contracts or agreements, common ownership or other means or devices, particularly insofar as the same tends toward or results in restraint of trade or monopoly.

"It is further ordered that hearings be held in connection with such investigation at such times and places as the commission shall designate."

Copies of the commission order will be mailed to each licensee of a broadcast station and to each chain and network organization. Officials believe that investigation as outlined will take over a period of six months with a report finally released some time after that.

Commissioner Payne in explaining why he was the lone dissenter said: "While, of course, I am heartily in favor of investigation of the monopolistic trends in broadcasting, I voted against the substitution of the McNinch resolution for the Craven resolution because of my objection to the methods by which that substitution was being made. Craven had spent a great deal of time on his resolution, and I felt it was not only better drawn but more comprehensive and calculated to be more effective."

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THE MUSIC-MOVIE MUDDLE

IA Seen Holding Trump Card On Hollywood Music Front

NEW YORK, March 19.—Coming negotiations between American Federation of Musicians and picture producers, with a view toward securing more employment for musicians in studios and motion picture theaters, may develop into a long-drawn affair, with more going on beneath the surface than is apparent to the casual observer. There is a strong suspicion that the party holding the whip hand is the International Alliance of Theatrical Stage Employees. George Browne, IATSE proxy, this week refused to commit himself as to the IA's policy with regard to the AFM-pix negotiations. Claimed "he knew from nothing."

Peeling is growing, however, that without the backing of the IA the musicians will be hard put to line up the pix producers and theater operators. IA, thru its stranglehold on the technical end of the show biz, is, more than any other union, able to dictate to the employers. Despite existing paper sympathy pact between IA and AFM, feeling right now between the two is regarded as not exactly a love affair. Reason for this goes way back to the time when the IA was organizing legit theater stagehands in Philadelphia. On that occasion the AFM refused to participate in a sympathy strike to help the stagehands.

Give-and-take angle of the struggle became obvious later when the musicians and the American Federation of Actors banded together to agitate for live stage shows. IA men on this occasion calmly walked thru the picket lines. AFA dropped out of the picture, and the musicians, after spending a good chunk of money, retired with plenty of dignity but no additional jobs.

Petrillo's Plans

James C. Petrillo, AFM executive board member and chief battler against the encroachment of mechanized music, plans to meet AFM proxy Joseph N. Weber in Hollywood shortly to map out a line of strategy. Petrillo recently indicated that tentative plans provide that theaters must hire musicians in proportion to the seating capacity, otherwise musicians will be pulled out of the pic studios. On the surface, this sounds like a catastrophe, but studio libraries have enough canned music on hand to last a century. And in the event this measure were put to use, the strongest weapon the AFM might use would be the threat of IA support. IA, thru its industrial set-up, controls projectionists, stagehands and film exchanges and could thus cripple the distributor and exhibitor end of the picture business.

Other Petrillo plans call for giving the coup de grace to the quaint practice of dubbing—very useful to the producers, but responsible for losing some 22,000 jobs for musicians, according to the AFM. Currently, studios employ about 200 muskies.

Should the IA and AFM embrace the

olive branch in reality rather than gesture, and should the IA militantly align with the AFM in the event an impasse with producers is reached, it is considered likely that there will be something nice for the IA in return. That the IA is afflicted with an itch to grab off something in the line of jurisdictions before too many moons roll around is no dark secret. And if the AFM can possibly help the IA persuade the AFL that the Screen Actors' Guild and other performer unions are just languishing appendages of the IA, then all the shouting might suddenly cease. This is a wild surmise, but the labor front, according to the agitated, is becoming unpredictable.

AFM elections come up in June. This is significant in that Petrillo is doing most of the talking for the Federation on matters pertaining to musicians' employment. It is doubly significant in that the Federation has announced on one occasion that Petrillo's views are not to be taken as the policy of the AFM.

Tours Set for Toppers Leaving Gotham Hotels

NEW YORK, March 19.—Harry Moss, head of dance tours for Music Corporation of America in this territory, is lining up a string of one-nighters for Red Norvo, Guy Lombardo, Benny Goodman, Isham Jones and Kay Kyser. Leaving the Commodore Hotel May 1, the Norvos start their string at Brown University May 6. Same date finds Isham Jones bowing out of Hotel Lincoln and showing at Haverford College near Philadelphia. Benny Goodman leaves the Pennsylvania May 4, taking in a fortnight of one-nighters in the East, and then moves westward. Guy Lombardo, departing this week from Hotel Roosevelt, sticks close to theater dates save for the April 22 week, when he plays a two-day stand at VMI in Lexington, Va., and four private parties in Washington. Kay Kyser, coming here next week, starts his solo stands April 1 at Bucknell University, the Valencia Ballroom, York, Pa., April 2, and the Ritz Ballroom, Bridgeport, Conn., April 3.

Newspaper Ad Tie-Ups

C. A. Matthews, manager of the Orpheum, Memphis, writes in to say that he had unusual success with newspaper ad tie-ups in connection with Fred Waring's recent personal appearance at the theater. One full-page run by Sears, Roebuck linked the Coldspot refrigerator with Waring because both "give more for the money" and showed the batoneer with two feminine members of his outfit gazing enthusiastically at the box. Other tie-up was with Fortune Ice Cream. Waring and some of his crew again pictured, this time eating an ice-cream cake. Matthews states that similar tie-ups were effected during the engagement of Ina Ray Hutton and is enthusiastic about the results of such cooperative ad campaigns, particularly in selling bands playing theater dates.

Letter-Brochures

Something new in the line of brochures is being used to advantage by Consolidated Radio Artists. Combining the personal touch of a straight letter with the flashy impersonality of a direct-mail campaign, first page of folder is the regular letterhead, with the remaining three pages devoted to copy and pictures on the particular attraction. For selling Mike Riley and Charles Barnet, inside pages list previous engagements, plus photos of maestros and specialty artists, with the back page carry-

A Head Start

NEW YORK, March 19.—Never let it be said that Jack Robbins, head of the music pub bearing his name, can be caught napping a second time after having slipped up once. Being late on Benny Goodman's theme tune for his publishing house, Robbins is taking no such chance with the identifying melody Gene Krupa will use for his new combo.

Theme, called *Blue Congo* and written by Krupa, will appear shortly under the Robbins aegis, which must set some sort of record for getting a head start, since the band hasn't even been formed yet.

Bingo No Competish For Bands in Philly

PHILADELPHIA, March 19.—Harry Slatke has found that bingo, bango, bonus and the rest of the giveaways can't compete with bands for his uptown Nixon-Grand Theater.

After trying games six nights a week, he closed the house for two weeks and reopened last night with a septa show headed by Willie Bryant. The customers were standing on line to get in, like in the old pre-game era at the Nixon.

The house will keep games on for two nights a week to keep the little bank night trade it's developed over the past three months, but will concentrate on big Negro names.

Booked for the next two months are Louis Armstrong, Lucky Millinder, Claude Hopkins, Jimmy Lunceford, Chick Webb, Bill Robinson and Ethel Waters.

Oakley Leaving Gale

NEW YORK, March 19.—Helen Oakley is leaving the Moe Gale office April 1 and will connect with one of the major booking offices to handle promotion on colored bands. Miss Oakley publicized Chick Webb for Gale.

Chi Datorium Unshutters

CHICAGO, March 19.—First of the spring and summer dance emporiums, the Oh Henry Park Ballroom, is unshuttered tonight by the Verderbar brothers. Has a capacity of 4,000. Emil Flindt Ork returns for the fourth season to make the music.

Small Spots Balk at Upped Music Scale

CANTON, O., March 19.—Union musicians' pay here was upped slightly this week. Charles Weeks, business agent of Local 111, announced. Increase was the first made here since the depression, and applies to dance bands. The new scale follows:

Class A, which includes the major ballrooms and first-rate country clubs, upped from \$5 to \$5.50 for four hours; Class B, which embraces the larger country clubs in suburban districts and the middle-class night clubs and dance halls, increased from \$4 to \$4.50 a night, and Class C, which applies to the small dance spots and beer parlors, from \$3 to \$3.50 a night. This scale applies to side men only, the leader in each instance receiving double pay.

Since the scale was raised, several of the smaller spots using three and four union musicians have installed non-union bands or have replaced orks with music machines, contending that business would not warrant the added outlay for music.

PW Has a Birthday But It's No Secret

NEW YORK, March 19.—Paul Whiteman has a birthday March 28, and the occasion is not going unmarked along Music Row. During the week previous, the maestro will receive salutes from his conferees each day, starting with an interview by Mary Margaret McBride on CBS on the 22d and ending with greetings from various CBS shows on the 25th.

In between, the 23d finds Andre Kostelanetz saluting PW, with Irene Wicker doing a childhood episode from Whiteman's life on her NBC program the next day. The *Daily Mirror* WNEW show features Bob Lawrence, Whiteman baritone, on the 25th, with WIMS joining the celebration with a show of its own. Whiteman's Chesterfield hour will, of course, have a birthday angle, and on the 26th the leader appears on the CBS *Swing Show*. The following day he is slated to be guest of honor at the Casa Manana.

Krupa Preems at Pier; MCA Asks a Grand a Nite

ATLANTIC CITY, March 19.—Easter Saturday date for Shep Fields at the Steel Pier's Marine Ballroom has been scratched to make room for the first showing of Gene Krupa, erstwhile drummer for Benny Goodman, as a bandmaster in his own right. Kay Kyser still holds for the Easter Sunday drawing, with Krupa starting a string of solo stands from this seashore point.

NEW YORK, March 19.—Unquestionably the highest price ever paid to a new and untried dance unit is being commanded by maestro Gene Krupa. Music Corporation of America, handling his bookings, is asking and getting substantial guarantees against privileges for ballroom promotions, and set the scale at \$1,000 per eve for private parties.

Marshall Brings Ray East

NEW YORK, March 19.—Reg D. Marshall, indie Coast booker, opened offices here this week, and is lining up dates for Floyd Ray, colored ork from the Coast. Band opens at the Apollo in Harlem March 25, after a week at the Howard in Washington. Ork, comprised of 18 men and patterned along the Fred Waring-Horace Heidt style, plays the Nixon-Grand in Philadelphia April 14, with the Royal, Baltimore, following.

Marshall still maintains his Coast office.

Stevens in Chi for CRA

CLEVELAND, March 19.—Dick Stevens, who has been working out of the local Consolidated Radio Artists office as a band salesman, is moving to CRA's Chi office. He takes over sales and promotion for cocktail units in that area.

Selling the Band

ing reprints of newspaper and trade paper critical comments. Folder on Stepin Fetchit and a revue featuring Ernie Hawkins are given over almost entirely to montage of scenes from sepia comedian's films.

Brochures are halftone jobs. Novelty and practicability of the idea lie in the time and effort saved in selling the talent thru lengthy paragraphs of letter writing. Printed matter takes care of the sales pressure and letters therefore can be brief and to the point.

New Idea in Wallpaper

Novel stunt that can be effective as a prestige builder for a band is being done in a couple of 53d street bistros. All that's needed is a band leader who has had some tunes published, a can of glue and a little available wall space, with the idea being simply to plaster the band stand, or any other spot, with the front cover of the leader's numbers. Onyx Club has its bar walls and mirror plastered with copies of Stuff Smith's *It's Wonderful*, and Louis Prima's tunes cover his band stand at the Famous Door. Realization by the customer that ork leader has had some of his own songs published gives him an added distinction in their eyes. Johnny Green has given the idea that personal touch by carrying it to his own bathroom, papering its walls with his hits—which, however, seems to be stretching the point a bit.

Don't Miss

This Feature:
On Buying Bands for Summer Ballrooms

By HARRY MOSS

in the

Spring Number of The Billboard

Fishman Leaving CRA To Establish Ballroom Circuit

DALLAS, March 19.—Rather than be subjected to the proposed 20 per cent salary slice planned by Charles E. Green, Consolidated Radio Artists prez, for staffers averaging over \$100 weekly, Frank Fishman, who heads the local CRA office covering the Southwest territory, revealed his intention of leaving the band agency to stake his own in the ballroom field. Regardless of eventual salary adjustments, Fishman aims to go thru with his plans to build a circuit of dance pavilions and ballrooms in this territory.

Plans to build his own dance emporiums as well as continue band bookings, being well established with buyers in this territory. He has already acquired five acres of land in Southern Texas to be converted into a dance pavilion, and is negotiating for a plot of ground in Rio Grande City, Tex. Has also consummated a part for exclusive booking privileges for the Ches Maurice, local roof-top nitery.

Iowa Ballroom Men Organize

DES MOINES, March 19.—Iowa Ballroom Operators' Association was organized last week at a meeting at Hotel Fort Des Moines attended by approximately 50 ballroom owners and operators from over the State. One of the purposes of the organization is to maintain high ballroom standards and sponsor legislation for the advancement and protection of the ballroom business. Tom Archer, owner of the Trombar Ballroom, was elected president. Other officers are L. V. Geer, vice-president, Fort Dodge, and K. L. Kirker, secretary-treasurer, Davenport. These officers, with the following members, constitute the board of directors: Jack W. Hall, Des Moines; L. K. Kingman, Carroll; Veri M. Smeal, Oelwein; C. J. Fox, Clear Lake; Howard Turnley, Arnolds Park; F. A. Brookhiser, Cedar Rapids, and Squire Heathman, Ottumwa.

Waller's Costly Walkout

PHILADELPHIA, March 19.—Pats Waller lost out to the tune of \$1,075 when Lethrop Alston, Durham, N. C., dance promoter, was awarded damages to that amount due to Waller's failure to fill an engagement February 28. It was the ork leader's second financial setback as a result of his breach of contract with Alston, the first offense having cost him \$500.

Alston had planned, if necessary, to attach properties of the Waller outfit, but no such step was needed, the suit being settled to his satisfaction.

Sheet-Music Leaders

(Week Ending March 19)

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.

- Lead Ws. This Wk.
1. Tiptin
 2. Whistle While You Work
 3. Thanks for the Memory
 4. Heigh Ho
 5. There's a Gold Mine in the Sky
 6. Goodnight, Angel
 7. I Double Dare You
 8. A Copy Told Me So
 9. Sweet as a Song
 10. I Can Dream, Can't I?
 11. Dippy Doodle
 12. Love Walked In
 13. Men of Manakora
 14. Ten Pretty Girls
 15. One Song

A Definition of Swing

CINCINNATI, March 19.—Frank Simon, Arnoo bandmaster, gets a laugh out of the psychological analysis to which swing is subjected by would-be intellectuals. Simon has heard it described in such startling terms as "neurotic," "libidinous," "psychosis" and a few other choice words which are slightly terrifying to anybody but a psychoanalyst.

Personally, the good doctor feels that the craze for swing can be summed up rather neatly by a remark once made to him by John Philip Sousa. The march king claimed that "some people listen to music thru their feet instead of thru their minds." Simon defies anyone to find a better explanation for jitterbugs.

Employment Upped in K. C.

KANSAS CITY, Mo., March 19.—Members of Musicians' Local No. 34 are not complaining these days. According to press Frank K. Lett, approximately 10 per cent more men are employed now than at a corresponding period a year ago. Local here has about 350 active members. Lett said, and some of them obtained additional work when new contracts were negotiated with stations WIB, KMBC and WDAF. Several new niteries, slated to open within the next six weeks, will give more men jobs. Lett says conditions could be better, but few are seriously condemning the current recession.

Jelesnik Draws Holdover

SALT LAKE CITY, March 19.—Eugene Jelesnik and his Continentals have had their contract extended by the Utah Hotel here. Originally signed for eight weeks, the ork has been set for an additional eight months until next Labor Day. Jelesnik airs thrice weekly over KSL. Bookings handled by the Meyer Davis office.

Reviews of Records

Goodman Is Grand, Chick Cuts The Count and Heidt a Delight

By M. H. ORODENKER

Abbreviations: V-Victor; B-Brunswick; D-Decca; BL-Bluebird; VO-Vocalion

Goodman in a Groove

It's been a long time, in fact, too long, since BENNY GOODMAN gave his worshippers a stinger to stound the eardrums. Now the master makes it delirious without approximating dementia for Edgar Sampson's scoring of Don't Be That Way and Count Basie's showpiece, One o'Clock Jump (V). A killer to delight the diller with the star instrumentalists scintillating—and hot.

HUDSON-DELANE garners the gate's glory with Will Hudson's Mr. Sweeney's Learned To Swing. And Mr. Sweeney goes to town—with no strings attached. Mated with DeLange's At Your Beck and Call (B), the steam subdued for the smoother synopsates.

Cats will find BOB CROSBY'S BON-CATE a lap-up for the unrestrained dixer-land to the top tootling of You're Driving Me Crazy and Can't We Be Friends? (D). With CONNIE BOWSELL added for the torrid toning, the Bobcats claw Victor Herbert unmercifully. And unless there isn't an ounce of sentiment in your soul, you'll get stizzling stuff, what I mean, from Oppey Lore Song and Ah! Sweet Mystery of Life (D). But for the others who can't quite keep up with this mad pace, it's a sad commentary. In fact, sacrilegious.

For the dixer-land of the old school, THE ORIGINAL DIXIELAND JAZZ BAND pops up with oooO-OH! Boom!, Please Be Kind, In My Little Red Book and Good Night, Sweet Dream, Good Night (BL). Eve used the same licks to woo Adam, but there's plenty of rhythmic meat in those musty horns.

LARRY CLINTON continues to rest on his Dippy Doodle laurels. It's a listless affair, lacking entirely in originality, when the band rides on a riff for his Look. Couplet completes with the commercial cutting for You're an Education (V). But it's all hardly worthy of the Class A category which Victor boasts for

R-O'K and CRA Cutting In On MCA Exclusives at Chi Hotels

CHICAGO, March 19.—Both Rockwell-O'Keefe and Consolidated Radio Artists are engaged in a new race with Music Corporation of America to crack local band locations now limiting their buying to the latter office. Addition of Charles Richter to the local R-O'K staff gives that office an in with the Drake Hotel's Gold Coast Room as a follow-up next month for MCA's Hal Kemp. Richter was formerly entertainment manager for the Drake. If he finds a suitable band-stand attraction, it will mark the first time for R-O'K in that "400" spot. Presently R-O'K has only one band account in town, the Hiite-operated Congress Hotel, where Boyd Rabinburn makes the music.

CRA found entrance into MCA's Chex

Meroff Tour Takes Ork to Tex Nitery

OMAHA, March 19.—Benny Meroff and ork, heading the Congress Casino Revue, grossed \$11,500 in seven days at the Orpheum Theater here for the week ended yesterday. Shared bill with Every Day's a Holiday on the screen.

Meroff's unit is now on a two-month theater tour after a run at the Congress Hotel, Chicago. His trip takes in the Orpheum, Minneapolis, current week; Orpheum, Sioux City, Ia., March 25 to 27; Orpheum, Sioux Falls, S. D., March 31 to April 2; Orpheum, Cedar Rapids, Ia., April 3 to 7; Orpheum, Davenport, Ia., April 8 to 10; Orpheum, Memphis, week of April 29, and then locates at the Olimos Club, San Antonio nitery, for four weeks, starting May 12.

Paree with the signing of Henry Busse to its band roster. While Busse leaves at the end of this month, the office has succeeded in freezing out MCA by setting Lou Breeser, coming here from the Nicolllet Hotel, Minneapolis, April 1. Another CRA combo is headed for the La Salle Hotel, formerly the solo Chi spot on the books, when the Biltmore Boys and their ork reopen the redecorated Blue Fountain Room April 16.

Slight shift of booking exclusives still gives MCA the biggest grip here, that office servicing the Palmer House, Blackhawk Cafe and the Stevens, Edgewater Beach, Bismarck and Sherman hotels, with a chance of still hanging on to the Drake.

NEW YORK, March 19.—At the home office here of Consolidated Radio Artists, their picture in the Chicago band set-up seems brighter than ever. CRA saying the Music Corporation of America grip on bookings at the Bismarck Hotel and Stevens House will be severed soon. Bismarck returns to the CRA books, having sold Eddie Varas to follow MCA's Art Kassel. No opening date set as yet. Also cuts in at the Stevens House following the run of MCA's Sterling Young. CRA still has a two-year booking exclusive for the hostelry to fill, deal made at the time of the Mark Weber placement last winter.

At the Rockwell-O'Keefe office here, Mike Nidorf is most optimistic over prospects in the Chicago territory, adding that several surprise deals are in the making.

melodic feature, the tango enthusiasts can find their fill in Volume One of the Columbia Tango Album. Twelve sides of imported European and Argentine tango stylized, particularly melodic by obviously capable and native string sections. However, unless the system can stand such a steady diet, the sides tend to become indistinguishable, all the tempos being in the same pattern and similarly played, despite the fact that each label brings another band.

Columbia also brings from overseas the "new music" of REGINALD FORE-HYTHE with Two Hymns to Darkness, one side carrying a collating with Andy Razaf and Earl Hines, Deep Forest, and mated with his own Lament for Congo. However, this "new music" sounds more like a manuscript Duke Ellington might have delegated to the ash heap in his earlier scribbling days. And the disappointment is heightened by the reading of a mediocre septa combo sounding more like a pit band on a Mississippi showboat, or whatever tramp steamers they float on the Thames.

More impressive is the Columbia importation of Nole and Parade of the Wooden Soldiers by the two-piano team of clarinetists RAWICK and LANDAUER, the ivories tinkling and the tunes twinkling by their rhythmic exhibitionism.

Decca pads the package with some earlier English pressings that have little or no commercial value today. However, AMBROSE cuts 'em clean and with his per usual excellent precision for Rock and Roll and the busy What Harlem Did to Me. And HARRY ROY is quite capable on the standard readings for Dinner Music for a Pack of Hungry Carnival and Disk After Dark.

Chick Cuts the Count

Since their Savoy dagger dance CHICK WEBB and COUNT BASIE are thought about in terms of the same squared circle miscelany. And on these waxed rounds you'll find no sparing. Finding both in the same Decca list brings the "battling" to your own mechanical. Cast your own ballots, but on this cutting we'll take the little drum king for his Harlem Congo. Beating it in traffic-stopping tempo on his pots and pans, Chick awarms all over you until you either holler or hop. For the warmer-upper, Ella Fitzgerald commands attention for her high-point lowdown with I Got a Gyp. The Count platters only passive for Georgianna. And laying on the growl stuff like MacDuff earns a bless-you-my-children rating for his way down, but down, Blues in the Dark.

EDGAR HAYES QUINTET mugs it lightly for Blue Shies and Sweetheart (D), which only adds to the feeling that their quintering (piano, vibes, cleyra, bass, guitar) was never meant to be.

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Playing Starting Melodies
BEVERLY HILLS COUNTRY CLUB,
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Orchestra Notes

By M. H. GRODENKER

Stuff 'n' Suck

STUFF SMITH comes home to roost at the Onyx Club, New York, opening April 14. . . . ABE LYMAN will leave the Casa Manana, New York, a mid-Mad day and take to touring . . . having left South America with a revolution behind them, MILT BRITTON now aims to take his tooters across the pond . . . but will stick to the Scandinavian countries. . . . TITO (Gaidotti), formerly a Britton had boy, is rehearsing a combo to woo radio, including three accordions, bass and guitar . . . from-boning WALTER POWELL leaves the Britton band after their current week in Boston. . . . WILL OSBORNE slides into the Meadowbrook Country Club spot April 16, Frank Dailey making the exit. . . . PHIL SPITALNY stepped aside last Tuesday while his gals won recognition at the Women's National Exposition of Arts and Industries as radioland's outstanding feminines. . . . DAVE SCHOOLER is stepping out as a Spitalny in front of a dozen damsels, the Swing Hearts, with Fred Robbins, of the Steifel office, providing the build-upper.

Coast Chatter

BEN POLLACK takes over the tootling for Joe Penner's air show and early April Sunday, replacing Jimmie Orier . . . follow-uppers set to succeed HERBIE KAY at the Coconut Grove, Los Angeles, include Leo Reisman, Freddy Martin and Wayne King. . . . KEN BAKER took over the band stand this week at Sebastian's Cotton Club, Los Angeles. . . . EDDIE Le BARON leaves his Spanish picture productions next week and heads for New York to resume his rumbustics at the Rainbow Room April 13 . . . which should be good news for his band boys who stayed behind and are drawing heavily on Eddie's account at MCA until they return to work. . . . HENNY MEROFF will hit the lots in July for pic piping. . . . Following his current run at the Beverly-Whitshire, Los Angeles, HARRY (Sweet Lestat) OWENS takes a cross-country hop . . . dates to take in Denver, Salt Lake City, Omaha, New York, Boston, Chicago and back to San Francisco. . . . DENNY MOORE makes it for a two-weeker at the Athens Club, San Francisco. . . . Sir Francis Drake Hotel, San Francisco, has taken up the option on CARL RAVAZZA for an additional fortnight, starting April 1.

New England Notings

BILL BARDO, newest bandmaster primed by Milton Roemer, premeas at the New Kenmore Hotel, Albany, N. Y., Wednesday . . . holds forth till April 12, when RITA RIO takes over for a month . . . fem front moves on from this point to locate at Jefferson Beach, Detroit. . . . FELIX FERRINANDO started a return trip last eve at the Biltmore Hotel, Providence . . . having made way for Paul Tremaine at the Chez Pepee, Hartford, Conn., JAN CAMPBELL locates for a couple weeks at the Utica (N. Y.) Hotel and then tours the Midwest. . . . JACK DRUMMOND lingers at the University Bar, Albany, for a second month. . . . Arthur Argytes has set VIC LEWIS for the spring season at Colvin Gables, Buffalo, starting April 9, and JOHN RUBY to replace Vic at the Times Square, Buffalo.

Meandering Midwest

JAMES C. PETERILLO is back in Chicago after telling the New York moguls and nighties a thing and twice 'bout canned music . . . which was only a warmer-upper for the special story the union chief is preparing for The Billboard on the musicians' fight against mechanization . . . watch for it in the Spring Special, dated April 9 . . . same issue will carry words of wisdom paraphrased by HARRY (MCA) MOSS on booking and buying bands for the summer ballroom season. . . . Chf office of CRA set a couple cocktail units this week. . . . FOUR EMPERORS start a monther at the Hotel Fontenelle, Omaha . . . and JACK AND JILL go into the Hotel Lorraine, Madison, Wis., for a fortnight. . . . TWO SHADES OF BLUE, Ted Phillips on clarinet and Ivey Pesci strumming the git-box, leave the latter stiporium for a trip around the Schroeder chain of hotels. . . . JERRY PODOR swings into a third month at the Check-

in nitery, Toledo, O. . . . WOODY HIGHMAN located at the Wisconsin Roof Ballroom, Milwaukee. . . . FLETCHER HENDERSON has been set for the Delta Tau Delta shindig at Illinois U. May 6. . . . LEW DIAMOND plays the Catholic Community Center, Fort Wayne, Ind., April 16.

Broadway Bits

BAMMY KAYE makes a special Sunday trip by fast flier tomorrow to keep a recording date at Brunswick . . . his swing and away bows formally to New Yorkers in May at the Paramount Theater, following TOMMY DORSEY. . . . Loew's State pits RUDY VALLEE against the sentimental alder April 14, Vallee nicking the house for \$12,500 that week . . . and then repeats his take at the State Theater, Washington, prior to his debut at the Astor Hotel Roof. . . . CHAPPIE WILLETT, whose scorings have highlighted the leading colored combos, is handling the arrangement assignment for Duke Ellington at the Cotton Club. . . . LOU HUMST, warbler with Joe Marsala at the Hickory House, is auditioning for the Hammerstein and Shaeffer air shows. . . . PAUL WIMBISH returns to the rialto next week after a Southern trip, lining up a string of dates for CHARLES BOULANGER. . . . FRANK NOVAK music will add to the festivities at the Dartmouth College Club house-warming next Saturday.

Penny Patter

Opening of JACK LYNCH'S new nitery in Philly town this Friday at the Hotel Walton Roofgarden will have MICKEY ALPHEI for the dance incentives, and DR. JENO DONATHI, former Fox Theater conductor, conducting the floor show music. . . . BARRECK TWINS leave Quakertown for a Southern tour starting April 1 . . . twin band has found an apropos theme tune, We're Twins . . . on the other side of the Keystone State in Pittsburgh, LAWRENCE WELK returns to the William Penn Hotel, coming in from Boston's Normandie Ballroom. . . . KING'S JESTERS make the exit, locating April 1 at the Carleton Hotel, Washington, and then penciled for Gotham's Rainbow Grill. . . . BARON ELIOT is bearing up well at the Orchards, and DUD RAINY lingers for a third month at the Crest. . . . MAURICE SPITALNY, KDKA music master, has grabbed off the Fort Pitt Brewing Co. commercial, starting this week.

Below the Mason-Dixon

CLYDE LUCAS has been scratched for the April attraction at the Hotel Hills Country Club, Southgate, Ky. . . . Instead, they'll be getting the shuffle stuff of HENRY BUSSE. . . . band has been set to open the dancing season at Detroit's Eastwood Park, opening May 27 for a fortnight at the Eastwood Gardens. . . . AL APOLLON replaces Jan Miljan this week at the Chalfonte Hotel, Pinehurst, N. C. . . . FRANCIS CRAIG, current at the Hermitage Hotel, Nashville, joins the CRA ranks. . . . LARRY LEE followed Jack Crawford into the Hotel Peabody, Memphis. . . . Jack Wardlaw has returned KITTY NOWLAND for the canarying, getting started this week-end at the University of Georgia campus for the SAE and Law School dances. . . . CIBIC KRISTAL makes a return trip this week for another monther at Hotel Dempsey, Macon, Ga. . . . ANNE WALLACE skipped her theater tour for a monther at the Clovis (N. M.) Hotel and then to Hotel Amarillo in that Texas town. . . . EARL HINES starts next week for the 10-day trip 'round Florida ballrooms for Associated Promoters of Florida, with ACE HARRIS following on the circuit.

Corham Cab

JUAN AGUIRRE, who brought his marimba band up from Mexico for the Club Yumuri, only to find it shuttered, is canning his music on transcriptions for Mexican consumption . . . having promised a daily program to Station XEFO, down in his native land. . . . story making the rounds tells of the professional manager at one of the Broadway music pubs subleasing his Essex House apartment to the firm's lowly piano player . . . but not before he upped the ivory thumper's pay check by \$15 so that the ignoble musiker could afford such sumptuous surroundings. . . . PETE

PANCHO and his
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MIL MUSIC CORP. OF AMERICA.

SONNY KENDIS
and his
ORCHESTRA
One Year
STORK CLUB, N. Y.
& Studio
PALL MALL ROOM
Washington, D. C.
New Glass Hut
BELMONT PLAZA
HOTEL, N. Y.

BROWN, former alto sasser with John Kirby at the Onyx Club, has organized his own clambake seven. . . . Frances Foster has signatured CARL FRANK for repping in orkdom. . . . gal also agents Jerry Livingstone, Paul Tremaine, Blanche Calloway and Pess Williams. . . . CAR ALLOWAY will do a week at the Apollo before embarking on his extensive theater tour.

Southern Stuffings

When AL DONAHUE opens at the Roosevelt Hotel, New Orleans, this Friday, the warbling will be assigned to Paula Kelly, nee Dick Stabile's note slinger. . . . JIMMY RICHARDS opens this week at the Atlanta Biltmore Hotel for a four-weeker. . . . JERRY JOHNSON goes into the Lakewood Country Club, Dallas, April 16. . . . AL SKINNER, brother of arranger Frank, closes with this month at the Everglades Club, Palm Beach, Fla. . . . band is an ERNIE HOLST unit and may jump to the Westchester Country Club at Rye, N. Y.

Notes Off the Cuff

MORTON GOULD has been designated the best unsponsored musical program on the airmen in a poll conducted by Philly's Crescendo Club . . . a clan of Quaker City musical devotees, definitely anti-swing. . . . HAROLD F. OXLEY, agenting Jimmie Lunceford, returns to the rialto this week. . . . the JOE GLASER deals with Moe Gale and CRA have phiff. . . . JACK KURTZEL Hollickers open this week at Hotel Seelbach's cocktail lounge in Louisville. . . . LOUIS PANICO will remain at the College Inn, Chicago, until May 21 to be followed by a return trip for FRANKIE MASTERS. . . . ALEX HOLDEN, manager of Hal Kemp's Band, is heading for the Coast to take charge of the newly organized SKINNY EMMIS outfit, which will preem at Victor Hugo's supper salon in Los Angeles. . . . after a tour of the tank towns, Lilly the Litter lips that the boys in band were so slow . . . they should have carried pocket calendars instead of watches . . . and so we send our cuffs to the cleaners.

Barron Stays at Edison

NEW YORK, March 19.—Local 802 yesterday approved Blue Barron's new contract with the Edison Hotel. New pact, effective April 7, is for 13 weeks with an option for an additional 13-week period.

Symphony to Sandlots

KANSAS CITY, Mo., March 19.—Herbert F. Pierson has traded his French horn for a baseball glove. Long a first-chair man with the Kaycee Philharmonic horn section, which completed its season last week, less than three hours after the final offering Pierson was on a train for Trenton, N. J., where he will pitch for the Senators of the New York-Pennsylvania pro league this summer. A right-hander, he won 15 games and lost four last year with a Trenton semi-pro club. Pierson is known here solely as an expert French horn man.

Music Items

Band Boys Turning Out the Hit Tunes

A SUDDEN wave of inspiration seems to have hit band leaders, with quite a few of them breaking out in a songwriting rash and producing more popular tunes than ever. Duke Ellington is represented by *Asswe* and the Cotton Club score. Benny Goodman has knocked out *If Dreams Come True* and *Don't Be That Way*, and Joe Marsala comes up with a novelty, *Woo-Woo*. Then there's Isham Jones' *More Than Ever* getting a nice play on the airwaves, Ted Fio-Rito's *Don't Cry, Sweetheart*, Stuff Smith's *It's Wonderful*, Jimmy Dorsey's *It's the Dreamer in Me*, and Mike (Music Goes Round) Riley's *o-o-o Boom*. And Chick Webb comes to bat with *Heart of Mine*, which Famous Music has acquired.

Reversing the picture, we have a tune-smith intending to step out on his own as a band leader—Terry Shand, co-writer of *I Double Dare You*. Paul Knapp, CHA's radio director, is submitting Shand to the air waves as a leader and singer, the latter part of which should be nothing new to Terry, who had a similar assignment when he was Freddy Martin's pianist. A two-year staff contract with Shandro, Bernstein was a further reward for Shand and his partner, Jimmy Eaton.

Joe Reichman, self-styled Pagliacci of the Piano, now regaling the customers at the Mark Hopkins, San Francisco, is writing a new theme based on operatic strains. . . . As an experiment to determine whether the music-buying public prefers its favorites in jumbo form, Exclusive Publications is offering a Zen Confrey folio containing 10 of his piano solos. Exclusive also offers a modern rhythmic tone poem for small bands, *Oriental Nocturne*, written in the swing idiom by staff arrangers Lou Singer and Leon Carr. . . . Duke Ellington's *Back Room Stomp* and Buster Bailey's *Afternoon in Africa* will be orchestrated by Sid Phillips, British composer-arranger. Arrangements will be out the middle of April. . . . Writing and plugging songs on their own are Al Gravel, of Alexandria, La.; Rowland Crossdale, of Berwyn, Pa.; and Carl D. Mason, of Mt. Pleasant, Mich.

SIOMUND SPAETH, the tune-pilfering composer's nemesis, has turned lyricist with a song called *Let's Play Every Day*. . . . Charlie Ross is the new professional manager at Paramount Music, replacing Elmo White. . . . Robbins Music has acquired exclusive rights to all the compositions for piano, orchestra and vibraphone turned out by Adrian Rollini. First two to be *Preparation* and *Gliding Ghost*. . . . Cahn and Chaplin, the *Bel Mr. D. S.* boys, may go to London to write a musical. Lew Levy, their manager, is trying to arrange the time with Warner's, to whom they're under contract. In the meantime the lads have knocked out a new one, *I'd Do It Again*. . . . Lincoln Music is bringing out another Larry Clinton opus, *Stop and Reconsider*. Stanley Adams penned the words. . . . Ferde Grofe's concert at Carnegie Hall March 25 will premiere a work written by the maestro on the evolution of American song from Stephen Foster to the present. Called *Tin Pan Alley*, the composition is based on an idea by Joseph Plesner, editor of the ASCAP Journal, and is dedicated to the society.

Santly Brothers have published the Arthur Johnston-Maurice Siger tunes from the Jessie Matthews pic, *Selling Along*. . . . Bill Weimann, R. B. Marks sales manager, is back from a three-month Coast-to-Coast business trip. Encouraging sound to his report that sheet music sales are 30 per cent above last year, with jobbers claiming to be just as busy with other publishers' output. . . . Marks, incidentally, is instituting suit against Robbins, contending that they alone hold contracts giving them all renewal rights to and control over the lyrics of a few important songs by Henry Stern (E. R. Henry). Songs involved are oldtimers, of which only about three have value in the present market. . . . Isham Jones has begun work on six band marches which will be brought out by Robbins. . . . Paul Denniker, writer of many a successful tune, is getting up a band of his own.

Eastwood Park To Book Name Bands

DETROIT, March 19.—Cocoonat Palms at Eastwood Amusement Park will reopen for the season April 15 under management of Max Kerner.

All music bookings for the park will be by Mike Palk. Three bands will be used—in the ballroom, in the Cocoonat Palms and, later, in the outdoor gardens. Latter spot will continue to use name bands and make an appeal as America's largest permanent outdoor ballroom.

Show producer Jim Bennett also dickering for the former Arabian Room, Hotel Tuiler, planning to reopen it next fall as the Arab Club.

Plans for remodeling the Downtown Theater into a night club are again under consideration.

Bands Keep Vaude Alive

CLEVELAND, March 19.—Bands have the field to themselves in the line-up of stage shows planned for the Palace here by the RKO booking office. Set for March 25 is Cab Calloway, with Tommy Dorsey following April 1 and Major Bowes' Collegiates April 8. Fred Waring is slated for the week of the 15th, and Wayne King goes in on the 29th. Name ork will fill the week of the 23d spot, and if bands are available theater will continue the policy thru May, with Guy Lombardo due on the 6th.

Bands have also been set by RKO for the Shubert, Cincinnati. Shep Fields starting the parade March 25, being followed by Buddy Rogers, April 8, and Waring, April 22.

Set for Fair for Good

NEW YORK, March 19.—Jan Fredrica is the first known ork leader to boast a contract which insures his playing at a New York World's Fair spot during the exhibit in 1939. Fredrica's original agreement with Boulevard Tavern, Elmhurst, half mile from the main entrance to fair grounds, was a 12-month pact expiring in June, but new contract just signed guarantees his appearance there until June, 1939.

Scott Stymies Sponsor

HOLLYWOOD, March 19.—Just another instance where somebody guessed wrong.

Two years ago Raymond Scott, then a member of the CBS house band in New York, wrote *The Toy Trumpet* tune which he offered to a kids' radio program as a theme song. The sponsor, astute chap, turned it down, calling it too sophisticated for children. The number is now being sung by Shirley Temple in *Rebecca* of Sunnysbrook Farm flicker.

Archer Sets Three For His Ballrooms

DES MOINES, March 19.—Thru the CHI CRA office, Tom Archer has set three Consolidated bands to play his circuit of ballrooms in Iowa, South Dakota, Nebraska and Missouri, including spots in Des Moines, Sioux City, Sioux Falls, Omaha and St. Joseph, during April and May. Mike Riley starts the procession, playing dates between April 9 and 17, after which he hops to Hammond, Ind., for *Madura's Danceland*.

"Deacon" Moore tours the circuit between April 23 and May 1. Prior to the Archer dates, Moore appears at the Cotton Club, Sitkoton, Mo., April 3; King's Ballroom, Lincoln, Neb., the 15th, and the Modernistic Ballroom, Clinton, Ia., three days later.

Henry Busse plays for Archer May 11 to 16, after his appearance at the Lyric, Indianapolis, the week of April 29.

Not Superstitious, But—

NEW YORK, March 19.—Jack Robbins means it when he says that good things come in threes. That seems to be his lucky number, for Robbins Music is leading all its competitors in song hits and performances for the third successive year. In addition, Robbins accepted three piano composes from three feminine composers in a single week, *Afternoon of a Black Swan*, by Dana Suesse; *Cafe Society*, by Belle Funstock, and *Ann Leaf's Artistocrat in the Automal*.

Songs With Most Radio Plugs

"Love Walked In" Hits Top With Lowest Plug Score Yet

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, March 17. Independent plugs are those received on WOR, WNEW, WNBC and WIN. 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.
10	1. Love Walked In (F)	Chappell	24
9	2. It's Wonderful	Robbins	23
6	3. Ti-Fi-Tin	Felst	22
3	3. Sweet as a Song (F)	Robbins	22
3	3. You're an Education	Bernick	22
4	4. Goodnight, Angel (F)	Berlin	21
5	4. More Than Ever	Miller	21
7	4. How'dja Like To Love Me? (F)	Famous	21
2	5. Please Be Kind	Harna	20
1	5. Thanks for the Memory (F)	Paramount	20
4	5. I Double Dare You	Shapiro, Bernstein	20
6	6. Whistle While You Work (F)	Berlin	18
8	6. Heigh Ho (F)	Berlin	18
11	7. I See Your Face Before Me (M)	Crawford	17
11	7. Dipey Doodle	Lincoln	17
10	8. Always and Always (F)	Felst	16
4	9. Let's Sail to Dreamland	Spler	15
..	9. Sunday in the Park (M)	Spler	15
..	10. I Fall in Love With You Every Day (F)	Famous	14
12	11. At a Perfume Counter (M)	Donaldson	13
15	11. Love Is Here To Stay (F)	Chappell	13
..	11. Toy Trumpet	Circle	13
..	12. I Can Dream, Can't I? (M)	Marlo	12
13	12. The One I Love (F)	Felst	12
14	12. Taboo	Southern	12
9	13. In My Little Red Book	Marks	11
13	13. Mama, That Moon Is Here Again (F)	Paramount	11
..	13. I Was Doing All Right (F)	Chappell	11
..	13. You're a Sweetheart (F)	Robbins	11
..	13. Romance in the Dark (F)	Paramount	11
13	13. Just a Simple Melody (F)	Witmark	11
15	13. Moon of Manakoora (F)	Kalmar-Huby	11
..	14. I Simply Adore You	Ager-Yellen	10
..	14. Rosalie (F)	Chappell	10
..	14. Two Bouquets	Shapiro, Bernstein	10
13	14. On the Sunny Side of the Rockies (F)	Hollywood	10
13	14. Outside of Paradise (F)	Santly	10
13	14. In the Shade of the New Apple Tree (M)	Chappell	10

802 Splits Headache With Fair and Freed

NEW YORK, March 19.—Question of allowing foreign musicians to grab off engagements at the World's Fair is being mullied over by union execs. Tentative conference is set for Monday at the American Federation of Musicians headquarters. Among those participating will be execs of Local 802, AFM pres Joseph N. Weber and World's Fair representatives.

Situation at the musicians' local recently became agitated during a membership meeting when Dave Freed, member of the executive board and in charge of WFA activities, charged the administration with not being sufficiently active in its support of the Coffee-Pepper Bill, which would provide for a secretary of Fine Arts and a subsidized national theater. Observers of Local 802 regard this as indication of an approaching split between the administration and those more radically inclined. Freed is reported as having the solid support of the WFA contingent.

Can't Figure Song Value In Appraisal of Estate

JAMAICA, L. I. N. Y., March 18.—Annapolis, a song written by Joseph LaCalle, former member of the John Philip Sousa Band, who died last year, is part of his estate that cannot be valued in dollars and cents, according to an appraisal on file in the Queens Surrogate's Court.

The estate was appraised at \$38,303, of which \$27,000 is in cash. The song, one of several written by LaCalle, is described in the appraisal as a "semi-classic, with a Cuban rumba swing, which is beginning to become very popular due to the rumba and swing vogue."

A son, Manuel LaCalle, of Miami, receives \$11,324, and the remainder, including royalties for Annapolis, is to go to a daughter, Hermina LaCalle, of Brooklyn.

Basie's Dixie Barnstorm

HUNTINGTON, W. Va., March 19.—Count Basie is set to give the cats of West Virginia and Texas a taste of their favorite fruit with a tour that starts here March 26 and jumps to the Mt. Hope Armory, Mt. Hope, W. Va., two days later. March 29 finds the ork in Bluefield, W. Va. Universal Promoters handling the tour, with George E. Morton doing the booking.

Morris Merritt, Texas dances promoter, announces the following engagements for Basie in the Lone Star State: Fort Worth, April 17; Shreveport, April 18; Waco, 19; San Antonio, 20; City Auditorium, Houston, 21, and Fort Arthur, 22.

ARA Changes Set-Up

NEW YORK, March 19.—Associated Radio Artists is undergoing radical changes in set-up, dropping its national character in favor of concentrating exclusively upon local spots and talent. Lou Strouse is out of the organization, with Buddy Lee and Harry Lawrence taking over. Lee will handle acts, while Lawrence works on band management.

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ORCHESTRA ROUTES

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.

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

A
Adcock, Jack: (Madison Inn) Madison, Pa., re.
Alberto, Don: (El Chico) NYC, re.
Alger, Micky: (Whites) Phila., re.
Anderson, Kenny: (Yacht Inn) Albany, O.
Andrew, Jimmie: (Hilton) North Littleton, Miss., re.
Angelo: (Hotelotta) NYC, re.
Armstrong, Charlie: (Knickerbocker Gardens) Phila., re.
Austin, Sam: (Laurel) Sackett Lake, N. Y., re.
Awater, Fred: (Flamingo Club) Orlando, Fla., re.

B
Bachler, Hugo: (Roosevelt) Pittsburgh, Pa.
Baylor, Hal: (Club Paro) Indianapolis, re.
Baize, Jack: (Desert) Spokane, Wash., re.
Baker, Fred: (Tropical Bar) Vera Beach, Fla., re.
Baker, Hal: (Parody Club) Chi., re.
Barron, Elmer: (Edison) NYC, re.
Bauer, Billy: (Old Nash Tavern) NYC, re.
Baum, Charlie: (Knox House) NYC, re.
Becher, Oscar: (De Witt Children) Albany, N. Y., re.
Beckman, Benny: (Paradise) NYC, re.
Berkley, Duke: (Honey-Dory) Stamford, Conn., re.
Betzner, Jack: (Essex House) Newark, N. J.
Billo, Balakala: (Yar) NYC, re.
Bulman, Hugo: (Webster Hall) Detroit, re.
Blaine, Jerry: (Park Central) NYC, re.
Black, Bob: (Pete Marguerite) Peoria, Ill., re.
Black, Bert: (Rainbow Grill) NYC, re.
Black, Mich: (Chi-Am Chateau) Mountain-View, N. J., re.
Bradford, Jimmy: (Waldorf-Astoria) NYC, re.
Brett, John: (Pleak) Kansas City, Mo., re.
Brewer, Ivy: (Stamp) Phila., re.
Bretsky, Hal: (Bal Tabarin) San Francisco, re.
Brickley, Charles: (Log Cabin) Aurora, Ill., re.
Britton, Frank & M.H.: (Boston) Boston, re.
Brooks, Billy: (Gardens) New Haven, Conn., re.
Brooks, Tiny: (De Lina) Chi., re.
Brookman, Jan: (Jack Dempsey) NYC, re.
Bryant, Willie: (Savoy) NYC, re.
Burke, Clarence: (Garden) White Plains, N. Y., re.
Buss, Henry: (Club Paro) Chi., re.

C
Caldwell, Blanche: (Southland) Boston, re.
Campbell, Jan: (Ulton) Ulton, N. Y., re.
Candala, Joe: (Casa Manana) NYC, re.
Candy, Bert: (Havana) Madrid) NYC, re.
Candice, Joe: (Jimmy Kelly) NYC, re.
Carpis, Johnny: (Park West) Newark, N. J., re.
Carle, Frankie: (Club Edgewood) East Green-
wich, N. Y., re.
Carlin, Ray: (Northwood Inn) Detroit, re.
Carson, Billy: (San Antonio) San Antonio, Tex., re.
Carroll, Frank: (Unionport Restaurant and
Cabaret) Bronx, NYC.
Carroll, Johnnie: (The Racco) Omaha, re.
Carroll, Lou: (Village Brewery) NYC, re.
Carr, A. W.: (Yacht) NYC, re.
Chesler, Don: (Oriental Gardens) Chi., re.
Cherry, Lou: (Henry Grady) Atlanta, Ga., re.
Chick, Lew: (Grand Terrace) Detroit, re.
Cochran, Cornelius: (St. Regis) NYC, re.
Cochran, Paul: (Crystal Lodge) Council
Bluffs, Mo., re.
Cortina, Charles: (Commodore) Detroit, re.
Courtney, Del: (Schroeder) Milwaukee, re.
Covato, Elia: (Italian Garden) Pittsburgh, re.
Crawford, (Whitecomb) San Francisco, re.
Crosby, Bob: (Blackhawk) Chi., re.

D
Daley, Frank: (Meadowbrook) Cedar Grove,
N. J., re.
Dale, Dick: (Cocked Hat) Kansas City, Mo.,
re.
Darrin, Pat: (Wonder Bar) Zanesville, O., re.
Davidson, Davey: (Blue Moon) Milwaukee, re.
Davis, Lew: (Embassy Club) Jacksonville, Fla.
Day, Eddie: (LaRue) NYC, re.
Davis, Johnny: (Miami Club) Milwaukee, re.
Davis, Pete: (House of Jacques) Oklahoma
City, Okla., re.
De Angelo, James: (Frotos Grill) Albany,
N. Y., re.
De Vera: (El Morocco) NYC, re.
De Vodi, Don: (Rainbow Room) NYC, re.
DeW & Hamory: (Community Lounge) Hing-
hamton, N. Y., re.
Denny, Jack: (Beverly Hills) Newport, Ky.,
re.
DeVos, Marco: (Haldigh) Washington, D. C., re.
Dizham, Dick: (Clever) Portland, Ore., re.
Dixon, Duke: (Gloria Palace) NYC, re.
Donatoni, Tony: (Sharon Club) NYC, re.
Donohue, Bob: (Levee) Erie, Pa., re.
Donnelly, Jimmy: (Old Mill) NYC, re.
Dorsey, Jimmie: (New Yorker) NYC, re.
Dorsey, Tommy, & Orch: (Earle) Washing-
ton, D. C., re.
Dorris, Hal: (Bal Tabarin) San Francisco, re.
Drummond, Nick: (University Bar) Albany,
N. Y., re.
Duckin, Edy: (Palmer House) Chi., re.
Duerr, Dupe: (Green Derby) Cleveland, re.

E
Edmond, George: (Loyale) NYC, re.
Eisher, Fran: (Nixon) Pittsburgh, re.
Elliott, Duke: (Cotton Club) NYC, re.
Ellis, Lee: (Harvard) Boston, re.
Eple, Freddy: (University Club) Albany,
N. Y., re.
Este, Robert: (Club Florentine) Birmingham,
Ala.
Evan, Al: (Club Firehouse) NYC, re.

F
Fain, Paul: (Grossman) Lakewood, N. J., re.
Felix, Don: (The Pines) Newburg, Conn., re.

G
Gallo, Phil: (Moonhead) Pittsburgh, re.
Garber, Jan: (Topsy's) Los Angeles, re.
Gaspardo, Dick: (Ambassador) NYC, re.
Gee, Billy: (Continental Club) Canton, O., re.
Geffner, Joe: (Adolphus) Phila., re.
Gerken, Joe: (Paseo) Rockford, Ill., re.
Gibb, Billy: (Checker Box) Buffalo, re.
Goodman, Benny: (Pennsylvania) NYC, re.
Gordon, Gerry: (Henry Garden) Chi., re.
Gordon, Herb: (Ten Eyck) Albany, N. Y., re.
Gordon, Jack: (Russian Kretschin) Phila., re.
Gorell, Ray: (Arcadia) Detroit, re.
Gosselin, Ralph: (St. Morris) NYC, re.
Griff, Johnny: (Anchorage Inn) Phila., re.
Griffith, Freddy: (Southern Mansion) Kansas City, Mo., re.
Gravel, Lou: (Victoria) Tyndal, N. Y., re.
Gray, Len: (New Cedars) New Bedford, Mass., re.

H
Hackett, Bobby: (Nick's) NYC, re.
Hall, George: (Tati) New York, re.
Hall, Johnny: (Book-Cadillac) Detroit, re.
Harlem Hotspots: (Tony's Tavern) NYC, re.
Harris, Henry: (Hawthorne) Detroit, re.
Harris, Leroy: (Kil Kil Club) NYC, re.
Harris, Ace: (Cotton Club) Cincinnati, re.
Harris, Morris: (Southern Diner) Shreveport, La., re.
Hartland, Dick: (De Lina) Chi., re.
Hayes, Billy: (Hollywood) Phila., re.

I
Haynes, Joe: (New Penn) Pittsburgh, re.
Hendrick, Pearl: (Lawrence) Carlington, Conn., re.
Hendt, Horace: (Biltmore) NYC, re.
Henderson, Will: (Risks) Detroit, re.
Henderson, Fletcher: (King's) Lincoln, Neb., re.
Herbert, Hee: (Club Hollywood) Kalamazoo, Mich., re.
Herman, Woody: (Wisconsin Roof) Milwa-
uokee, re.
Hill, Worthy: (Pavilion Royale) Savin Rock, Conn., re.
Hoff, Sid: (El Patio) San Francisco, re.
Huffman, Earl: (Ivanhoe) Chi., re.
Hudson, Virginia: (Normandy Inn) Warren, Pa., re.
Hult, Ernie: (Netherland Plaza) Cincin-
nati, re.
Hoge, Hal: (Queen Mary) NYC, re.
Horton, Harry: (Le Mirage) NYC, re.
Hous, Gertr: (Fountain) Lexington, Ky., re.
Howard, Vincent: (Perona Farm) Andover, N. J., re.
Hudson, Dean: (Gurray's) Tuckahoe, N. Y., re.
Hueber, Wilson: (Southern Diner Club) Shreveport, La., re.
Huntley, Lloyd: (Mount Royal) Montreal, re.

J
Ingraham, Vic: (Rainbow) Houston, Tex., re.
Jackson, Paul: (Old Mill Tavern) Jackson Mich., re.
Jahns, Al: (New Remore) Albany, N. Y., re.
James, Ann: (Tavern) Stephenville, O., re.
Jensen, Eugene: (Utah) Salt Lake City, re.
Johnson, Henry: (Jazz Club) NYC, re.
Johnson, Johnny: (Village Bar) NYC, re.
Jones, Edson: (Harri) Columbia, Mo., re.
Jones, Isham: (Lincoln) NYC, re.
Jorzy, Hal: (Roosevelt) New Orleans, re.
Junk, Frankie: (Bellevue-Stratford) Phila., re.

K
Kardos, Gene: (Rosedale) NYC, re.
Kay, Harlow: (Cocoanut Grove) Los Angeles, re.
Kaye, Joe: (Rita) London, re.
Kaye, Sammy: (Blatler) Cleveland, re.
Kevins, Ray: (Murray's) Tuckahoe, N. Y., re.
Kendall, Sonny: (Glass Hat) NYC, re.
King's Jesters: (Rainbow Grill) NYC, re.
Kiny, John: (Cory) NYC, re.
Kirk, Andy: (Grand Terrace) Chi., re.
Klitzham, Don: (Shakeland Inn) Denver, re.
Krickatt, Ernie: (Unique Grill) Delaware, N. J., re.
Kristol, Cecil: (Dempsey) Macon, Ga., re.
Krueger, Benny: (Savoy) Buffalo, re.
Krumm, Ootzy: (Russian Bar) New York, re.
Kuzner, Robert: (Martin's) Washakie) NYC, re.
Kurtz, Louis: (Pla-Mor) Kansas City, Mo., re.
Kurtz, Jack: (Beefch) Louisville, re.

L
Lambert, Olive: (Rosen Garden) Middletown, Conn., re.
La Paris, Jay: (Marni's) Yonkers, N. Y., re.
Lagunas, Bill: (Club Trianna) Mobile, Ala., re.
Lally, Ed: (Texas) Ft. Worth, Tex., re.
Lamb, Irvell: (Marie Room) Muskegon, Mich., re.
Lara, Eddie: (Governor Clinton) NYC, re.
Lang, Teddy: (Cavalier) NYC, re.
Larson, Jimmy: (Lemon) Wichita, Kan., re.
Lava, Vic: (Columb) Buffalo, re.
Lighthorne, Kirk: (Pleasant) Baltimore, re.
Lindeman, Ode: (Gloria Palace) New York, re.
Lombardo, Guy: (Roosevelt) NYC, re.
Loper, Vincent: (Royal Palm) Miami, re.
Losa, Jimmy: (Garden of Roses) Key West, Fla., re.
Loyson, Steve: (Club Paro) New Orleans, re.
Loyson, Abe: (Billy Bear's Casa Manana) NYC, re.
Lyons, Milt: (2 o'clock) Baltimore, re.

M
McCoy, Clyde: (Stanley) Pittsburgh, re.
McCune, Bill: (Bostler) Brooklyn, re.
Madden, Bill: (Trayport) Alliance City, re.
Madriguera, Enrie: (La Congo) NYC, re.
Malangs, Albert: (Garbo) NYC, re.
Malone, Yarkie: (Continental) Kansas City, Mo., re.
Marano, Frank: (Sweeney) Baltimore, re.
Marshall, Jack: (Stallier) Detroit, re.
Marshall, Duane: (Essex) Boston, re.
Marshall, Paul: (Arcadia) NYC, re.
Martin, Bill: (Herc) Kansas City, Mo., re.
Martin, Lou: (Leon & Eddie's) NYC, re.
Mature, Henry: (Three-Door Inn) Bridgeport, Conn., re.
Martin, Bob: (Club Florentine) Paris, re.
Martin, Lou: (Leon & Eddie's) NYC, re.
Martin, Duke: (El Morocco) Hartford, Conn., re.

N
Mastigale, Bert: (Hi-Hat) Houston, re.
May & His Cubans: (Ambassador) NYC, re.
Mendez, Nino: (Stork Club) NYC, re.
Meyers, Henry: (Orpheum) Minneapolis, re.
Mills, Floyd: (De Point) Wilmington, Del., re.
Mills, Jack: (Royal Villa) Foley Park, Omaha, re.
Miljan, Jan: (Chalente) Pinchurst, N. C., re.
Moore, Decoy: (Albion Club) Oakland, Calif., re.
Moore, Eddie: (Earle's) Thayer, N. Y., re.

O
Merrill, Larry: (Merry Gardens) Lynchburg, Va.
Merris, Bobby: (Palumbo's) Phila., re.
Meady, Sam: (Barrel of Fun) NYC, re.
Merris, Earl: (Casa Grande) Bryn Mawr, Pa., re.
Munro, Hal: (Medford) Chi., re.
Munson, Dave: (Coo Rouge) NYC, re.
Murphy, Larry: (International Casino) NYC, re.
Murray, Charlie: (Mon Paro) NYC, re.

P
Namara, Jimmy: (Club Equite) Toronto, re.
Nassar, Al: (Belvedere) Baltimore, re.
Nassar, Bob: (Casa Grande) NYC, re.
Nickles, Bill: (Torch Club) Los Angeles, re.
Nicola, Frank: (Philadelphia) Phila., re.
Noble, Leighton: (Castro) Pittsburgh, re.
Norton, Bob: (New Garden Center) Detroit, re.
Norty, Walter: (M & J Club) Haverhill, Mass., re.

Q
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Onesko, Senka: (Netherland) NYC, re.
Owens, Harry: (Beverly Wilshire) Beverly Hills, Calif., re.

R
Pablo, Don: (Merry-Go-Round) Dayton, O., re.
Page, Hot Lips: (Rinalfi) NYC, re.
Palmer, Freddy: (Columbia Inn) Singas, N. J., re.
Palmer, Saret: (Seneca) Rochester, N. Y., re.
Panchita: (Troadero) Hollywood, Calif., re.
Panic, Louis: (College Inn) Chi., re.
Panche: (Piazza) NYC, re.
Panson, Mike: (Lafite Grill) Albany, N. Y., re.
Parks, Bobby: (Stork Club) NYC, re.
Paymo, Al: (Grill Leon) Montclair, N. J., re.
Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., re.
Penderiva, Paul: (Peabody) Memphis, re.
Penderiva, Don: (Seven Gables Inn) Milford, Conn., re.
Peyton, Jimmie: (Freda Pope's Piazal) Pitts-
burgh, re.
Pitman, Jack: (Port Arthur) Providence, R. I., re.
Pryer, Roger: (St. Francis) San Francisco, re.

R
Raburn, Boyd: (Congress Casino) Chi., re.
Raley, Bud: (The Crest) Pittsburgh, re.
Rand, Lionel: (Paradise) NYC, re.
Rapp, Barney: (State) NYC, re.
Ravazza, Carl: (St. Francis Drake) San Fran-
cisco, re.
Ray, Frankie: (Lake) Gary, Ind., re.
Reader, Charles: (Port Montague) Nassau, N. W. I., re.
Reick, Johnny: (Old Club) Columbia, Mo., re.
Reiman, Leo: (Waldorf-Astoria) NYC, re.
Reid, Benny: (The Bowery) Detroit, re.

S
Reyes, Chico: (Continental) Detroit, re.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., re.
Richard, Gough: (Matson's) Stockton, Calif., re.
Rife, Benny: (Oakies) Kingdom City, Mo., re.
Riley, Milt: (Nu Ems) Youngstown, O., re.
Rin, Rita: (New Remore) Albany, N. Y., re.
Rivard, Freddie: (Oraystone) Detroit, re.
Rooder, Dury: (Mushbach) Kansas City, Mo., re.
Rosenman, Les: (Child's) Miami, Fla., re.
Rosen, Mann: (Havana-Madrid) NYC, re.
Rodriguez, Jose: (Belmont-Piazza) NYC, re.
Rogers, Buddy: (Arcadio International) Phila., re.
Romano, Emil: (Garbo) NYC, re.
Rosen, Tommy: (Wisteria Gardens) Atlanta, re.
Rogers, Ralph: (International Casino) NYC, re.
Roxey Ambassadors: (Club Roxey) Columbia, O., re.
Rudy, John: (Times Square) Rochester, N. Y., re.
Ryba, Chet: (Mayflower) Akron, O., re.

T
Sanders, Joe: (Palace) San Francisco, re.
Sanders, Roy: (Belvedere Club) Hot Springs, Ark., re.
Saunders, Harold: (Montparnasse) NYC, re.
Schaban, George: (Belmont-Piazza) NYC, re.
Schaefer, Fred: (Peabody) Memphis, re.
Scrieto, Carlo: (San Gou) Havana, re.
Serebrenik-Mann: (Old Vienna) NYC, re.
Shaw, Artie: (State) Boston, re.
Shery, Jack: (Broadmoor) Denver, re.
Shigel, Irving: (Melody) Miami, re.
Shied, Don: (Oriental Gardens) Chi., re.
Shry, Larry: (Versailles) NYC, re.
Smith, Van: (Merry-Go-Round) NYC, re.
Smith, Carl: (Athletic Club) Detroit, re.
Smith, Staff: (Pannos Door) Hollywood, re.
Smith, Buster: (Lodler's Club) Kansas City, Mo., re.
Smith, Joseph C.: (La Rue) NYC, re.
Snyder, Billy: (Lookout House) Covington, Ky., re.

U
Spary, Paul: (Warehik) NYC, re.
Sperry, Dick: (Stallier) Buffalo, re.
Steel, Leonard: (Fl. Shaly) Detroit, re.
Stein, Maurice: (Yacht) Chi., re.
Stern, Harold: (St. George) Brooklyn, re.
Sterner, George: (Coo Rouge) NYC, re.
Stevens, Wally: (Pla-Mor) Kansas City, Mo., re.
Stein, Colie: (Tropical Roof) Memphis, re.
Strong, Benny: (Brown) Louisville, re.
Strel, Allan: (Bedford Springs) Bedford Springs, re.
Sty, Joe: (El Mar) Monterey, Calif., re.
Sylvester, Bob: (Arcadia) NYC, re.

V
Tatro, Bill: (Bridgway) Springfield, Mass., re.
Texas Co-Ed: (La Fontaine) Hanington, Ind., re.
Thomas, Tommy: (Gaffney) Seattle, re.
Thompson, Lang: (Sixtine) Ft. Worth, Tex., re.
Thorn, Otto: (Gibson) Cincinnati, re.
Tracy, Jack: (Rise) Houston, Tex., re.
Tramaine, Paul: (Club Paro) Hartford, Conn., re.
Trent, Jack: (Colombo) Reno, Nev., re.
Trumbauer, Frank: (Biltmore West) Los Angeles, re.
Tucker, Orin: (Roosevelt) NYC, re.
Two Shades of Blue: (Loraine) Madison, Wis., re.

W
Ulrich, Roberto: (Lobby Cafe) Juarez, Mex., re.

V
Van Gelder, Leon: (Old Algiers) NYC, re.
Van, Garwood: (Troadero) Los Angeles, re.
Van, Anthony: (Rosedale) NYC, re.
Vanderbilt, Albie: (El Fidel) Albuquerque, N. M., re.
Veil, Tommy: (Bruna) Chi., re.
Vernon, Joe: (Oray Wolf Tavern) Youngs-
town, O., re.

W
Wade, Johnny: (Romance Inn) Angola, N. Y., re.
Walker, Herman: (Spinning Wheel) Kansas City, Mo., re.
Walker, Bob: (Murray's Wonder Bar) New Market, N. J., re.
Wallace, Anne: (Cavia) Cloria, N. M., re.
Walsh, Jimmy: (Sweet's) Oakland, Calif., re.
Wardlaw, Jack: (University of Ga.) Athens, Ga.
Warren, Harry: (Slay-Trent) Trenton, re.
Watkins, Barney: (Hollender Yogue Room) Cleveland, re.
Webb, Chico: (Levaggi's) Boston, re.
Weldon: (Armando's) NYC, re.
Welk, Lawrence: (William Penn) Phila-
delphia, re.
Wells, Lawrence: (Normandy) Boston, re.
Werner, Michael: (Old Romanian) NYC, re.
Wetzer, Leo: (Michigan Tavern) Niles, Mich., re.

W
Whidden, Jay: (Victor Hugo) Beverly Hills, Calif., re.
Whitner, Palmer: (Baker) St. Charles, Ill., re.
White, Sam: (Roosevelt) New Orleans, re.
Williams, Pete: (Rosedale) Brooklyn, re.
Williams, Orin: (Edgewater Beach) Chi., re.
Williams, Joe: (Mark Twain) Hannibal, Mo., re.
Winton, Barry: (Bacon Royal) NYC, re.
Woodford, Harry: (Embassy) Canton, O., re.
Woods, Howard: (Laurel-in-the-Pines) Lakew-
ood, N. J., re.

Y
Young, Sterling: (Stevens) Chi., re.

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

X
Merrill, Larry: (Merry Gardens) Lynchburg, Va.
Merris, Bobby: (Palumbo's) Phila., re.
Meady, Sam: (Barrel of Fun) NYC, re.
Merris, Earl: (Casa Grande) Bryn Mawr, Pa., re.
Munro, Hal: (Medford) Chi., re.
Munson, Dave: (Coo Rouge) NYC, re.
Murphy, Larry: (International Casino) NYC, re.
Murray, Charlie: (Mon Paro) NYC, re.

N
Namara, Jimmy: (Club Equite) Toronto, re.
Nassar, Al: (Belvedere) Baltimore, re.
Nassar, Bob: (Casa Grande) NYC, re.
Nickles, Bill: (Torch Club) Los Angeles, re.
Nicola, Frank: (Philadelphia) Phila., re.
Noble, Leighton: (Castro) Pittsburgh, re.
Norton, Bob: (New Garden Center) Detroit, re.
Norty, Walter: (M & J Club) Haverhill, Mass., re.

O
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Onesko, Senka: (Netherland) NYC, re.
Owens, Harry: (Beverly Wilshire) Beverly Hills, Calif., re.

P
Pablo, Don: (Merry-Go-Round) Dayton, O., re.
Page, Hot Lips: (Rinalfi) NYC, re.
Palmer, Freddy: (Columbia Inn) Singas, N. J., re.
Palmer, Saret: (Seneca) Rochester, N. Y., re.
Panchita: (Troadero) Hollywood, Calif., re.
Panic, Louis: (College Inn) Chi., re.
Panche: (Piazza) NYC, re.
Panson, Mike: (Lafite Grill) Albany, N. Y., re.
Parks, Bobby: (Stork Club) NYC, re.
Paymo, Al: (Grill Leon) Montclair, N. J., re.
Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., re.
Penderiva, Paul: (Peabody) Memphis, re.
Penderiva, Don: (Seven Gables Inn) Milford, Conn., re.
Peyton, Jimmie: (Freda Pope's Piazal) Pitts-
burgh, re.
Pitman, Jack: (Port Arthur) Providence, R. I., re.
Pryer, Roger: (St. Francis) San Francisco, re.

R
Raburn, Boyd: (Congress Casino) Chi., re.
Raley, Bud: (The Crest) Pittsburgh, re.
Rand, Lionel: (Paradise) NYC, re.
Rapp, Barney: (State) NYC, re.
Ravazza, Carl: (St. Francis Drake) San Fran-
cisco, re.
Ray, Frankie: (Lake) Gary, Ind., re.
Reader, Charles: (Port Montague) Nassau, N. W. I., re.
Reick, Johnny: (Old Club) Columbia, Mo., re.
Reiman, Leo: (Waldorf-Astoria) NYC, re.
Reid, Benny: (The Bowery) Detroit, re.

Equity Unity Furthered as Dullzell, Liberals Bury Ax

Naming of presidency as honorary post renders election fights meaningless—daily press more bothered than actors over org's problems—Dullzell seems set

NEW YORK, March 19.—Hot fights waged all week over the coming Equity elections in June are seemingly meaningless, the association's council having already decided that the presidency will be an honorary, not paid, position. This in all likelihood leaves the reins in the hands of Paul Dullzell, executive secretary, who has been with AEA for some 20 years. Dullzell and the Liberal Equity element, the former Forumites, have patched up their quarrel without burying the hatchet in anybody's head. Trend toward unity was seen the last few weeks, and the enmities between Dullzell and the Liberals stacks up as one of the most amazing but welcome developments in years.

Daily press during the past week has been more agitated than the actors and has taken pains to quote opinions of firebrands who admittedly know little about the current developments within Equity and the Four A's. George Arliss, Frances Verdi, Jane Grey et al. have blossomed as "spokesmen" of different factions. The WPA Federal Theater, whose continued tenure after June is uncertain, has proved a monkey wrench in the works. Screen Actors' Guild, whose membership includes some 950 Equity people in pictures, has been accused of possibly dominating the membership. The pact between Equity and SAG has been dragged into the talk.

But Dullzell, unless he does something drastic, will probably be sitting on the right horse when the time comes.

Last petition for presidency reported as circulating was for Robert Haines. Last year there was one gotten up for E. J. Blunkall.

Council, previous to the meeting at the Hotel Astor Friday for the purpose of electing the nominating committee, had denied that "reds" control the association. This was in answer to a statement by George Arliss that Equity was controlled by a "subversive group." Arliss, who used to be on Equity's Council and who is once more becoming actively associated with the organization, wants to "save the old Equity." He is a friend of Frank Gillmore, under whose administration Equity lost jurisdiction over screen and radio.

The "subversive group" is understood to be the faction headed by George Heller and Phillip Loeb.

At the time of going to press Equity tellers were still counting the ballots for the nominating committee. Conservative and Liberal (or Coalition) factions both put forth complete slates. Results will be found on page 27.

"Idiot's Delight" London Hit

LONDON, March 12.—First European presentation of Robert E. Sherwood's *Idiot's Delight* took place at the King's, Glasgow. Play was presented by Henry Sherek and Raymond Massey. Brilliantly acted and splendidly produced, it was heartily acclaimed. Acting honors went to Tamara Geva and Massey.

Franklyn Dyal, Terence Neil, Ralph Roberts, Carol Dexter, Hugh Miller, Carl Jaffe and Janet Johnson all played their roles splendidly.

After capacity business at Glasgow, *Delight* will come to London, where it should run well into the summer. Bert Ross.

Chi Bookings Boom

CHICAGO, March 19.—Studebaker Theater reopens with a professional show for the first time this season March 28 with the arrival of the Yiddish Art Theater Group's *The Brothers Ashkenazi*. Maurice Schwartz and Samuel Goldenberg will enact the leading roles, which they portrayed during the show's long run in New York.

Simultaneously, two other future legit openings have been announced, giving signs of a lengthy legit season. Shubert's Grand gets the first new musical of the season May 1 with the opening of Cole Porter's *You Never Know*, starring Clifton Webb, Lupe Velez and Libby Holman. Preceding the tuneless into that house is Maxwell Anderson's *The Star Wagon*, opening April 12.

Grisman Adds Road Theaters To His Chain

NEW YORK, March 19.—Possible opposition to the United Booking Office, which has had practically a clear field on the road since the combination of Shubert and Erlanger out-of-town theater interests, cropped up this week when Sam H. Grisman announced that he has acquired 11 road theaters. Grisman, who has been buying heavily into the house situation in New York, indicated that more might be added before the fall.

Eleven road houses brings the Grisman total to 16, the producer-theater operator having five in New York. Although he said contracts had already been signed for all 11 of the new spots, Grisman refused to give out definite information beyond saying that the new chain already stretched between here and the Coast and that the 11 houses were in nine cities. He will establish a booking office that will be ready to go in the fall, with its personnel scheduled to be hired during the summer.

The road was a hotbed of competition in the heyday of legit, with the Shubert and Erlanger interests battling it out in a manner so vicious that it has been blamed by many for the decline of the road. Since the establishment of the UBO, however, which combined the two chains or what was left of them, the only previous competition was from Leighton & Laffler and a chain of independent spots they booked. Not very serious competition, tho.

Chi Bard Center For Evans, Welles?

CHICAGO, March 19.—Orson Welles, of the streamlined *Julius Caesar* fame, and Maurice Evans, who still clings to continued presentations of Shakespearean works, are promising Chicago legit followers the realization of ambitious plans here next season.

Welles, who was here this week to deliver a lecture at the Erlanger Theater, stated that he will bring New York's Mercury Theater set-up here for a full season. Under the plan, productions of Shakespeare's *Henry* and *Richard* will be offered prior to their showing in New York, with the repertoire also including a repeat of *Julius Caesar* and *The Shoemaker's Holiday*.

Evans, who is continuing with *Richard II* and *Falstaff* at the Grand, announced that he is planning to bring a rep company here for the presentation of additional historic vehicles. When Evans revealed this information in front of an audience it was greeted with warm response. Evans will proceed to Milwaukee after closing a five-week engagement here March 26.

Omaha Season Ends in Black

OMAHA, March 19.—Omaha Drama League closed its winter season in the black. Helen Hayes in *Victoria Regina* grossed just under \$11,000 for matinee and evening performances March 15 at the Paramount Theater. Appearance was a complete sellout. All evening tickets were sold three weeks in advance. The Paramount seats 9,500 persons.

Mrs. Howard Rushon, league president, said this season was well ahead of 1936 and that the league expected even better results next year.

Eugenie Leontovich in *Tovarich* did \$3,400 last November. You Can't Take It With You grossed \$3,400 in January, and Maurice Evans in *Richard II* grossed \$2,600 in February. Total gross for the Drama League season was \$20,300.

Philly FTP Wakes Up

PHILADELPHIA, March 19.—Federal Theater Project, long dormant in Philly, stepped into action recently with a series of one-act plays—Eugene O'Neill's *S. E. Oleson*—at the Plays and Players' Theater which once housed ultra Little Theater troupes. The FTP also has four units making the rounds of charitable institutions, giving entertainment for shut-ins. James Light is director of the O'Neill cycle.

From Out Front

By EUGENE BURR

The first play of the season of 1936-37 was written by Philip Barry. It was called *Spring Dance* and, like its immediate predecessor, *Bright Star*, it closed quickly—a closing which, again as in the case of the earlier play, was forced by unseeing and amazingly obtuse press comments, and had nothing whatsoever to do with its intrinsic worth. Since then Mr. Barry has written nothing—or at least nothing he has written has been produced. I wonder why.

The answer, I suppose, is easy enough to find; it hinges on the quick failures of *Bright Star* and *Spring Dance* and on the currently accepted attitude of the careful intelligentsia in appraising even Mr. Barry's earlier smash successes. For Mr. Barry's is at the moment a sad case. Because he is able to become interested only in subjects of fundamental deep and permanent importance, because he seems unable to write a play dealing with essentially surface and momentary problems, he has been dimmed as shallow and unimportant, a facile writer for theatrical dilettantes. It is a wry and somewhat tragic situation.

He has also been dimmed—and this, I suspect, is the crux of the carefully "intelligent" modern attitude toward his work—as a writer for prosperity. Perhaps so—but he is a writer for posterity, too. I venture to predict (without much fear of successful contradiction, since none of us will live that long) that his plays will still be read and perhaps acted long after our hectic world of depressions, recessions, strikes, labor troubles, bankruptcies and relief has been reduced to a dry paragraph in textbooks on the economic history of the United States. For Mr. Barry's plays, urbane, graceful and witty, plumb fundamental problems of human relationships far stronger and far more enduring than any social-economic-political system or its changes or its effects. Art—great art certainly—is conditioned and sometimes guided by the era in which it is produced—but conditioned and guided only. Its primary concern is much deeper and has to do with more fundamental things.

Our current predilection with surfaces and, judged according to the sweep of time, momentary things—fallacious, but pompously shouted by the accepted intelligentsia—is understandable enough. We always mesh ourselves in a blinding net of momentary problems during troublous times. That, of course, is only natural; such things loom largest at the moment and, stamped out of all possible perspective, we insist that they are therefore most important. It is only during quiet and easy eras that we have the time or the vision to see down the vistas of the ages.

It has always been so, and history offers proof. The Golden Age of Greece was an era unmarred by essential strife. Most great Roman literature came during the so-called decline, when the nation relaxed, when it "declined" into an acceptance, rather than continue unintermittent struggles. A revolt against feudalism and the lean, hard-pressed years of the Dark Ages was necessary before the Renaissance could come on the heels of re-established or newly established trade routes, on the heels of the formation of guilds and the rise of an easy middle class, on the heels of comparative comfort. The glory of the Elizabethan era came only after England had been established as a world power, after the troubled, hungry days preceding. Altho Shelley and Byron represent in some measure a revolt both political and economic, they were themselves members of the moneyed, leisure class; their specifically propagandistic output now stands as by long odds their worst work, and the writings of William Godwin, the man from whom much of their revolt stemmed, are dead today, while their fundamental generalities, unhampered by preoccupation with specific problems, live gloriously on. The French Revolution was a wellspring of art; but its greatest artistic results came from safe and comfortable Germans and Englishmen or from Frenchmen writing years later. Even the lush bloom of fin de siècle aesthetes was a symptom of a world at ease.

How have the radicals fared who were meshed in the momentary economic or political problems of a specific time and place? Pretty badly, I'm afraid. Such times, such so-called art, such "aesthetic" theories have produced surviving philosophers and economic theorists, perhaps, but few if any artists. Name five world figures in literature who dealt with such specific problems. I can't. Even Papa Ibsen, who wrote fine plays at the same time that he indulged in his propaganda, is becoming sadly dated after the passing of only a few years in the endless procession of time. Witness the Jed Harris production of *A Doll's House*.

All of which, on the surface, doesn't have a great deal to do with Mr. Barry's recent silence; actually it has much to do with it. Because Mr. Barry concerns himself with the fundamental problems of the relationship between men and women under a "civilization" that has lasted thousands of years—problems that would probably be fundamental under any so-called civilization—because he concerns himself with the deep-rooted conflict between essential self and the necessity of preserving the physical basis of that self in a world which has always, in any era, been guided only by surfaces—because he digs deeply into fundamental relationships rather than the momentary rules superimposed by a passing era upon those relationships, he has been dimmed as unimportant by the serious and self-conscious intelligences of the age. Because he has urbanity, he is suspect—because he shakes off surface ephemera, he is condemned—while the "important" writers howl of strikes and relief and breadlines and depressions and other similar things.

But, I pig-headedly suspect, there will still be the fundamental problems of marriage and giving in marriage, of idealism in an unidealistic world, of soul-seeking and body-craving, long after our present economic and political theories are paragraphs in musty schoolbooks.

As you may have gathered, I'd sort of like to see a new play by Mr. Barry.



EUGENE BURR

Don't Miss
This Feature:
The Theater Thru a Needle's Eye
By F. Franklin Kamsler
in the
Spring Number of The Billboard

OUT-OF-TOWN OPENINGS

"American Wing"

EMPIRE THEATER
(Salem, Mass.)

An American drama in three acts by Talbot Jennings. Staged by Arthur Hutschle. Scenery designed by Paul Cadoretti. Presented by the Massachusetts Federal Theater Project at the Empire Theater, Salem, for one week, beginning March 24.

Cast: Ramon Greenleaf, Louise Kirtland, William Wright, Frank Thomas, Arthur Barry, Joseph Wilson, Emma DeWeale.

"American Wing" world premiered as a Federal Theater offering Monday (14) and has all the earmarks of a highly successful piece. It's better in many respects than several combined plays which have experienced 11th premiere this season.

Plot possesses several good angles that tangent into a show of unusual sustenance. It surprised first-nighters and critics (?) as really having something about which to rave. Dialog is intelligent, realistic. . . hits the bull's-eye and scores Jennings as a lad whose playwrighting is professional.

The plot revolves around Gilbert Browne, descendant of the aristocratic Brownes of 1629; who became land-grabbers as generations spawned and lived. A cabinet of mellowed documents, unsavory dealings of yore, is found and Gilbert determines to have the manuscripts whitewashed so that the public will fall for the 1929 land-grab deal engineered by Gilbert and backed by Lem Broderick of the President's Cabinet. If a whitewashed published background of the Browne ancestry is pawed off on the populace it's that much easier to allow Gilbert to loot the public of 200,000,000 acres of land which a Browne in 1629 bargained for with the Devil and "purchased," much to the chagrin of one Thomas Morton. To do this dirty-work writing Gilbert obtains Robert Morton, recommended by the prey of Mid-West University. This innocent institutional backing would give the public confidence in the land-grab proposition, scheduled for Congressional ratification.

But the 1929 Wall Street crash interrupts his scheme; Jerry, Gilbert's nephew, shoots himself; Morton realizes his writing talents are being used to swindle the public both he and Gilbert's wife profess their recaptured love of Mid-West days, and Gilbert, not thoroughly liked by the public, resumes his shady dealings as a finance king and finally allows the two lovers to go their amorous way.

Frank Thomas, as Bishop Winthrop Browne, Jerry's dad, is a modernistic brother of the cloth whose dialog, particularly a neat divorce canon, is clever and altruistic. Wright, as Morton, steals acting honors. He's got good ideas of his own that prove him a smart juve. All other characterizations are okeh.

Play would be a click on Broadway. Deserves serious consideration and should make the big producers all up and take notice. Sidney J. Peine.

John Shubert at the Shubert Theater, Boston, for two weeks, beginning March 7.

Cast: Clifton Webb, Lupe Velez, Libby Holman, Toby Wing, Charles Kemper, April, George Dobbs, Kathryn Crawford, Rex O'Malley, Roger Stearna, Kay Duncan, Wesley Bender, Helena Glenn, Peter Carey, Delma Byron, Lloyd Staples, Cynthia Cavanaugh, Ray Dennis, Robert Smith, George Herndon, Jacqueline Dahlia, Sunny Simpson, George Spelvin.

Phony ballyhoo fisticuffing of Lupe Velez vs. Libby Holman, the latter's return to the legit boards, an imposing name cast, Cole Porter's music and the debut of John Shubert, youngster in the Shubert clan, as a producer, all helped to make the 11th showing of *You Never Know* (following a New Haven tryout) a sellout the first week to the sweet tune of \$25,000. From the Boston standpoint the play was a hit, but it would probably linger less than a month on Broadway. It is plain that something is holding back the musical, for as far ahead as the fourth night it did not assume hit proportions, altho the ingredients were in plain view. The book is hyped into a musical from the dramatic comedy *By Candlelight*, starring Leslie Howard and Gertrude Lawrence several seasons back.

For one thing, the much-heralded debut of Libby Holman in the second act was a disappointment. She's a good clotheshorse, but her listless entrance and warbling of *I'm Yours* meant nothing as far as the action was concerned. Showmanship of production was conspicuous by its absence. Clifton Webb's dancing was extremely graceful and click, altho his singing voice was the opposite. Show-stoppers were the tap routines of April, a clever gal, who stole plenty of milt slapping. She was spotted poorly, however.

Business in the play is borrowed wholesale from the burlesque stage, with the Mexican tarantula, Lupe Velez, performing in the best burlesque tradition. Double entendre is the order of the day, mostly offered by Velez and O'Malley. The theme is very sexy and amorous, with much of it suppressed in Boston, but expected to be let loose in Gotham.

Music is okeh. *By Candlelight* looking aces, followed by *From Alpha to Omega* and *Maria, The Waiters*, sung by the *maître d'hôtel* and nine waiters, is a click glee club rendition.

Theme of the piece is the amorous accomplishment of O'Malley, whose expert seducing of loose women, of which screen glorifier *Toby Wing* is an example, is envied by his servant, Webb. Velez has a field day, doing some okeh hoofing with Webb and offering her mimistry business. Someone missed badly on Holman's build-up.

Book deals with the unexpected identity-change of Webb, posing as his master, and Velez, as lady-in-waiting, borrowing her mistress' dress. Femme gowns are sockeroo. Settings are striking. Kemper looks okeh warbling *I'll Black His Eyes*.

Know has plenty of everything if it were only cataloged properly. Sidney J. Peine.

New Play on Broadway

Reviewed by Eugene Burr

LITTLE

THE HILL BETWEEN

Beginning Friday Evening, March 11, 1938
A play by Lula Vollmer. Staged by Robert Porterfield. Setting designed and painted by Tom Adlan Cracraft and constructed by Stagecraft Studios, Inc. Presented by Robert Porterfield.

Anna.....Dorothy Patten
Julie.....Sara Haden
Brent.....Philip Ober
Ellen.....Lill Zehner
Paw Robbins.....W. O. McWaters
Tobe Carter.....Henry Brown
Cliff Winters.....Richard Ellington
Cale Stubbs.....Gilbert Fales
Agnie Riddle.....Mildred Dunneek
Bessie Peal.....Eugenie Carson
Aunt Frons.....Neil Harrison
Martha Lutz.....Joan Vanderwall
Lucy Wells.....Theresa Wright
Wash Bitters.....Jim S. Robertson
Delph Collins.....Bill Sawyer
Grandpaw Sanders.....William Crimsans
Lars.....Philip Faversham
Tobias Allen.....Robert Dryden

Guests: Roberts Bellinger, Margaret Winkler, Ford Bowman.

The Action of the Play Takes Place in the Robbins' Home Somewhere in the Southern Mountains.

ACT I—Near Noon. ACT II—Scene 1: The Next Night, Scene 2: Later That Night. ACT III—Daybreak.

Lula Vollmer, one of the first of the numerous playwright-explorers to venture into the remote jungles of Hillbillyland, has emerged once more with another account of the lives and habits of the natives. When she first ventured into that strange territory it was with signal success, crowned eventually with the somewhat problematical accolade of a Pulitzer Prize; but since that momentous exploration the ground has been rather thoroughly examined by later dramatists, until the fastnesses of the Southern hills are as familiar to the average Broadwayfarer as the inside of Ralph's or the outside of the Metropolitan Opera House. Everyone knows of the sensitive mountain youth and the city lady who, interested in him, arouses far more hope than her actions warrant; everyone knows of his simple mountain sweetheart whose heart is broken thereby; everyone knows of the tight-mouthed mountain woman who looks with grim disfavor upon the interlopers from the other side of the hills. If there are any other important inhabitants of Hillbillyland, the later playwright-explorers haven't discovered them, and neither has Miss Vollmer.

For in her *The Hill Between*, presented

rewritten since the earlier tryout, but we fear there's more rewriting still to be done. Granting the show has a fair second act and a lively and amusing third, with a "wow" final curtain—that first act remains draggy, and not even Young can save it.

He carries the whole burden of the show, getting laughs with lines that aren't funny in themselves, but unfortunately the snap he gives the show is missing in the supporting cast. Guido Nardo (who replaces Edgar Barrier in the former try-out cast), as the pianist pet of Young's wife, has a role that could easily be overdone, but he avoids this error. Mary Phillips has replaced Lea Penman as Young's sister and head of his household. Lillian Emerson is the baby-faced wife whose romantic excursions and expenses are Young's principal headaches. In a butler bit J. P. Wilson gives a grand performance.

In contrast to recent bare-stage productions this one boasts excellent settings. But the story of the wealthy business man whose home is overrun with relatives and romantically inclined playmates of the pretty scatter-brained wife is far from a new one. If it clicks full credit can be handed to its star. C. A. Ross/Kem.

"You Never Know"

SHUBERT
(Boston)

A two-act musical play by Cole Porter. Book adapted and directed by Rowland Leigh. Music by Cole Porter and Robert Katzner. Settings by Albert Johnson. Dances by Robert Alton. Presented by

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"Spring Thaw"

(Playhouse)
PROVIDENCE

Three-act comedy by Clare Kummer. Staged by Arthur Hopkins. Settings by Donald Oenslager. Presented by Max Gordon at the Playhouse, Providence, March 11 and 12.

Cast: Roland Young, Mary Phillips, Lillian Emerson, J. P. Wilson, Jane Gordon, Robert Wallsten, Guido Nardo, Natalai Danest, Kather Mitchell and Maturice Wells.

After a two-week tryout in Washington and Baltimore in the closing days of last year Max Gordon is again launching Clare Kummer's newest work, starring the playwright's son-in-law, Roland Young. Two days here and a week in Boston will precede the New York showing.

First and second acts have been much

last Friday night by Robert Porterfield at the Little Theater, she offers the familiar road map of the Southern backwoods. The only deviation from the accepted route—and it's a detour that seemed necessary because the mountain lad was still under construction—is a switch in primary interest from the sensitive hillbilly to the husband of the pretty nothern lady who starts all the fuss. That husband, Brent, because he is a native of the hills himself, manages to get in the way of most of the scenery.

Julie, the mountain woman who was in love with him, bent him away to make a name on the other side of the mountains; years later, the name made as an eminent medic, he returns for a vacation with his supercilious nothern wife. Julie tries to keep him there permanently, but Anna, the wife, in a completely unguarded moment, allows Lars, the betrothed of her husband's little hillbilly sister, to kiss her; and then Lars thinks that she sir his woman instead of Brent's. She hasn't wiled him away from his little Ellen; she has just been nice to him, according to her own standards—but in Hillbillyland a kiss is evidently as good as a wife.

It's as good as a lot of other things, too, it seems, for little Ellen, who happened to see it, is immediately prostrated at Lars' infidelity. And Lars himself, coming to his senses a bit later, offers to let Brent shoot him. When Brent fails to take advantage of this generous offer, Lars tries to do it for himself, and Brent and his wife are hurried off, back to the Bo'N, by a repentant Julie. There air, it seems, unsurmountable differences between you-all and us-all that loom as large as the hills themselves. From the evidence I'd judge that there certainly air.

Until it goes completely silly (at least for evil-minded nothern audiences) with all its to-do over an incidental kiss, Miss Vollmer's play has a certain homespun quality that is disarming and quietly pleasant, and also a general air of being far more authentic than most travel-talks of Hillbillyland—both qualities reaching their height in the performance of a country dance on the stage. It was a nice little dance and it seemed to be a nice little play until sex reared its ugly head in the form of that amazingly important osculation.

The cast struggles bravely, with Sara Haden giving sincerity—if not a very convincing accent—to Julie; with a youngster named Lill Zehner bringing loveliness of face and voice to Ellen; with Dorothy Patten being even more artificial than necessary as Anna; with Philip Ober offering an insistently surface performance as Brent, and with Philip Faversham doing all that could possibly be done with the naughty Lars. A large number of the incidental players score pleasantly, including particularly a lad named Richard Ellington, who did enough in a bit to make me want to see him in a larger role.

BROADWAY RUNS
Performances to March 19, inclusive.

Dramatic	Opened	Perf.
All That Glitters (Biltmore)	Jan. 12	71
Boothill Bore (Lawrence)	Jan. 25	64
Brother Rat (Lawrence)	Jan. 16	54
Dick's House, A (Broadhurst)	Dec. 27	48
Golden Day (Biltmore)	Nov. 4	157
Hill Between, The (Little)	Mar. 11	11
Merry Theater (3rd)		
(National)	Nov. 11	157
Julius Caesar	Nov. 11	109
The Showmaker's Holiday	Jan. 1	49
Of Mice and Men (Radio City)	Nov. 23	125
On Borrowed Time (Longways)	Feb. 8	53
Once Is Enough (Miller)	Feb. 11	45
Our Town (Broadhurst)	Feb. 4	52
Romeo Service (Cort)	May 19	531
Shadow and Substance (Garden)	Jan. 26	63
Star-Wagon, The (Radio City)	Jan. 19	126
Susan and God (Broadhurst)	Oct. 7	109
Tellamie Road (Forsyth)	Jan. 4	124
Wine of Change (Gard)	Feb. 4	52
Woman, The (Broadhurst)	Dec. 26	517
You Can't Take It With You (Booth)	Dec. 14	261

Musical Comedy

Crash Will Rock, The (Murray)	Jan. 8	88
Hooper, For What (Winter)		
I'd Rather Be Slighted (Lillian)	Dec. 1	159
Three Wishes (Murray)	Dec. 28	67
Who's Who (Hudson)	Mar. 1	28

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"BLUEBEARD'S EIGHTH WIFE"

TIME—82 minutes. **(PARAMOUNT)** **RELEASE DATE**—March 25.
PLOT—Having nothing at all to do with the popular legend of the wife-slayer, this is a wacky romantic comedy of an eccentric American financier who is robbed with the reputation of acquiring and disposing of wives with unruffled ease. That is, until he meets and marries the eighth, a sensible and determined daughter of an impoverished French nobleman. She undertakes and succeeds in making him toe the mark, making him do all the chasing and in finally showing him that not only was he mistaken in his philosophy of women as far as the past seven wives were concerned, but that there is no chance of the principle ever being put into use again.
CAST—Gary Cooper, Claudette Colbert, Edward Everett Horton, Louis Alberni, David Niven, Elizabeth Patterson, Warren Hymer and others. Everyone did creditable work. Whatever the vehicle misses, it certainly is not the fault of the cast.
DIRECTOR—Ernst Lubitch. Not exactly the Lubitch sort of lavish spectacle, but a fairly amusing piece of decorated claptrap. Nothing new in either plot or incidental embellishments, and nothing like a Lubitch touch is in evidence.
AUTHORS—Screen adaptation by Charles Brackett and William Wilder from a French novel by Alfred Savoir.
COMMENT—Another in the cycle of slapstick sophistication, started by *The Awful Truth*, *Nothing Sacred*, etc. It will find a certain amount of play, but much more could have been done with the material.
APPEAL—Mostly adult.
EXPLOITATION—The title, cast and name of the director-producer.
(Reviewed at the Paramount, New York.) *George Colson.*

"MERRILY WE LIVE"

TIME—66 minutes. **RELEASE DATE**—March 4.
(MGM)
PLOT—Rich, idle and a bit wacky, Mrs. Kilbourne takes it into her pretty head to reform tramps. First skips with family silverware. Unhappily Aherne is mistaken for a tramp and drafted for the second experiment. He's put into a chauffeur's uniform, and the inmates are on. Bottom falls out of unfunny comedy when dinner guests take Aherne to be the family's friend and family is forced to keep up appearances. His absence from his regular residence breaks out into newspapers. On reading the story the Kilbournes learn Aherne is really a novelist and okish his designs on their oldest daughter.
CAST—Constance Bennett, Brian Aherne, Billie Burke, Alan Mowbray, Palay Kelly, Ann Dvorak, Tom Brown, Bonita Granville, Marjorie Rambeau, Philip Reed, Clarence Kolb, Marjorie Kane, Paul Everton and Willie Best. Can't blame these puppets for this boring triviality. They give good accounts of social beserks.
DIRECTOR—Norman Z. McLeod can't brag about the job.
AUTHORS—Screen play by Eddie Moran and Jack Jevne.
COMMENT—It's rooted in *My Man Godfrey*, but it won't bear up under a comparison. Title flatters production.
APPEAL—The girls may fall for this.
EXPLOITATION—Miss Granville's antics and the merry-go-round trips staged by combination of Aherne and Bennett.
(Reviewed at the Capitol, New York.) *Sylvia Weiss.*

"START CHEERING"

TIME—72 minutes. **(COLUMBIA)** **RELEASE DATE**—March 2.
PLOT—Ted Cosloy, tired of his role as matinee idol, leaves his agent and producer flat to return to college. He doesn't get the comfort and solitude he anticipated. His former employers, failing to discourage him from a confined schooling, succeed with lies and tricks to turn the student body against him and torment him with all conceivable pranks. A seeming double-cross by the dean's daughter prompts him to return to a radio show for which he had been booked. By this time, tho, the sponsor had been sold on the new idea of a broadcast from the campus. Cajoling, build-up about dean's daughter, school spirit and stuff induce idol to return in time to finish off broadcast and make love a pointed issue.
CAST—Jimmy Durante, Walter Connolly, Joan Perry, Charles Starrett, Professor Quix, Gertrude Niesen, Raymond Walburn, Three Stooges, Hal Lottor, Ernest Truex, Virginia Dale, Chaz Chase, Jimmy Wallington, Romo Vincent and Gene Morgan. Louis Prima with his band and Johnny Green and his orchestra. Durante is the best fit in this show. Alibi for parading other name acts is forced, which, of course, isn't performers' fault. Public won't be disappointed in their favorites.
DIRECTOR—Albert S. Rogell keeps things humming. Episodic, but things happen so fast that the frail plot doesn't hinder.
AUTHORS—Screen play by Eugene Low, Richard E. Wormser and Philip Bapp from a story by Corey Ford.
COMMENT—Good incidental entertainment.
APPEAL—Universal.
EXPLOITATION—Names.
(Reviewed at the Rialto, New York.) *Sylvia Weiss.*

"SWING YOUR LADY"

RUNNING TIME—79 minutes. **RELEASE DATE**—January 8.
(WARNER)
PLOT—A wrestling manager, barnstorming thru hillbilly country with a man-mountain who is just awakening to the delights of sex, is forced to book his human pachyderm with a lady blacksmith. Bout is on, tho, when the wrestler and the lady fall in love. Another bout is scheduled—and with plenty of publicity—between the wrestler and a local bethemoth who thinks he has first right on the lady blacksmith's hand; the gal is to go to the winner. After being ordered to lose, the manager not wanting his property to settle down to horse-chores, the wrestler licks the corn-pone Gargantua, settles down with the lady blacksmith—and the manager takes his late opponent on tour.
CAST—Nat Pendleton, Humphrey Bogart, Louise Fazenda, Frank McHugh, Allen Jenkins, Weaver Brothers and Elvira, Penny Singleton, Daniel Boone Savage, Hugh O'Connell, Sammy White and others. Pendleton walks off with the picture, doing almost as good a job as John Alexander did in the stage version. Bogart wasted, McHugh and Jenkins as usual, and Fazenda badly miscast. The hillbillies score well.
DIRECTOR—Ray Enright. He kept it moving.
AUTHORS—Screen play by Joseph Schrank and Maurton Lee from the play by Kenyon Nicholson and Charles Robinson. Stuck as well as possible to the play, and managed to keep it pretty funny.
COMMENT—You've seen worse.
APPEAL—General.
EXPLOITATION—Comedy names; a lady blacksmith matched to wrestle an amorous Goliath.
(Reviewed at the Palace, New York.) *Eugene Burr.*

FTP'S LONG-AWAITED—

(Continued from page 5)
 Lincoln and the Ann Rutledge of an actress named, coincidentally, Ann Rutledge. All other members of the cast are held within a bound which prevents them from offering too much individual competition to the hero and heroine. The group as such is pretty well typed to offer a dramatic contrast for the leads.
 Outside of the historical association and prestige of Lincoln, there's not much reason for the public to be attracted.
 Program credits list Morris Ankrum as producer, Zelda Dorfman as unit manager, James Gelb as stage manager, mu-

sic by Hans Bruno Meyer and settings by Walter Walden. *Sylvia Weiss.*

MORE PRO—

(Continued from page 4)
 a letter sent to a forum session held at the MacDowell Club, New York. Others in the yes category are the American Composers' Alliance and Elmer A. Benson, governor of Minnesota.
 Objection to the bill was embodied in a letter sent to members of the United States Senate by Thomas E. Parson, executive secretary of the Dancing Teachers' Business Association. Argument was that the 20,000 persons who were dependent upon teaching of dancing for their livelihood would lose their jobs if the bill made free dance lessons available.

MAY ORGANIZE—

(Continued from page 4)
 phism near that percentage. O'Brien said three disgruntled ushers caused the incident.
 Ushers were tipped from \$12 per week to \$13.50 per week. The CIO is striving for \$23 per week, but will settle for \$20. It is dubious whether the theater management will co-operate with the CIO under this set-up. O'Brien feels that the IATSE has been doing business with the Low outfit for years, and that even if they don't like unions they'll stick by the IATSE.

TEMPERAMENT HURTS—

(Continued from page 4)
 up indicates, but only a few stick once they try them. Most selling jobs are on a commission basis, and most performers lack the patience to make good under such an arrangement.
 In most instances performers use these jobs as fillers during layoffs and refuse to take them seriously enough to advance. As a result the turnover is great.
 Excluding selling jobs, commercial fields do not welcome performers, musicians or people with theatrical backgrounds. Most commercial employment agencies refuse to bother with applicants who admit theatrical experience, telling them frankly that employers consider show people unstable, temperamental and unable to make adjustments. As a

result show people trying to land jobs outside of show business soon learn to hide their theatrical connections.
 Most male performers or musicians seeking non-theatrical jobs try selling first, with service trades second. Most women performers seeking outside jobs try first easily learned office jobs, such as typists, stenos, clerks, receptionists and phone operators. If they can't land this type of job they usually drift into manicuring, beauty parlors, restaurants, checkrooms, ballrooms, costume shops and dance, music and dramatic schools.

802, DAMROSCH—

(Continued from page 3)
 musicians among the membership of 15,000 and that the union's attempt to maintain wage scales had resulted in widespread unemployment among musicians.
 Opponents of Damrosch point out that the union's attempt to maintain scales is, in the last analysis, the best way to foster art, in that art thrives best when its exponents are well fed.
 William Fettnberg, secretary of the local, says: "Our union is organized to secure and maintain living standards and conditions among the thousands of its members; it prides itself on the artistic standards of its membership.

From its ranks are chosen the musicians that go to man all the outstanding orchestras and musical ensembles everywhere." The local, says Fettnberg, solidly backs the Federal Arts Bill. He also carefully emphasized that Damrosch's opposition to the bill, while distasteful to the union, is not the reason for the charges. But the local objects to what it considers an unjustified attack upon the union.
 Officials of Local 802 late this week commented on the fact that Toscanini was recently given a life membership in the local and intimated that Damrosch might lose his membership.

CHI AFRA—

(Continued from page 3)
 left too many possibilities for discrimination.
 "As it is now," Johns said, "most of the radio people have to go to the extra expense of a private telephone, and in many instances a maid or a butler, to take studio and agency calls. A casting bureau will not alleviate that situation and will cost the actor another 10 per cent."
 With AFRA's ban on the RCCC, the future of that organization is uncertain, as the actors' union lists over 95 per cent of the radio people in Chicago.

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Worst Season Yet for Miami Beach as Gambling Ban Sticks

By VIRGIL E. PIERSON

MIAMI, March 19.—Miami Beach night club and casino operators are preparing to move their troupe of dealers and shills north following one of the worst seasons in night club history. Altho Miami with its swank night clubs, such as the Royal Palm Club and Casino, under the direction of Arthur Childers and Mert Wertheimer, and lesser establishments is running wide open and playing to capacity crowds, Miami Beach is tight as a drum and so far not a club has opened its doors publicly for gaming.

Altho several attempts have been made to allow gambling on Miami Beach, such organizations as the Miami Beach Association, with William Hardie acting as chief crusader against the "gambling evil," have thrown eggs in the works, leaving night club operators with dusty dice tables and terrific show bills to pay out of their own pockets.

Florida's gambling law turned out to be a joke this season, as gambling is running rampant in both Dade and Broward counties, with the exception of Miami Beach, altho the beach boasts some of the most complete gambling layouts in this section.

The Plantation in Broward continues to play to capacity crowds, even allowing photographers to come in for pictures. Col. E. H. Bradley's swank establishment in Palm Beach also managed to open its doors, with lesser establishments, such as the Singing Bar in Miami, also running wide open. The swank Sunny Isles Club, located in North Miami Beach, is also gambling.

All of the clubs which boast gaming with their dinners and drinks are staging elaborate shows to help draw the public in hopes that they will linger in the casino.

At the Royal Palm Club Harry Rich-

NVA Exam of Rand Set Back

NEW YORK, March 19.—Sally Rand was granted a postponement of her examination before trial in Supreme Court from yesterday to Wednesday in the libel suit which the NVA, Inc., says it will file against the American Federation of Actors.

The NVA's attorney, Abraham Rotwein, seeks to investigate "the circumstances surrounding the request of the NVA to Sally Rand to appear for a benefit performance . . . February 27, 1938." The NVA claims Miss Rand refused to appear at the benefit, which had been cleared by the Theater Authority, after the AFA wrote her that the NVA "has for years been known as a company union."

The NVA, Inc., claims it is not a company union, pointing to its recent fight with the NVA Fund (theater circuit organization). The AFA indicates it will back Miss Rand in any legal complication arising from the NVA threat. Miss Rand is on the AFA Council.

First Roof Club Goes

NEW ORLEANS, March 19.—As partygoers of earlier years sigh in remembrance, the old West End Roof falls to the demolitioner. Spot is remembered as city's first roof night club, starting back in the war days, when it was known as the Grunewald Roof.

man and Vincent Lopez's Band offer their wares nightly to capacity crowds, with the Sunny Isles Club offering Peggy LeBaron, Carroll and Gorman and other topnotch acts.

The Miami Beach situation, long the center of controversy in this area, is acute, due to the fact that altho in the same county and under the supervision of the same laws and law enforcement officers, their doors remain shut while only four miles across Biscayne Bay roulette and dice click merrily on.

The Palm Island Club, one of the beach's most beautiful set-ups, has remained dark throughout the season. Jack Dempsey's Hotel on Miami Beach, altho open for business both in the hotel and dining room, has suffered from the loss of gambling. Other clubs on the beach, such as Gay Nineties and Town Casino, have also suffered losses as a result of no gambling.

The rumors are that unless gambling is open next season in Miami Beach hardly a club will be open. Since last year three have closed, making this a very dark season in comparison with the past two, during which many top acts and name bands were brought in and capacity crowds visited the various clubs nightly. This year even the dog tracks have stuck to local bands because of the small play and overcrowded field.

Shriner-MCA Show Easy Click; 50,000 Advance Sale on 6 Bills

PHILADELPHIA, March 19.—The much-ballyhooed Shriners-Artisans-MCA show opened to a disappointing audience in the giant Convention Hall Wednesday night. Less than 7,500 persons were on hand to see one of the greatest star-studded shows ever put on here. It might have been the weather that kept the crowd down (it was one of those foggy, rainy nights) but those who were there went away talking about the show, which augured well for the remaining five showings.

The sponsors expected to sell about 75,000 tickets for the six shows (four evening and two matinees) but until Wednesday night slightly more than 50,000 were sold. These included the coupon books at \$2.50 for nine events, including tax—making it about 26 cents for each show—and the single tickets which sold for 50, 75 cents and \$1. However, the backers seemed satisfied, as their aim was to publicize the Artisans Club and despite the heavy nut (\$30,000 for the combined Cleveland and Philly shows) they stand to break even and perhaps make a slight profit. Meanwhile the newspapers, radio and billboards advertised the Artisans Club to a fare-the-well; so everybody was happy.

The show was well handled and moved quickly. Costumes were colorful. Stage setting was excellent. Lighting, however, was a bit off, due to Convention Hall electricians lacking practice for big-time productions.

Show opened with Ted Lewis' Orchestra on stage. Lewis had quite a tussle to warm up the crowd, which sat there for 20 minutes before they broke down with applause for Ted's St. Louis Blues, but after that they applauded and cheered almost everything that appeared.

The avalanche broke with the appear-

Hot Sign

CHICAGO, March 19.—United Artists Theater takes credit for the oddest fire of the year. A short circuit ignited the center section of the huge electric sign Tuesday night.

Booker Urges Summer Spots Put Up Bonds

ALBANY, N. Y., March 19.—A method to stop or at least minimize the chances of non-payment of acts and bands playing summer resorts has been proposed by Jimmy Daley, head of Jimmy Daley Attractions here.

Particularly in the Catskill Mountain region, but also holding true for many other summer areas, shoe-string operators invade the section, rent a spot and then sit back and pray for favorable weather. If all goes well the entertainers have a pretty good chance of getting paid, but not always. If, however, the weather has been inclement or business didn't stack up to expectations, then the performers usually haven't a chance of a "pay-off."

Daley proposes that all summer spots taking out liquor or cabaret licenses be also required to post with a reputable bonding company or with the State a bond to guarantee salaries for musicians and entertainers, similar to the Equity bond put up by legit producers.

and of Eddie Cantor, who broke all speed records to the hall from the studios of WCAU, where he was doing his broadcast. Everything that Cantor did or said brought laughs and applause. He pulled the same old Cantor routine, but the crowd loved it.

All of the Cantor gang were there except Deanna Durbin, the management being afraid to brave the State's screwy child labor law, which was designed to keep kids out of sweatshops but instead has barred many young performers from the local stages. Deanna, however, appeared on the broadcasts without the law stepping in.

Mademoiselle Piffi and Bert Gordon, "the Mad Russian," gave their usual entertaining performances. Only a skit between Cantor and the Russian, which ends by Cantor clubbing him every time he utters the word "pancakes," laid an egg. Too much slapstick for a Philly crowd.

Harris and Shore clicked with their dance comique—a swell burlesque on ballroom dancing; the Four Kraddocks, a comedy acrobatic troupe, returned here after their success at the Earle and again scored. Ray Boyce did his drunk acrobatic dance, which was good but followed the Kraddocks too closely to be appreciated.

Others were Loretta Lane, a cute trick who can dance; Gaye Dixon, who sang with a wallop; Charlie (Snowball) Whittier, Ted Lewis' eternal shadow; a spectacular adagio dancing quartet—the Sylvia Manon Foureome; Ben Yost Varsity Co-Eds—six swell lookers with lovely voices and a dancing chorus of 24 knockouts—one of the best trained lines appearing on the Philly boards for many a moon.

The customers danced to Lewis' Orchestra, which stayed on until past 1 a. m., giving them more than four-and-a-half hours of entertainment for their 26 cents. The band ranks with the top-notch swingers.

The consensus is that the show, held in another spot, would have drawn twice the crowd—as the Convention Hall is considered a jinx by show business here. It's too massive—seating nearly 20,000—and any crowd less than 10,000 looks and feels lost.

The storm of protest from movie and night club men which broke after the Artisans announced their show has simmered down. The exhibitors, however, are reported sharpening their knives for the next Cantor picture and are expected to ask that it be released at bargain rates commensurate with the 26-cent admission Eddie worked for at Convention Hall. St. Shultz.

Act Touring Asia Denies Death But Admits Excitement

SINGAPORE, March 19.—Kathleen Young, dancer reported dead in The Singapore Press late last year when her residence at the Galle Face Hotel in Colombo, Ceylon, was bombed in the Japanese-Chinese fracas, has finally been reached for details.

Miss Young, together with her dancing partner, Dave Harvey, and her mother, went thru wars and a typhoon, but finally arrived safe at Colombo and then went to the Saturday Club in Calcutta.

Trouble began when Young and Harvey had an offer to go to the Forum Roof Garden in Tientsin. Couple worked three weeks and then the shooting began. Team finally managed to get to Shanghai, then filled with refugees, and checked in at the Palace Hotel. Miss Young and her mother were having tea on the third floor when a bomb hit the roof, crashing thru two floors. Another grazed the roof and burst in the street, killing about 100 Chinese in the street and 90 seeking refuge in the hotel.

Miss Young and her mother went to Hongkong via the H. M. S. Duncan, British destroyer, and Harvey followed a week later. Shortly after the trio booked passage on the Conte Verde for Colombo, but the ship ran into a hurricane and landed on the rocks. They finally landed in Colombo with another boat and proceeded to Calcutta; on the way Miss Young found her death notice in the Singapore papers.

She and Harvey open April 1 at the Raffles Hotel here.

New Baton Rouge Club

BATON ROUGE, La., March 19.—Monday night the local Heidelberg Roof, renamed Theater Cafe, opened its season under management of Horace Sistare, engaged by Roy Heidelberg and Joe King, hotel ops, not only to manage but book and p. a. roof.

New set-up now includes Sunday matinee; two nightly performances, with a Saturday extra at 2 a. m., and cocktail matinee on Saturday from 2:30 to 5 p. m. No cover and no minimum. First week's show has Harold Jordy and ork and five acts.

Austrians Fight Deportation

CHICAGO, March 19.—Six Queens of Hearts, Austrian act here on a special visa, were unable to open their scheduled engagement at the Edgewater Beach Hotel here tonight when informed by the Immigration Bureau that their time allotted them in this country has expired and that they must leave immediately. Act is fighting to remain here, as the manager and one of the girls are Jewish.

New Club in Houston

HOUSTON, Tex., March 19.—Club Mandarin held its formal opening Wednesday night when Philip Sullivan, manager, presented a floor show and house ork. Teddy Jones' Band, with Cleo Rivera as soloist, is furnishing music, with show headed by Irita Zanefan waver, and Grangio and Dawn, dance team.

Don't Miss

This Feature:
Adventures of a Dancer in Night Clubs
By PAUL DENIS
in the
Spring Number of The Billboard

4,420 NIGHT CLUBS

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There's a good reason: The Billboard is the only publication giving such intensive coverage of night clubs in this country, Canada and abroad.
News, Services and Reviews—Each and Every Week—Is the Policy that Makes The Billboard the Foremost Night Club Publication in the World.

Club Talent

New York:

JACK WALDRON, night spot emcee, has been set by Al Grossman to replace Jay C. Flippen on the WIEN Original Amateur Hour. . . . ERIC WIAT, comedy skater, has been placed by Billy Burton, of Rockwell-O'Keefe, to headline the Hotel New Yorker Ice Show, beginning March 15, replacing Frank Trenkler. . . . FOUR INK SPOTS move into Levaggi's, Boston, April 17. . . . KIKO KARMEY, Greek film star, has been signed for the Broadway musical, *Ladies and How*, now in rehearsal. . . . GLADYS (THREE) PALMER, swing songstress, is being featured at Mammy's Chicken Farm.

Chicago:

JEAN TRAVEHS, singer, canceled her forthcoming Hi Hat engagement after learning of the death of her husband in an auto accident in Texas Friday and returned to New York.

SUNNIE O'DEA, dancer, has been held a fifth week at the Drake Hotel, closing Thursday to open at the Baker Hotel, Dallas, Saturday for MCA.

RONALD AND ROBERTA will be the new Blackhawk Cafe dance team, starting March 30. . . . YACHT CLUB is closing late next month for remodeling.

JACK LANGER, of the Mounds Country Club, St. Louis, was in town to plan his opening show for next month.

Here and There:

ROLANDO AND VERIDITA are being booked exclusively thru Curt Berger, of (See CLUB TALENT on page 21)

Chicago Nitery Outlook Is Good

CHICAGO, March 19.—Summer club situation here at this moment has its bright indications, altho a couple of planned ventures may not go thru. Such spots as the Coconut Grove, reopened last year by Ben Lenhoff, may remain dark, Lenhoff definitely out of the picture and other prospective operators not announced as yet. Edward Bouche, expected back from Florida in the next couple of weeks, will reopen his Villa Venice, most elaborate spot around here, with his usual artistic revues.

Ben Air Country Club is expected to reopen under different management, Tom Williams, former manager, not going back this year. Club, however, will remain with names and a small supporting show.

Neighboring Villa Moderne and Sky Rocket will up their talent budgets late in the spring and continue with large shows during the summer to attract the heavy highway traffic.

Blue Fountain Room at the LaSalle Hotel will make a play for summer trade this season, redecoration work to get under way before the Biltmore Boys and their orchestra open their engagement April 16. The Boardwalk will be in use again at the Edgewater Beach Hotel, flash acts to get a break in addition to band-stand attractions.

Managements of the Gold Coast Room, Drake Hotel, and Continental Room, Stevens Hotel, intimated that they will continue to operate the spots during the warm months.

For Goodness' Sake

CHICAGO, March 19.—The "soda pop" night-club idea is back in this area, following condemnation, particularly by church organizations, of a number of taverns of "ill repute."

The freshmen students of the Northwestern University opened the Pop and Ernie Night Club in Evanston, Ill., near the campus, featuring their own band and floor show, with never a cover or minimum. Soft drinks only are served.

In Milwaukee, Bernard A. Glish, a soda parlor operator, announced plans for the reopening of the Golden Pheasant, a hot spot in that locality during prohibition days. States that he will use "clean entertainment" only and feature soda pop and milk on his drink menu. Glish gave birth to this idea following public protests by the Milwaukee Ministerial Association against "Milwaukee's turbulent tavern situation."

Fortune for "Miss Babe"

TORONTO, Ont., March 19.—A fortune of \$12,512 awaits a "Miss Babe," who tramped with her parents in vaude back in 1916, providing she can be found within three years.

According to the will of the late W. J. Wright, retired Toronto plumber, the above nestegg goes to "Miss Babe, who appeared on the vaudeville stage with her parents in an Indian burlesque on or about April 18, 1916, at Fort Wayne, Ind." "Miss Babe" was about five years old at the time mentioned.

If the girl isn't located within three years the estate, consisting of \$5,500 real property and \$7,012 in personal assets, goes to the Sherbourne Street United Church here.

Talent Agencies

HANK LINDELL, formerly of CRA's band-booking department in Chicago, has joined the Allied Music Service there, opening an ork division for that firm.

SAMMY CLARK, of the William Morris Office, reports that Helen Morgan will not play the Hi Hat, Chicago, as the office and operators have failed to come to terms.

JAYNE JARRELL, Pittsburgh booking office, has been named Ernie Young representative in Pennsylvania. She has closed bookings for a 14-act show to go into the six-day Cambria County Fair, beginning September 5, and has tentatively contracted a show of about the same proportions for the five-day Bedford Fair, beginning August 30.

LEE ELMAN, former publicity head for Sligh & Tyrrell, Chicago, has returned to that office as booker, succeeding Moe Lucky. Elman was associated with Benia Ganssa the last several months.

WILLIAM MEIKLEJOHN, former head of the William Metkelejohn Agency on the Coast, has joined the Hollywood office of MCA as a member of the picture staff. . . . LOU CLAYTON, member of the former trio of Clayton, Jackson and Durante, is now with Bobby Crawford, Inc., Hollywood. . . . WILL WEBER, of New York, has acquired as assistant Irving Kay, formerly with Hal LeRoy and Jimmy Durante. Jack Miller has moved out of the Weber office. . . . BEN LAMARCA, former owner of the Village Nut Club, New York, now associated with the Joe Williams booking office there. . . . BILLY SHARP, of the Sam Stetel Enterprises, New York, left this week for London and Paris, accompanying several of the office's attractions, among them Big Time Crip, booked for appearances there.

Night Club Management

News and Angles on Night Club Operation

By GEORGE COLSON

Give Them Light!

THE subdued lighting fad, which, when used moderately and wisely, can be of such enhancing value, has been so overdone that in some of the finer places it has reached the point where diners eat in rooms so gloomy that patrons have to use their imagination when eating, for they certainly cannot see their food plainly enough.

And sometimes a person's imagination can run riot, in the wrong direction, and often very unjustly. Many patrons light matches by which to read the menus. This resort, of course, will not only make the diner very unhappy but might very easily result in burned fingers.

And like children, they immediately drop the acceptance of a thing or place that results in burned fingers.

They Love Old-Time Music

BELL HARDY'S Gay '90s Club, New York, one of the first if not the original revival of the Gay Ninety cycle of night spots, has inspired the Robbins Music Corp. to come out with a publication in mag form of songs of that period. . . . a choice bit of Americana. . . . a galaxy of favorite and immortal melodies. . . . for crowds that gather to reminisce and join in melody. . . . The two outside covers plug Hardy's rendezvous and that plate sees to it that

Spring Is Here, Tra La, But N. Y. Clubs Don't Even Care

NEW YORK, March 19.—It is possible that not one of the mammoth Times Square night clubs will stay open this summer, leaving the field to the hotels, the more intimate spots and roadhouses in this area. Billy Rose's Casa Manana may close for the summer, those posting notice as of April 9 just in case. Walter Dare Wahl is the only act out of the original show at the Manana, excluding Linda Wassau, who went out after a threat of censorship from the police department.

The Paradise reopens tomorrow night with a new show after being closed, except for the bar, the past couple of weeks. It extends to stick right thru the summer and hopes to make it with the help of its 770 reorganization.

The International Casino, meanwhile, is reorganizing its finances and denies strenuously that there's any chance it will close. Acts have been notified that beginning with March 25 they will be subject to a week's notice at any time and that the Casino expects the same from the acts. Most of the acts have already taken cuts, with Stadler and Rose, eight European showgirls and the six Viennese singers having dropped out of the show since it opened in October. Salaries of chorus girls have been cut, too, the Casino management claiming this retrenchment is necessary despite the generally good business it has been enjoying.

The Casino is wrestling with the problem of making the next show a cheaper one without it being too noticeably so. It may bring in an MCA ice show or it may rebuild the stage to enable effective

presentation of a smaller show. Meanwhile, Wilkin and Halperin, the Casino's attorney, are straightening out plans for bringing in about \$50,000 in new cash to tide the Casino over the rough amortization bumps. Issuance of more preferred stock is planned. One of two new partners will be brought in, but the operating corporation will remain the BMO Corporation (Brecker, Moss and Olsen). Since the opening the stage show has been trimmed about \$1,000 to \$1,500 a week.

The Hollywood Restaurant remains dark, with several night-club operators conferring with creditors' committees. Other night clubs still dark are the Harlem Uproar House, Yacht Club, Mirador, Mayfair, Valhalla, El Dorado.

Clifford C. Fischer, who has been looking around for a New York outlet for his French shows, is signing a lease for the Majestic Theater and will open it in the fall in the hopes of having it on tap for the hoped-for World's Fair dough race. He is expected to bring the *Follies Bergeres* shows intact into the Majestic, but it is not yet set whether the Majestic will be converted into a theater-restaurant or not. A New York spot will mean Fischer will originate his shows in Paris, bring them to New York and close them at the London Casino.

The hotels are doing all right despite the slump being experienced by all night clubs, the trend having been favorable to the hotel spots all season.

Two Philly Clubs Reopen This Week

PHILADELPHIA, March 19.—Two well-known local niteries unshutter this week after being closed since last fall.

Jack Lynch will open the Walton Roof Thursday with a big show headed by Belle Baker. The spot will feature three orchestras—Vincent Rizzo's, Jeno Donath and Paul Neff. Lynch has spent more than \$40,000 remodeling the roof.

The swanky Evergreen Casino had its reopening on St. Patrick's night. Mario Villani, well-known emcee here, is handling the show, headed by Willie Winsten, pianist. Spot is operated by Harold LaBakera, socially prominent.

New Kansas City Club

KANSAS CITY, Mo., March 19.—New Stork Club opened here tonight with four floor-show acts, an emcee and 13-piece band. Tadie Lusco, owner of Dante's Club, is behind the New Stork enterprise. Acts are booked thru Vic Allen and Dwight Pepple, of the Paragon Agency here.

Opening bill includes Ray Bourbon; Ryck and Kay, Dixie and Diana, Billie Gilbert and El Madrol.

Miami Beach Hotel Men Approve Casino Licensing

MIAMI BEACH, Fla., March 19.—Hotel Men's Association today went on record as approving of licensing casinos for Miami Beach next year, due to the controversy that has arisen this year in gambling circles.

The Proctor Club is doing a landslide business as a wide-open casino situated in the crowded downtown district.

Don't Miss

This Feature:
The Musician and Mechanization

By JAMES C. PETRILLO

in the

Spring Number of The Billboard

Club Goes "Africa"

PHILADELPHIA, March 19.—A novel stunt is being planned at the Arcadia-International Restaurant in connection with "Zoo Week," April 1 to 8.

Live animals borrowed from the Zoological Gardens will be caged in different parts of the club. A tinsy photographer has been hired to take pictures of guests wearing pith helmets, holding guns, etc.

In addition, Art Padula, operator, is staging a fur fashion show for adults and children, with kiddies of socialites acting as models. Show will also include a couple of wild animal acts.

Part of the take for this week will go to the Pennsylvania Hospital's Maternity Ward.

there are enough of the booklets laying around to help patrons pick out their favorite nostalgia-inducers.

Those French Songs!

ALONG the same lines, Janet of France, A intimate little Gallic spot in New York, places on each table several cards on which are printed a verse or two of the traditional song of conviviality and camaraderie, *Medecin*. The big punch of the idea is that not only are the words printed in French but they are also given with an English phonetic spelling-out of the French pronunciation of the words. Attempts at this will not only make a Frenchman laugh, but whoever attempts as well.

To Tip or Not?

TAKING up Mrs. Roosevelt's recent expression of a wish that the practice of tipping be eliminated, or at least be rearranged so that tipping be in-definite ratio to the bill. The New York News conducted a poll via its Inquiring Photographer.

Tho the results were evenly divided, the majority of the knowers dwell upon the insufficiency of the waiters' wages, on one hand, and theagrant and obnoxious system resorted to by so many service employees, on the other.

Cotton Club, New York

The fourth edition of the Cotton Club Parade here opened last week and shapes up as a thoroughly pleasing entertainment and a bargain for the price—albeit not as strong as the previous show.

With Bill Robinson and Cab Calloway hitting the vaude trail, the new show features Duke Ellington, with the Peters Sisters getting second headline billing and Peg-Leg Bates, Mae Johnson, and the Chocolateers, Aida Ward and Aland and Anise being featured. The show is rounded out with the Four Step Brothers, Billy Maples, Will Vodery's Jubblers, Ivy Anderson and the Socarras relief band. Flash and Dash were in the show the first few days, but are out.

The show is typically Harlem except that it's more polished, beautifully costumed and well presented. As in previous shows, it introduces what it hopes will develop into a new dance craze. This time it is the Skrontch, a combo of tap, stamp and backfiring bumps. The three Chocolateers, comedy hoofers, introduce it and the 16 chorines and eight parade girls back them up. The Chocolateers also have their own spot, soaking over their clowning with tremendous gusto.

The show opens with Ellington, who leads the orchestra and who also wrote the music for the show, doing a zippy overture, followed by Mae Johnson, shapely singer, and the Vodery mixed choir warbling. A typical Ellingtonian number, *Briggins' in Brass*, follows and gives the band a chance to show off.

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Now HICKORY HOUSE, New York.

JANE FARRAR
Melodious Songs and Musical Monologues
General Delivery, Hollywood, Fla.

Night Club Reviews

The Four Step Brothers clip off some tap and cane routines, followed by Aland and Anise doing sweet and smooth ballroom numbers. The team is on a couple of more times and makes a solid impression. It has fine appearance and sells its stuff 100 per cent.

Peg-Leg Bates, one-legged song and dancer, amazes—as usual—with his agility and ability to perform intricate acrobatic movements. Stopped the show cold.

The Peters Sisters, who zoomed to headlining with their work in a couple of pictures, are making their local debut here. Just in case you didn't know, they are a trio of extra-hefty gals (the "baby"—Virginia—is 13 years old and only about 200 pounds). They harmonize pleasantly and inject comedy touches, handled mostly by Mary Jane. More novelty than entertainment in the act.

Mae Johnson, who did a Mae West number in the last show, is now doing a *Sadie Thompson* in shrieky voice and not-too-subtle fashion. Aida Ward and Billy Maples harmonize nicely enough, with Miss Ward's voice showing flashes of excellence.

The chorines are a comely lot and their Veronica costumes designed by Frances Feist are beautiful. The costuming cost must be terrific for the show, which will run until June 12, when the club will close for the summer.

Ellington's music is truly fine. It's not too brassy for one thing. Henry Nemo and Irving Mills wrote the lyrics and Vodery did the orchestrations, with Clarence Robinson doing the production and dances and Al Richards assisting him. Of the new songs *If You Were in My Place* is the most ingratiating, with *Spring Time in Honolulu* appearing next best.

Herman Stark is still the club's impresario. Harry Sobol is still doing his usual fine p. a. job.

Dinner is \$1.50 and up and very tasteful. *Fred Dent.*

Bowman Room, Biltmore Hotel, New York

A smart asloen in any lingo. Architecturally imposing, the stateliness of the off-the-lobby Bowman Room impresses no end. And to this array of physical advantages is blended an informal air, which makes it a worthy peg to hang a hat on for those bon vivants avoiding traditional night-life frills and fobles.

Eschewing the pseudo-snobbiestness of some of the near-by East Side hostilities, Horace Heidt and his Brigadiers are ideal for the assignment. The unmistakable expression of pleasure from the cash giver-uppers is a manifestation of Heidt's showmanship in giving 'em that something extra to occupy the attention. There is no question that the bulk of the trade is accountable to the maestro, who has built up a steady following for the Bowman Room via his radio shows, theater tours and high-pressure publicizing.

It's expensive merriment here. The prices are scaled high, with \$1 covers on week days and a double buck for Saturday sipping and soaking. But Heidt dishes it out in large quantities. And not at the expense of quality.

Whether you sit it out or take a trip around the polished floor, the Heidt dance incentives brush the right way, providing you don't suffer from swing hives. Having corralled a well-known flock of stellar singers and instrumentalists, Heidt adds to the divertimento with a floor presentation of exceptional merit.

Spotlighting the band-stand population, Heidt sets 'em thru an entire bag of tricks, mostly in the glee club fashion and the novelty register, familiar to all those who have caught the band on the air or in variety houses. Every bit of it registers, from the school-yard singing of *Three Blind Mice* to the Arthur Murray-tutored *Shenanshens* that has the entire troupe out on the floor peeling the Big Apple with shamrock flavorings.

Heidt paces the offerings proficiently and his pupils respond efficiently. The Biltmore built the Bowman boite for permanence and Heidt bespeaks institutional quality for it. *M. H. Ordenker.*

Royale Frolics, Chicago

Several standard acts, plus a 24-girl brightly costumed line, make up the current show, exceptionally well staged considering the confining limitations of the floor space. *Denis Cooney, operator,*

purchased special costumes and material for *Spring Revue*.

Opening flash has the attractive line and show gals zig-zagging in a lusty parading number, followed by Anita Jakobi, airy acrobatic dancer, executing intricate feats with grace and ease. Has a winning smile and makes a neat appearance.

Joyce Brothers and Dean, youthful and fast dance trio, do some lightning-speed hoofing in ultra-swing style. Their afro and Russian tricks stand out.

Mark Fisher, band leader, is spotted in a pop tune which he warbles in an impressive romantic tenor. Louise Gay, ballet dancer singled out of the line, toes thru a routine with a good deal of poise, and the Three Trojans, acrobats, follow with a brief and rah-rah session of good tricks in a collegiate manner.

Richards-Adrienne Dancers have gained in smoothness and their ballroom and adagio routines make an effective showing on the floor. Their appearance in formal clothes is tiptop and their tricky routines blend well to some heart-warming musical accompaniments. *Girl in act is an attractive brunet.*

Dolly Kay returned as the featured singer, blasting out with standard tunes in Sophie Tucker fashion. She is a favorite with patrons here and looks set for another indefinite run.

Sid Tomack and the Bets Brothers remain to hold up the comedy honors, but their new material was comparatively weaker. Boys are veterans in the game, however, and know how to sell their wares.

Jack Hilliard, production vocalist, emceed the show.

Parties are holding up business here Sundays. Week day \$2 minimum is upped 50 cents on Saturdays. Tom Kettering continues to handle the publicity. *Sam Honigberg.*

Royal Palm Club, Miami

Height of the season finds the Casino going great guns, the floor show the most elaborate ever and people being turned away nightly. Owned and operated by Arthur Childers and managed by Michel Daye, with Mert Wertheimer handling the casino operations, spot is cloaking its fifth season.

Heading the all-star show is Harry Richman, still the top draw in this area. Richman's trip abroad evidently helped, as reception tops last year's showing. Handling the emcee assignment and highlight of show, he is greatly responsible for success of club during this season.

Supporting Richman is Terry Lawlor, inimitable songstress, whose song offerings here are tops this season. The Great Yacopis, a two-time holdover, still draw gasps and laughs with their difficult acrobatic routines.

The Bobbins (formerly the Robbins Family) offer a different type of night club attraction, giving trio, double and single dance routines, spitt up smoothly and executed exceptionally well.

Raul and Eva Reyes, rumba team, do ballroom and novelty and also hold top spot in Congo number, club's colorful finale.

The Hollywood girl ensemble (30) in Sammy Lee's beautiful production numbers, supported by the voice of Michael Peyton, continues as feature.

Vincent Lopez, popular maestro, offers stage and dance music, with Johnny Austrian, club's own musical director, handling baton for show. Lopez's troupe offers continuous entertainment, with whistler taking top spot over vivacious songstress and other vocalists. *Virgil E. Pierson.*

Club Mayfair, Yatesville, Pa.

With Al Nesor, m. c., setting a fast pace, this leading night spot (near Wilkes-Barre) in Wyoming Valley returns to its former popularity with a pleasing show augmented by the pleasant melodies by Hal Grayson's Orchestra directed by Howard Brockway. Two different shows are given nightly.

Nesor's outstanding parodies on *Today I Am a Man* and *Shanty Town*, along with his quick easy chatter, help put this show over.

A line of five girls was not outstanding in several routines, but individually the girls showed plenty of promise.

Blond Ronnie Sanders is attractive and her rope-tap number was pleasing. Ariene Dawn is an eye-catcher, leading

the military tap number. Lenore Lynne's rendition of *Mama, I Want To Make Rhythm* earned her an encore. Carol Hope was good in her toe-tap specialty.

A special arrangement of *Little Old Lady*, featuring three trumpets and the tuba, brought rounds of applause for the orchestra, encooring with Tall, Ten and Terrific.

Added attraction at show caught was Al (Blanco) Barry, leader of the orchestra which formerly played in the spot. Pleasing rendition of *True Confessions* was his stint. *Milton Miller.*

Ciro's, London

Exclusive spot has a newcomer in Dorothy Fox, dance delineator and artist and recently from the Rainbow Room, New York. *Girl* has loads of personality and is easy on the eyes. Offers a unique act of dance satire that combines wittiness of conception with grace of movement. Scored immediate hit.

Jack Harris and band remain. *Bert Ross.*

Sunny Isles Club, North Miami Beach

Latest to open this season (March 6) spot has rapidly become a favorite with the elite due to class gambling layout. Under direction of Col. Joe Stehlin club boasts expensive floor attractions as well as most intimate location in this area.

Heading the show is Carroll and Gorman, who offer their songs twice nightly. Their original ditties bring on heavy laughter and boys have been held over many times.

Northway and Danilo, dancers, the cramped by very small floor space, manage difficult routines pleasingly.

Peggy LeBaron, society songstress, offers a different version of popular ballads, sung sweetly.

Howard Lally and orchestra furnish music for dancing and show. *Virgil E. Pierson.*

Savoy Hotel, London

Three diversified acts make floor show well above average.

Two Pierrotys are sensational comedy eccentrics. Boys not only present outstanding balance and endurance tricks but excel as comedians as well. Clown member turns in some applause-coaxing operatic singing, mimicry and whistling.

Marietta and Rudy D'Aix are a capital dance team of poise and rhythm. Numbers are well arranged and pleasing to the eyes.

Three Swifts, international juggling comedians, are made to order for this spot. Novel comedy plus whirlwind club manipulations make a sure-fire entry. *Bert Ross.*

Blue Room, The Roosevelt, New Orleans

With Mardi Gras behind and most winter visitors gone, New Orleans finds its only Class A nitery suffering little falling off in patronage, thanks to a fine unit directed by Iphel Shutta, native of the Crescent City.

Miss Shutta presents a number of amusing songs with charm, and her voice is a welcome relief from the raucous caroling so glibly called singing today. With assistance of the quartet of *Rac Wilde's* Ork, she did a bit of hillbilly singing. Quartet, known as *The Bachelors*, is skilful, with a clever chant on the *WPA Escort Service*. Use lapel mikes and wander at will.

Erica and Novello, dance team, show a fair routine.

Wilde and his colleagues provide a smooth type of music, a bit too quiet for "swing." Deep South, but satisfying enough to those less inclined to hop up at the least pretense. *Phil Muth.*

Five O'Clock Club, Miami Beach

Sam Barken's beach spot, with "drinks on the house at 5," offers best meeting and chat place in town. Always crowded and boasting beauty as well as convenience in location, it continues as Beach's most popular cocktail and late spot.

Leo Lazaro and his Continentals, with Lay Vine handling vocal assignments, offer good music continuously. A trio furnishes bar music.

Club offers no set show, but "Celebrity Hours," coupled with a "Milkman's Matinee" and good audience, are enough

provocation for visiting performers to offer a couple of numbers at no expense to the management.

Popular prices and open all night.
Virgil E. Pierson.

Ritz Hotel, London

One of the better class spots and a popular rendezvous for Mayfair's society set. Newcomer here is Jack Kerr, American singing impressionist, with an original line of sophisticated numbers enhanced by a suave manner. He scores an easy hit.

Back again is easy-to-look-at Nella Goodelle, personable American song stylist. A great favorite at this spot. Miss Goodelle wins them with new and request numbers. She has a voice and a personality that gets to the heart of every patron.

Joe Kaye and band render discriminating music.
Bert Ross.

Club Windsor, Irvington, New Jersey

One of Irvington's few night spots, this is now under management of Jack Martin. Judging from the floor show caught, Martin hasn't been very active, only possible part of the show being the emceeing of Jackie Gleason.

Jackie Arlen, blues singer, and Hostia Cortez, another warbler, might just as well have been omitted—all they possess is volume. Line of ponies, the Five Roguettes, do a bit of posturing, but only the efforts of Carolyn Rogers keep that from joining the foregoings. Her strip from bridal outfit is a praiseworthy novelty. Barlow and Benter, comic dance team, tried hard but got no place.

Gleason carried the full load of the show and was so acknowledged by the patrons. Well known in local night-club circles, he keeps up a steady stream of patter that catches on. His peppermint candy story and an interpretation of well-known radio spot announcements get a great hand.

Music for dancing and show is provided by Al Linke and his Rhythm Cadets.

No cover or minimum charge.
Bruno M. Kern.

Rathskeller, Hotel Gibson, Cincinnati

This spacious and modest spot continues as a favorite rendezvous for the litterbug trade and the after-theater crowd on a search for a reasonable spot to grab off a bite to eat and to while away a few hours at tripping the light fantastic. With prices confined to the moderate zone and with never a cover or minimum (excepting Saturday, when a slight charge prevails), the Rathskeller offers considerable opposition to the hotel's main night spot, the Florentine Room. Entertainment feature is confined to an orchestra of the semi-name class, with an occasional act, usually of the strolling type.

The last four weeks the Rathskeller experimented with a different type musical aggregation. Otto Thurn and his Bavarians, to satisfactory results. Thurn aggregation held appeal for the older patrons, but not for the jellybean and soft-drink clientele. The Thurn musicians were made to order for Cincy's vast German population, and succeeded in drawing patrons that heretofore didn't know the Gibson Rathskeller existed, while at the same time it kept away those who craved their straight jazz. The hotel missed a good bet, however, in failing to mix in with the town's countless German organizations. It may be that the hotel didn't care to antagonize its vast Jewish patronage, a number of whom protested against the German music that was being played in the hotel's room.

Otto Thurn and his Bavarians proved seek entertainment for that clientele that remembered Cincinnati in the old days. Combo plays an acceptable brand of modern music, but it's at its best when it goes into the groove on German and Viennese melodies and the typical Bavarian entertainment. They found the crowd in the proper mood at the show caught.

Thurn wields his own baton and totes a trio of capable entertainers in Martin Wileach, classical tenor; Charlie Burkle, yodeler and emcee, and Clemence Michl, dancer. In addition, several of the o.k. boys double on specialties, with all of the lads combining for some lusty warbling of German ditties. The Thurn Bavarians, who came here from 14 weeks at the William Penn, Pittsburgh, closed

their four-week stand here Friday (18), with Jack Crawford's Ork the current attraction.

Rathskeller's food is topnotch, as are the drinks, but there's room for considerable improvement on the service end.
Bill Sachs.

Broadway Hofbrau, N. Y.

This club in the Loew State Building is one of the steady money-makers in town. Selling German atmosphere and entertainment, it attracts a heavy family patronage, especially women.

Entertainment is almost continuous, with the floor show proper going on at 7:30 and 11:30. Walter Frankl (violin) leads a small but adequate band for Continental and pop dance rhythms and also plays the show.

Floor show is given body and added personality thru the doubling of waiters as singers in German and operetta numbers. They form a pleasing glee club, with an Irisher, Gregory Quinn, stepping out for typical Irish tenoring. Their leader is Duke Leonard, who emcees and sings a few comedy numbers. Leonard also stages the shows which are pleasing and rather informal affairs. They represent an interesting cross between out-and-out Germanic entertainment and regular American shows.

Gladys Goodding, whose piano playing joins a violin and an accordion in a girl instrumental trio, also has solo singing spots in the show. She makes a fine impression. Frank and Freddy offer a Bavarian slap dance and Jean Hazlett, blonde, comes thru with slick toe tapping and punchy whirlwind acrobatics.

Lyda (of Lyda and Howard) solos with fine accordion pushing, scoring with a "symphonic arrangement" of Chateaux. Catherine Hare and Willen Van Loon, ballroom team, were not in the show caught, due to illness. Victor Balassi and Catherine Skaren contribute their cat and mouse turn novelty which had the women patrons screaming. Balassi, working in a cat skin, romps over tables and chairs with amazing agility, providing the show's highlight.

Dinner is 95 cents. No cover or minimum.
Paul Dents.

606 Club, Chicago

A small and late-hour spot, getting most of its business from conventioners and parties "doing the town" in the wee hours of the morning. Most of the talent on the floor is comprised of girl singles, a strong assortment of nudes and dancers. Acts have been preferring this spot to others of that caliber, being free to pick up club dates, since the first show does not get under way until near midnight.

Club has been doing surprisingly good business, its name more or less a standby with the visitors. Drinks only are served, and the nightly minimum is a reasonable \$1. Shows are repeated thrice nightly and another performance added Saturdays.

Billy Carr continues as emcee and has been here long enough to know just how the trade wants an act introduced and what they expect as comebacks when besieged by hecklers. He is a clever worker and keeps his lines in good taste.

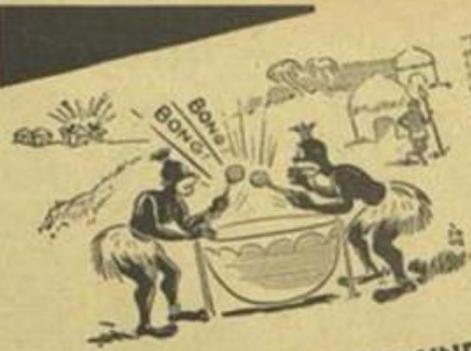
A snappy four-girl line, captained by Margaret Faber, opens and closes the bill with brief and sharp routines, flashily costumed. Betty Saxon is a cute soubrette who features a bumps number that is o.k. here. Betty and Lawrence Cook, youthful and peppery tappers, are spotted in a couple of turns, a contrast to their more loosened competitors.

Among blue spot performers are Mlle. Marnie, Donna Lupaa, Sally Keith and Mary Gerant. While none of them goes into the familiar stripping scene, each concentrates on a nudity specialty that rates more than passing attention from the out-of-towners.

Dolly Sterling, one of the veterans here, continues with her funny song characterizations in odd Gay 70s outfits. Mildred Perlee is on with a good acrobatic and control number, one of the better things in the show.
Sam Honigberg.

CLUB TALENT

(Continued from page 19)
Milwaukee, and will follow up their Top Hat, Madison, Wis., engagement with a run at the Blue Moon Cafe, Milwaukee.
EARNES AND GORDON, Murray and Beet and James Hall will be at the Tic Tac Club, Montreal, indefinitely.
CAPIELLO AND MARIA will visit their home town, New Haven, upon the con-



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clusion of a two-week date at the Cadillac Club, Philadelphia, starting March 21.

RONNIE WARREN, former emcee at Club Paros, Hartford, Conn., heads the show at El Morocco there. Spot uses regular line girls. RENATO AND ROCHELLE are in their seventh week at Lobster Grill, Hartford, a record for the spot. DOROTHY BLAINE, singer, moved to the Lookout House, Covington, Ky., after a three-week engagement at the Greyhound Club, Louisville. Beth and North Club, Milwaukee, has closed. Joyce Forman, new op, is planning to turn the spot back to its former manager, Roy Taka.

BUDDY AND BOB, formerly of the Three Whirling Bees, roller-skating trio, are continuing with the act since Mrs. Betty Young left the act. VERN VALDEZ is appearing at the Wagon Wheel, Houston, after an eight-week run in Cleveland. BERT SAUNDERS and Jack Moran are now a feature at Bill Green's Casino, Pittsburgh.

AL PAGE is in his seventh week of a return engagement at Club Roxy, Chicago. DOROTHY DE HOUGHTON opened at the Wivel Restaurant, New York, March 18. RYCK AND KAYE, tap team, after seven months of MCA bookings in the South, are at the Stork Club, Kansas City, Mo. JOE DALEY has taken over the Biward Punda Vaudeville Exchange, Syracuse, N. Y. SHERMAN BROTHERS AND TESSIE opened March 21 for a week at McVay's, Buffalo. HEWITT AND NEALE, strollers, continue at the Keyhole Bar of Hotel Gibson, Cincinnati. NICK LUCAS, Paul Rosini, Dolly Arden, Burns and White and Six Lucky Boys comprise the new show at Beverly Hills Country Club, Southgate, Ky. CAPPY HARRA and his Harmonics Ensemble opened at Hotel Gibson, Cincinnati, March 17.

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Loew's State, New York

(Reviewed Thursday Evening, March 17)

State has put together an excellent show this week, the vaude for outwearing the pic, *A Yank at Oxford*.

Alphonse Berg, lightning gown fashioner, opens the bill with a series of deftly executed creations. Berg is certainly tops in his field, and this type of opening act is a welcome change from the more usual run. Berg is aided by three models—all good-looking.

Paul Draper, in the deuce spot, makes the average tap dancer look childish. Work may be termed an interpretative tap and is marked by grace and exquisite finesse, changing rhythms and all-round class. Act is in a niche apart. Danced to a French tune, then to *Blue Danube*, and to a medley of songs suggested by the audience. A sock turn if there ever was one.

York and King, standard headline turn, in next to closing. Duo continue to be masters of hoke and score solidly in the familiar buggy-ride bit. Act is reminiscent of the old days of vaude and gets a heavy hand. They are aided by True York and Phil Shaw, who do ballroom satire and comedy work. While buggy-ride turn is the meeziest portion of the act, gags and bit of musical hoke are plentiful throughout. Winds up with all four hoofing. Neat and expert.

Barney Rapp and his New Englanders, well-known dance band, are new to the stage. At this viewing Rapp seemed to have a fair aggregation which somewhat misses in stage work. Open with different versions of *Bei Mir Bist Du Schoen*, including Benny Goodman, Paul White-man, Henry Busse, etc. Ork goes in for comedy take-offs on *Snow White* and *Seven Dwarfs*, and also has a good singing chorus. Vocalist Ruby Wright pleases in *I Wanna Make Rhythm*, *Whistle While You Work* and *Oh, Boogie* and a male canary, Eddie Holley, did excellently in *Thanks for the Memory*, *My Josephine* and others. Ork does a nice job on *Snow White* score. Rapp is a personable fellow and gives his men full credit. Band's hooper, colored boy, is fair. Capacity house. Paul Ackerman.

Memorial, Boston

(Reviewed Thursday Afternoon, Mar. 17)

Big business this week, with the kids hanging on to mother's apron strings to

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E. K. FERNANDEZ

see Shirley Temple in *Rebecca* of Sunnyside Farm (20th Century) and the slicker-fish appearance of that see tapster, Bill Robinson. Show is a sturdy 45-minute five-act bill of real variety.

Big applause greeted Bojangles, who has much the same act as when last seen in Boston at the B. F. Keith. Current stay is a two-weeker, then off to the Coast to make *Sunnyside Up* with Temple. He tells the audience this as part of his saccharine build-up of the kid star and gives the customers a preview of that pic's hoofing. His 21-minute stay was socko all the way—soft-shoe and tap routines peppered with gags. He warbles *Let's Go Ballyhoo* and taps neatly to *Beadle Dee Dum* and *Tea for Two*. Terrific for several curtain calls. Also works in snatches of midnight imitations in a well-balanced act.

George Prentice's *Punch* and *Judy* show clicked with the audience and moved fast.

Ray and Trent went over solidly with their gymnastic and double-jointed business, appropriately billed *Twisted Nonsense*. Pair work co-operatively and entertainingly.

Buster Shaver and Olive and George got good applause, particularly Olive, who seemed to be in rare form and dished out her hoofing in true professional style. With George they interpreted snatches of hoof to varying music that segued effectively. Shaver's teaming with Olive for the ballroom dance was liked by the dust buyers.

A talented closing was furnished by Dixie, Don, Delores and Dennis in excellent adagio work, always a fave here. Lassic spins thru the air with grace, tossed with rhythm by her three cohorts.

Pic is natural for kid trade, the theater resting only one week from four weeks of offspring business following a month's stay of *Snow White* and the *Seven Dwarfs*. Robinson will not only get his following in but word of mouth will attract new admirers. He's extremely good. Sidney J. Patne.

Wintergarten, Berlin

(Month of March)

Current month's program is well balanced and has a lineup of good numbers.

You Ivanows serve as an efficient opener with their okeh work on the horizontal bar. The Eleven Acrobatic Girls go thru gymnastic and precision movements to applause. Dressing and routine of the act are praiseworthy. Sobeki's Dogs are a bright canine turn. Pooches seem to relish their performance, and their tricks are well presented.

Frank Wilson, versatile Australian comedy musician in "hobo" attire, plays 20 instruments remarkably well. Without a single dull spot, he chalks up a show-stopper. Three Erwinos, with a gymnastic novelty, are real thrillers. Their endurance and sensational stunts are rated tops.

Marita Grundgens, German song parodist, headlines and pleases the locals. Crockett, juggling comedian, is good, mixing slick tricks with a bright line of comedy. Thes Alba, Continental girl, has one of the most novel acts in Europe. Works on a system of mental and manual concentration. Among other things, writes simultaneously with both hands and both feet. Act holds interest from its skill and novelty and is one of the outstanding hits in the lineup.

Millimar's Golden Statues, with the 11 Acro Girls back in gold-paint, present a posing turn that is slow but very pictorial. Bolly Hollis, eccentric comedian at the piano, turns in a swell assign-

Vaudeville Reviews

ment. He's a funny fellow and works at an even pace. Carmen Del Rio, Juan Oranero and Eivra Luena are a Spanish dance threesome with a colorful terp offering with picturesque costumes and plenty of rhythm. Both girls are lookers.

Fritzi Balton stops the show with her trapeze offering. Girl is graceful and act has a sufficiency of thrills to make it outstanding. Five Headings are the closer with a comedy bike turn that shows cleverness and good humor.

Bert Ross.

Irving, Wilkes-Barre, Pa.

(Reviewed Thursday Afternoon, March 17)

Setting a new high for entertainment since this house opened with week-end vaude shows several weeks ago, Will Osborne and orchestra became an immediate hit with the S. R. O. crowd of the first show.

The orchestra, featuring "slide" music, made a fitting background for the other features of the show, which included blues singer Janice Todd, baritone Robert Vernon and dancer Jessie Draper.

The stooging of Bill Coburn, trombone player, however, was the highlight of the presentation. Coburn got laughs while some of the other famous name bands, namely Guy Lombardo, Ted Lewis, Shep Fields, Tom Dorsey, Wayne King, Jan Garber and Clyde McCoy crews were being mimicked. His further stooging for Osborne in a fast repartee earned him rounds of applause.

Vernon's pleasing rendition of several songs from *Snow White* earned him an encore. He topped it off with a musical comedy dance with the very supple Miss Draper. She executes some difficult turns gracefully.

Pic, *A Prescription for Romance*. Milton Miller.

Rivoli, Portland, Ore.

(Reviewed Thursday Evening, March 10)

Every act a corker, making for one of the best presentations yet on local stage. Chesney and Worth (Chesney and Genevieve Hollingsworth) offer well-trained tenor and soprano voice blendings of *Lady of Spain*, *Sweet Mystery of Life*, *Italian Street Song* and *Marie*. Several encores were necessary.

Laughs showed the eccentric tap dancing of Smith, Rogers and Edgy. The trio's routine consisted almost entirely of insane nonsense. Miss Edgy managed a tap number alone, but otherwise acted as stooge for the boys.

Johnson and Dhel, man-girl hookup, injected lots of comedy into their juggling of clubs and straw hats. Boom-cranging hats created most interest.

Plenty of "enthusiasm" has shot Joe Christy right up there among the better emcees seen in this locality. He also works with his partners, Doris Lee and Robert Hogan. Miss Lee helped with ludicrous dialog, as did Hogan, who first appeared as a broom salesman. Bob later revealed a strong baritone of good quality in *Will You Remember* and *Irish Eyes*. Christy displayed unusual prowess on the piano when he played *Twelfth Street Rag*.

Dolly Nash toe-tapped gracefully while partner, Billy, sang, told jokes and cut up. Dolly also blossomed out in Dutch, Irish, Scotch, Mexican and Russian tops to add realism to various native dances.

Partners in *Crime* and *Springtime in the Rockies* on the screen.

House good. Key Hartsook.

Oriental, Chicago

(Reviewed Saturday Afternoon, March 19)

A generally acceptable bill, although not the type that will cause any box-office disturbances. An ice show, taking up about 35 minutes, and three vaude acts comprise the talent.

Gilbert and Carroll, frivolous mixed tap team, opened with a spy routine, the man following with a cartoo and spoons specialties. Their forte is a sock staircase dance in which they do some applause-winning competition work.

Wilfred Du Bois, juggler, goes thru his routine pleasantly. Still following the same order, folding with the two coins which he catches in his eyes as monacles. Two bows.

Pinky Lee, energetic comedian, is doing a new act with an eccentric dancer who calls himself Tanglefoot and Joyce Worth, a lanky blonde. Turn is speedy and catches on with the funny subway

bit that has a number of strong laughs. Tanglefoot makes a strong impression with a screwy loose-legged dance.

The *All-American Ice Carnival* is good entertainment, considering the limited stage space. Features a line of 12 girls in three routines, the last being *The Big Apple* on ice, which was the best novelty in the show. While the kids are not taxed with any difficult routines, they make a nice showing in striking costumes and skate gracefully.

Vic and Irene are a stock pair of figure skaters, spotted briefly. Duke and Noble furnish the comedy as a skating rink attendant and a novice. Specialty could stand faster pace. Bobby Hearn is featured in his familiar barrel jumps, and Robin Scott is singled out with additional figure-skating tricks which he executes commendably.

Adele Inge, 13-year-old skater, gets the top billing with a good acrobatic skating dance, winding up with a forward somersault. Kid is not a spectacular skater, but her acro tricks rate more than passing attention.

On screen, *The First Hundred Years* (Metro), came in after pulling Paramount's *Dangerous To Know* opening day. Sam Honigberg.

Holborn Empire, London

(Week of March 7)

Best balanced program seen for some time has Max Miller, Syd Seymour and band, Vic Oliver and Betty and Freddy Roberts, last two acts American, as co-headliners.

The Four Mounters offer a corking table-and-chair climbing and balancing turn that is fast-paced, novel and entertaining. Campbell and Wise, man and woman comedy team, register solidly with a smart mélange of topical gagging.

Making their debut in British vaude, Betty and Freddy Roberts offer versatile and ultramodernistic dance routines ranging from Viennese waltzes to Mexican tangos. Their movements are graceful and rhythmic. Betty, a striking blonde, is splendidly costumed and easy on the eyes. Act takes four solid bows.

Max Miller, English comedian and monologist, is back with new material. Once again a legit show-stopper.

Syd Seymour and band are Europe's premier comedy ork aggregation. The few straight tunes are well played and tuneful, but the comedy, of the sock variety, ties the show into knots. Ely Ardely, pretty and daring young girl on the swaying trapeze, has plenty of good tricks and is a good showman with personality. Her turn is highly creditable.

Vic Oliver, billed "England's favorite American comedian," lays them in the aisles with new shafts of wit and his acceptable clowning with violin and piano. Willy Pantzer & Company, the latter being a bunch of versatile and hard-working midgets, have plenty to offer in their slick act. The little folks are very talented.

Business excellent. Bert Ross.

Strand, Brooklyn, N. Y.

(Reviewed Friday Evening, March 18)

This Warner movie house in the downtown district has been using week-end vaude the past several weeks. Starting off with two day bills, it is now three days and may be extended to the full week soon.

The only Brooklyn downtown first run using vaude, it naturally should draw whatever vaude patronage is alive. Not only that, but vaude is needed badly in this house, judging from some of the pictures it has been showing. The current film, for example, is a Monogram smeller called *Telephone Operator*—one

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in the

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of the most boring pictures this reviewer has ever seen. And to make up for this awful film tripe the program is loaded down with newswreel, a short and Chapter Five of that kid thriller, The Lone Ranger.

The feature picture's star, Judith Allen, is making a personal appearance here. She is a handsome, full-figured young woman who wisely avoids the old cliche about "my dear fans" and gets down to business with two pop songs and a dramatic reading of Dot Parker's famous girl-waiting-for-the-telephone-call scene. Her dramatic monolog was excellent done, but her singing is just so-so. She lacks a real singing voice but manages nicely enough.

Another personal appearance is that of Lee Dixon, who used to do a night club hoofing turn a couple of years ago but who appeared in two or three flickers recently. Dixon is a likable, lanky fellow who can snap off some swell tap dancing but who shouldn't stall so much with attempts at comedy. He is given grand assistance by shapely leg-displayer brunet Gloria Franklin, who can dance, too.

Low Parker emceed the show, presented before the stage band of Ted King, King's Band. Incidentally, he is billing itself as The Toe Tempo, emphasizing a toe-too style. Parker is an amusing comedian who handles deftly both old and new gags. Gets assistance from a male stooge

who does comedy impersonations and comedy talk and also a girl straight who does her bit to make the many stuff zanier.

The Six Danwills open the show with their fast tumbling, teeterboard and fancy acrobatics, winning a big hand. Marian Bellitt and the two English Brothers sock their comedy acrobatics over big. Miss Bellitt's comedy posturing and knockabouts impressing, while the English boys emphasize some swell straight acro stunts. Their routine is fast and interest-holding.

Seat Powell, a young fellow specializing in wordless, screwy act "stinging," clicked easy, the customers liking his novel routine.

Altho the individual turns were oksh, the bill as a whole was slow and often tedious. Paul Denis.

Reviews of Units "The Hit Parade"

(Reviewed Thursday Evening, March 10, at Columbia Theater, Alliance, O.)

Using standard vaude acts, veteran producer Harry Clark has framed a fast-paced revue, *The Hit Parade*. With less than 20 people it offers plenty of variety and is clicking everywhere.

Milt Henkin's five-piece swing band opened with a couple of modern rhythms that put the audience in the right mood for the acts that follow. Hubert Dyer and company offer good knockabout acrobatics. The attractive feminine member of the team does well on the Roman rings, and Dyer's slapstick antics atop a table and his burlesquing on the rings are also effective.

Mitaze Joyce, accordionist of dynamic personality, offers a fast specialty. Her best are *The Organ Grinder's Swing* and *Dippy Doodle*.

Lucien Cheret does acrobatic dancing languorously. She has several good tricks. Billy Becket follows with novelty music, coaxing tunes out of a one-string fiddle, spoons, saw and inflated inner tube. Gladys George, with near-perfect diction, warbles *True Confession* and *That Moon Is Here Again*.

Bill Talent does wonders with rubber balls, plates, etc. His best is the manipulation of a real egg and a plate. He's a capable emcee also.

Warner and Margie offer a highly acceptable singing and talking act with a dash of instrumental novelty. Their dog, Moon, waits and clowns with them for a swell finish.

On the screen *Change of Heart* (20th Century-Fox). Rex McConnell.

Kay Kyser's

College of Musical Knowledge

(Reviewed at the Chicago Theater, Chicago, Friday Afternoon, March 18)

Kay Kyser transferred his Lucky Strike radio show and Blackhawk Cafe feature to a combo house stage for the first time and the opening performance presented a number of problems that will have to be ironed out before it can make a smooth and as fast paced a showing in a theater as in a night club environment.

Idea, as expressed in the title, is to conduct a musical knowledge class, six members in the audience participating in the contest quiz at every performance. The stage setting is a take-off of a schoolroom, even the music stands carbons of blackboards.

A difficulty, as witnessed at this showing, is the selection of contest entrants. Some of those who are holding the "lucky" numbers given at the door would not respond when called out and as a result killed valuable time and caused the show to become draggy. And added to this some mighty musically dumb entrants came on and couldn't, for example, recognize such a tune as *My Country, 'Tis of Thee*, or name the band (REVIEW OF UNITS on page 23)

Vaudeville Notes

ALLAN JONES, singing film star, starts a personal appearance tour at the State, New York, April 7. Follows with dates in Pittsburgh and Washington. . . . LEE LEONARD and Rex Weber returned to New York last week after a 13-week tour of Australian dates. . . . BEN BLUE, now working in Paramount's *Cocacola Grove*, will start a p-a. tour of Eastern cities, with a date at the Earle, Philadelphia, April 1. . . . LILA MOORE plays a return engagement at

the State-Lake, Chicago, April 8. . . . BOB MURPHY, vaudevillian, film player and owner of the House of Murphy, restaurant, Hollywood, has been stricken with a nervous breakdown and is convalescing at the Wilshire Hospital.

LARRY (HUSTER) CRABBE and Billy Gilbert, both of the movies, will headline the show at the State, Hartford, beginning March 24. Coming attractions for the Dew-operated house include Louis Armstrong, March 31; Ted Lewis, May 7, and Mae West, May 18. . . . RITA OEHMEN, vaude dancer and recently at the Biltmore Bowl, Los Angeles, has been signed to appear opposite George O'Brien in the forthcoming RKO Gwa Low.

RUFUS LEMAIRE signed a contract this week as assistant to Pandro S. Berman, of RKO. Lemaire will be in charge of talent scouting. . . . JUAN AND MARITA, dance team, open this week at the Teatro Hispano, New York. . . . BARBARA PARKS, Edna Sedgewick and Don Julian and Marjorie will be included in the 32-people unit being taken on the road by the New York Hippodrome Vaudeville Shows, of Chicago, April 18. . . . JUAN AND MARITA, dance team, opened at Teatro Hispano, New York, March 18. . . . SENATOR FORD writes that the report that he is contemplating

another line of business is exaggerated. In fact, he says, he is going to England "to accept time offered some years ago."

BETT WHELELY and Dorothy Lee and Leah Hay come into the Loew State, New York, next week. Headliners of the bills after that will be Louis Armstrong's Band, Rudy Vallee, Mae West (week of April 21) and Ted Lewis. . . . CALIFORNIA VARSITY EIGHT at the Rony Theater, New York, is not connected with Ben Yost, as erroneously stated here last week. . . . BERNARD KUFALL, memory expert, is taking one of those South American tours. . . . CAB CALLOWAY'S Band is set for 12 weeks of vaude. . . . BLACKIE SCHACKNER, harmonica player, and Louise Rush, organist, may return to the Academy of Music, New York, where they had been featured until recently.

BERT NAGLE and his Hills will open at the Circus Medrano, Paris, April 1 for a 20-day run. . . . SHIRLEY TEMPLE will make no personal appearances when she visits New York with her parents in June. . . . BILLY AND BEVELLY REMER, Sharkey Bonano and swing band, Irene Beasley and Ken and Roy Page are at work in a two-reel Vitaphone musical. . . . LANG AND LEE have returned east from a tour of the Coast

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BENNETT LEONA PERRY OLLIE
FOUR FRANKS
 Chicago, Chicago
 (Reviewed Friday Afternoon, March 11)
 The line opens the bill with a moody fantasy, the modernistic postures bathed in varicolored spots. A slow opening, but it is short-lived, thanks to the Four Franks, who follow with a speedy and energetic musical and tap routine. Two boys and two girls, flashily costumed, strut thru a hodgepodge of nonsense, sax tooting and a downpour of taps that sets a terrific pace for the succeeding turns. Ambitious workers and capable entertainers.
 Sam Honigberg.
 The Billboard.
 THIS WEEK—MICHIGAN THEATER, DETROIT
 March 25th EARLE THEATER Philadelphia
 April 1st EARLE THEATER Washington
 April 15th STANLEY THEATER Pittsburgh
 EAST: Simon Agency WEST: Guy Perkins EUROPE: Foster Agency

CALIFORNIA VARSITY EIGHT
 HELD OVER!
ROXY THEATRE, N. Y.
 California Varsity Eight make an exceptionally pictorial and stirring chord group in offerings of college and martial airs. The boys are carefully and tastefully selected both in the way of voice blending and appearance and to the latter can be added striking costuming, not a small item for an attraction of its kind.
 GEORGE COLSON, Billboard, March 19, 1938.
 Management **ROCKWELL O'KEEFE**

"Pinky" Lee
 ANNOYED BY TANGLEFOOT AND JOYCE WORTH
 THIS WEEK—ORIENTAL THEATER, CHICAGO.
 NEXT WEEK—LYRIC THEATER, INDIANAPOLIS.
 Management: NEC. West: DANNY GRAHAM.

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

U. S. AFTER TAXES

Govt. Checks Squawks Against Social Security Tax Dodgers

NEW YORK, March 19.—Performer complaints sent to the Social Security Division of the Bureau of Internal Revenue that operators Sam Briskman and Max Wilner were not filing employer tax returns are being thoroughly investigated by the Bureau, check-up revealed. Government representatives have been interviewing performers working the Brooklyn Casino and the Apollo (both now closed), as well as talking matters over with managements. If complaints are valid, operators will be forced to pay up on those cases where the government rules sets are employees and not independent contractors.

Government is understood to be having its troubles keeping the trade in line because some strippers aren't interested in having the 1 per cent deducted from their wages. Feeling that marriage is just around the corner and that to have to wait until their old age isn't worth while, girls are said to have made "bargains" with bosses not to deduct the employees' tax, and girls, in turn, are said to have promised not to squeal. Argument is that girls would rather use the tax as pin money now than trust to the uncertainty of being alive and able to use the money in old age. Angle

is that other performers are slighted and it's their balks which will sooner or later force operators to keep up with the tax law.

Wilner Posts Notice At Philly Shubert

PHILADELPHIA, March 19.—Max R. Wilner has posted a week's closing notice backstage at his Shubert Theater. House has been playing to weak business in the past three months, despite the fact that Izzy Hirst's Troc and Bijou appear to be doing okay. George Nonnamaker, Shubert p. a., left last week.

BAA Seeks Return Of "Burly" Tag

NEW YORK, March 19.—An attempt is being made to "re-legalize" the use of the "burlesque" tag. Since the word was outlawed last year, operators and others have blamed poor business on the fact that the word "burlesque" cannot be used. Should the campaign to revive the title be successful, local burly impresarios hope to swing into action to get the World's Fair trade.

Tom Phillips, Burlesque Artists' Association prez, is understood to be seeking aid to win a nod of approval from City Hall. Thus far city officials have declared that the title will not be revived.

Michaels Books New Talent for San Fran

SAN FRANCISCO, March 19.—Owner Charlie Michaels has booked a complete new show into the Kearny Theater, burly house. Among his placements are Dick Wilbur, producer; Chick Barkham, comic; "Bum" Ferris and Pat McCarthy, straight men, and Bonnie Lloyd, comedienne. Line girls are Mary Harrison, Letty Sparks, Lil Henderson, Roberta Duncan, Lorena Harrison, Bette Schneck and Elaine Ramsey. Troupe hails from Chicago, booked for limited engagement. The Kearny is in its fifth year of burlesque.

Marshal Puts Out Micchio

NEW YORK, March 19.—Tony Micchio, erstwhile operator of the Irving Place, was dispossessed from the theater Monday by the city marshal. Theater has been shuttered for several weeks since a fire put it out of business.

It has not been decided yet whether the theater will be reconditioned or permanently shut, and it is not thought likely that a decision will be made before late summer.

Bob Alda Up and Well

BOSTON, March 19.—Bob Alda, tenor, ckeh after a siege of pneumonia at the City Hospital, Worcester, Mass., replaced Les Golden at the Columbia Theater at the 11th hour Monday (14). Golden became ill after rehearsing all Sunday night and Monday a.m. Loye Astrid, of the Columbia; Ted Miller, Elaine Owens, of the Old Howard, and several other burly people were parted Monday. Ted Miller visited his home town, Reading, Mass., while sojourning in the Hub. The Three Kitara, added attraction at the Old Howard week of March 7, performed at the 16th annual spring meeting of the New England Section of the National Association of Amusement Parks, Pools, and Beaches at the Manger Hotel. George A. Hamid placed.

Nat Mortan To Move

NEW YORK, March 19.—Nat Mortan is moving to new quarters in the Bond Building and will be associated with Edward Newman. Besides booking burly shows, Mortan will book clubs and banquet dates. He moves April 15, and starting May 1 will commutate from Red Bank, N. J. Also lining up ideas for World's Fair.

Minsky Fla. Cast Stays On; Notes

New York:

MINSKY'S MUSIC HALL, Steel Pier, Miami Beach, transformed March 19 from a burly stock site to a niterly for an all-summer proposition, with Frank Naldi in charge and with almost the same cast and chorus. . . . **LARRY NATHAN**, advance man for burly and carnival shows the last eight years, returned from six weeks' vacash in Miami Beach and immediately entrained for the West to locate sites for an outdoor show. . . . **DIANE JOHNSON** letters from the Bijou, Philly, that she is going in for vocal engagements in niteries. Using her own name, Marjone. . . . **MARIE DEE** promoted from the chorus to principal, replacing Florence Pawn in *Bandbox Revue*, Hirst Circuit. Dd leading parts before for Pickenas in St. Louis.

Al-Ling Foo Adds One

HAROLD MINSKY, sister Sylvia and mother (Mrs. Abe Minsky) enjoyed a triple birthday celebration March 14. . . . **AL-LING FOO'S Goddess of Wine** dance routine now has another exotic companion in *Teas of China*. Both titles copyright, says her manager, Tim Gayle. . . . **LOYE ASTRID** recalled to the Columbia, Boston, for two more weeks, starting March 14. . . . **JEAN REMINGTON**, after five months in Panama and a few more in Los Angeles niteries, returned east to the Star, Brooklyn.

People's Changes Faces

JACK SOBOL, Holly Leslie, Cele DeVine, Rita LeRoy and Sissie Flood replaced Mac Barron, Jack Kelly, Ann Smith and Jean Delmar at the People's. Number pro Jack Montgomery left to replace Paul Kane at the Star, Brooklyn. New pro at the People's is Jimmie Allerton, who, in turn, replaced Montgomery's successor, Val Vestoff, who of-ficiated one week. . . . **DAVE ROSIN**, manager, exited from the Ettinge last week. . . . **DAOMAN**, dancer, making a return engagement in Portland, Ore., and doubling between the Capital (vaude) Theater and the Clover Club. . . . **LILLIAN MURRAY** returned to the Republic March 18. Ruby DeMilo left for a Catalina vacash. . . . **MR. AND MRS. JOE WEINSTECK** celebrated a 34th wedding anniversary recently at the Floridian Hotel, Miami Beach.

Stinky Fields to Philly

NORA FORD and **Stinky Fields** moved from the Star, Brooklyn, to the Shubert, Philly. Other Star exists are Ann Valen-

Quite Doggy!

NEW YORK, March 19.—Mimi Reed letters in from Baltimore that Polson Ivy and Suschey Joe, canine pets of Mimi and Gladys McCormack, are forming a union to demand rights for dogs. They are lining up Murray Leonard's Gretchen, Vic Plant's Tiny, Sonya Slane's King Cole and other hounds. Dogs are demanding open ice boxes, water in dressing rooms and bigger dog biscuits.

Rosenberg Books Circuit and Stock

NEW YORK, March 19.—Phil Rosenberg has booked Norman and Blake into Philly's Bijou week of March 18, and Harry Evanson and Irene Cornell into the Republic March 25. Worcester Theater, Worcester, Mass., will have Sash again for week of March 20, when Irvin C. Miller's *Brown Sits Modest* play the house.

"Kiki" Roberts goes into the Hudson, Union City, as an added attraction week of March 27, while Honey Bee Keller opens at the Bijou March 23.

Cast in the company opening at the Gayety, Baltimore, March 20, includes "Red" Marshall, Harry Gless, Murray Leonard, Marie Voe, Dolores Dawn, Ruth Donald and Jack Lamont. Cast opening at Philly's Troc, March 20, includes Bob Carney, Billy Fields, Hopp Hyatt, Jean Carter, Mimi Reed, Joan Mavis, Bob Taylor, Franklyn Hopkins and Betty McKee.

time, Betty DuVal and Valda. New principals March 18, Johnny Barry, Evelyn Brooks, Cell Von Dell, Barbara Doane, June March and Rita Cabank, Mexican dancer. . . . **MOE HURT**, back from a carnival tour, was recently installed as stage manager of the People's, where Sissie Flood celebrated a 21st birthday March 19. . . . **BOBBY MORRIS** comic, due to open at the Ettinge April 1 after an all-season stay on the Hirst Circuit. . . . **KARIN LLOYD** doubled last week between showgirl ranks and strip-teaser at the Star, Brooklyn. . . . **BOBBY VAIL**, comic, now on the air with the *Myri and Mary* program. . . . **JIMMY CALVO**, tenor, placed by Dave Cohn in the Casino, Pittsburgh. . . . **VALDO** forced to leave Star, Brooklyn, for her home in Glencoe, Ill., because of an ailing mother. . . . **UNO**.

From All Over:

Buffalo To Close

GEORGE YOUNG, Cleveland operator, vacationing in Hot Springs, Ark. . . . **MILT SCHUSTER**, Chicago, booked Hinda Wassau into the Gayety, Cincinnati, week of March 25, and Ada Leonard into the Casino, Toronto, for two weeks, opening April 1. . . . **PALACE**, Buffalo, closes March 24. . . . **ADDED** Schuster bookings: Marge Bartell, Slat Taylor and Ermaine Parker, Casino, Pittsburgh; Don and Patricia, Gladys McCormack, Bill Austin, Merrill Severe and Babe Davis, Gayety, Minneapolis; Lew Pine, Gayety, Cincinnati, and Mary Sunde and Yvette, Hialeah, Chicago.

DAILY PAPERS again carry news that Ann Corio and Emmett Callahan will split, with a good deal of publicity for Miss Corio. . . . **LOUISE** (Gypsy Rose Lee to you) **HOVICK** suffered bruise this week. Happened on a picture lot in Hollywood doing a somersault. . . . **FLORENCE MANN**, mentioned last week as an Ettinge stripper, is really a singer, and as such she aided considerably in giving the production class. Sorry, Florence.

AFTER SIX WEEKS in Miami with Izzy Hirst, Larry Nathan joins up with Glick Shows at Salisbury, N. C. this week. . . . **MIKE BACKS** reports that he will go nautical this summer, thru the purchase of a boat for cruising in the waters around Boston. . . . **JACKIE ANDERSON**, chorus girl, is recovering from a fractured neckbone suffered in an auto accident in Baltimore recently. . . . **JACK** (Peanuts) **GREENMAN** traveled in his new trailer last week from Toronto to fill an engagement in the Gayety, Minneapolis. . . . **AL SCHENK**, former burlesque comedian, is now emceeing at Two O'Clock Club, Baltimore. . . . **SAM RAYNOB** is the owner of a race horse named Burlesque, now running at Oaklawn Park, Hot Springs.

Review

Republic, New York

(Reviewed Monday Evening, March 14)

In the second week of its new policy of combining a modern burlesque show with a burlesqued version of old-fashioned melodrama, the Republic exhibits *Murder in the Old Red Barn* and a lively burlesque show, *Red Barn* doesn't offer quite the fun that *Drunkard* did last week, but the attempt seems well worth further trial before discarding.

This spot and the opposition house across the street, Ettinge, stack up quite evenly on comedy, production and stripping. In the comedy field, "Hello Jake" Fields, Fred Binder and Jack Rosen supply plenty of guffaws and are in-

debted to Floyd Halliey, who, with his excellent straightening, helped put the laughs over. Other pants-wearer is Stanley Simmonds, whose prying is okay. Lost wallet, tailor shop, cafe and train bits were included and were clean, except for the train skit. Cobbler number was of the semi-serious type, and Fields turned in one of the best jobs of dramatic acting seen on local burlesque stages recently. He was a highly sympathetic role and it won a good hand. Daring artists included Shirley Britton, Joan Dave, Marie Cord and Dawn DeLee, who went thru the paces at a good clip. Miss Britton impressed as standing out from the rest, tho all are capable peeters. Sandra (Pranecnska) won plenty of mitting with her graceful, contortion dancing. Her routine is polished and pleasing and she's worthy of better than burlesque.

Production was vivid and eye-pleasing. Line of 10 kids and six showgirls probably tops any in these parts in looks and work, and its numbers showed patient direction. Graduate number, with the gals holding bouquets of nose-gays, stood out.

Red Barn was played by the house cast, supplemented by a few legit actors. Play concerns the inevitable villain and his dire deeds and pulled a fair quota of laughs. *Ben Hall*.

B O B FERGUSON AND MURRAY MARY

Extend Thanks To

MR. IZZY HIRST and ASSOCIATES

For a Very Pleasant and Enjoyable 1937-38 Season

IT'S REALLY BEEN NICE WORKING THE HIRST CIRCUIT

Thru Sugar's Domino

IT IS now clearer than ever that the strongest opposition of cafes are the hotels. What the coiners of words call recession has much to do with the record lows in cafe grosses these last few weeks, but at the bottom of it all are the hotels with practically unlimited resources and distinct advantages in the all-important matter of attracting trade and catering to steadies and repeats. Besides being handicapped by an attitude on the part of cafe men that the bulk of their business will always be transient the unattached spots are faced with the problem of an overhead that can be met only by what is taken in at the cash desk. The hotel room turned over to dinner and supper patrons is eventually expected to pay for itself in the hostelry's pay-as-you-go bookkeeping system but the compulsion is not as great—and if it comes to the worst the hotel that enjoys healthy bookings can always charge the losses from a room that is not standing on its own feet to advertising without kidding itself.



E. E. SUGARMAN

Before Prohibition the hotels commanded the bulk of night club business. There were outstanding successes achieved by independent cafe men but, altho these spots were widely known and well patronized, the dent they made on the cafe map was not deep enough to drain profits from the hotel-sponsored cafe enterprises. In the pre-Prohibition days the hotel spots stressed meticulous service, good food and liquor and the best available in music and shows. When Prohibition arrived the hotels, with their tremendous investments involved as well as other factors that made experiments in illegal operation hazardous, were forced to switch to straight restaurant policies. The result was that night club patronage was diverted to speakeasies. It was not easily apparent at the outset but now that Broadway is comfortably set in a Repeal stance the more substantial elements involved in night club patronage are drifting back to the hotels. Every night spot on the Main Stem has its coterie of steady patrons—the wine buyers and easy-money boys—but this is a trade that is as uncertain as the stock market and dependent incidentally on the fluctuations recorded on the ticker tape. Besides, the big spenders make a big noise when they are peeling off the bills but there isn't a spot of any size that can depend on them as a class to keep the sheriff and the 77B ogre away. At best the average cafe operated by the mob or independently but not connected with the pursestrings of a well-run hotel is dependent on one-time trade. When such is the case there is no constructive element involved such as building up business with service and the other features that are allied with getting satisfied customers to come back.

Hotel spots are capable of giving good service. They can do smart institutional advertising because of flexible and liberal budgets. Their food can be better because of greater buying power and minimum of risks involved in overstocking—and they are in a position because of their accepted stability to make better deals for bands and talent. No independent cafe on all of Broadway could afford to keep a band engaged indefinitely that draws plenty of customers but attracts very few of the spending crowd. One of Broadway's big hotels did that recently, justifying its move by the advertising advantages of the overflow business done by the room in which the band held forth. Hotel figured—and figuring was undoubtedly sound—that the youngsters who crowded the room and nursed drinks coming within the minimum would go out and talk about the place, carry the word over the country to schools and colleges, grow up with respect for the institution and maybe choose the hotel as the logical place for their functions, stop-over spot in the city, etc. Cafes are not geared for that type of "advertising" and, besides, cafe operators don't usually think that far ahead from the good-will angle. The result is that as long as cafes are stuck in the rut of catering to one-timers they will be at the mercy of the rise and fall of tourist trade, market fluctuations and business conditions insofar as they affect the luxury spenders.

Even considering the uneven battle between hotels and cafes there is still a chance for cafe men to achieve a fair basis of stability. The public is favorably disposed towards the general idea of an establishment that offers good food, fair liquor prices, wholesome entertainment and popular music; that gives a customer a run for his money and that treats a patron each time as if it wants that patron to come back again. The average wage earner possesses the desire to frequent cafes but has been scared away by the penchant of cafes to utilize advertising as a deceptive medium rather than as a means of telling the public about their policies and actually carrying out their promises. In the real sense of the prescription outlined in the foregoing there is no such spot on Broadway today—outside of the hotels. When such a spot opens it will do business and it will lead the way for others that cannot possibly crowd each other out in a metropolis such as New York. Particularly in view of the approaching World's Fair.

As I See It

By DAVE VINE

LAST WEEK the newspapers carried a story relating how much the natives of Japan love old jokes. For some reason or other the new ones don't seem to go well over there; according to the article they prefer the Joe Millers. No matter how old the gag is they scream at it. I don't want to couple these two things, but 86 radio comedies sailed for Japan yesterday.

AND speaking of radio comedies, we should put more of them on the air. If they give us only one laugh each they're worth it. Laughs are what this country likes. . . . Rumors have it that the Strand Theater on Broadway will soon go into a stage-band policy. . . . The NVA is threatening to sue the APA for \$350,000, claiming libel. I never knew actors could be so-o-o insulted.

WHY does Lou Holtz's sponsor stop him from doing the dialect for which he is noted? I've heard certain stories about its being so because it's Jewish. If that is so it's ridiculous. As long as an artist is clever and clean at any dialect the public welcomes it with open arms. . . . As an illustration: Fannie Brice does a Jewish maid in *Everybody Sing* and if you don't think the people scream at her go to the Capitol and see for yourself. She literally walks away with the picture. That's what pictures and radio need—clever people doing the things that they are clever at. It hurts this writer to read those very unjust write-ups Holtz received when I know it isn't his fault but the fault of the sponsors who pay him an enormous salary and then muzzle him so far as his talent is concerned.

IN THE ballroom of the Hotel Astor a show and dance were put on in a room where the people were packed like sardines. Yes, even worse than the subway at 6 p.m. The aisles, exits and doors were jammed with people. And who do you think put on the affair? You said it, kid—it was the Firemen's Ball.

ALFRED J. MCCOSKER told his sister that he would gladly send her some acts when she ran a benefit recently—which he could easily do as president of WOR and without any cost either. He did send the acts; but she won't know until she reads it here that he paid the acts their full salaries out of his own pocket. The reason I mention this is because if I didn't no one would even know about it. He's like that.

I ASKED some performers for some new 1938 mottos. This is what I got: Billy Glason—Broadway: Hero today—gone tomorrow. . . . Fred Allen—bridge players: Early to bid—early to raise. . . . Willie Howard—telephone poles: We only hit back in self-defense. . . . Al Shean—goatspeaks: Stop, look and listen—in. . . . Francis Williams—Scotch golf course: Don't pick up lost balls—until they stop rolling. . . . Martha (WOR) Deane—women: If at first we don't succeed—we cry, cry again. . . . And never forget my motto for the modern co-ed—every man for herself.

Why don't you send me your mottos?

THOSE people who are now singing Max Baer's praises are the same ones who were screaming what a bum he was not long ago. . . . Jamag Hall, who starred in *Hell's Angels* and *Four Sons*, is making personal appearances with repeat showings of *Hell's Angels*. . . . It won't be long now. Summer will soon be here; then we all will be happy. Because even if there were plenty of vaudeville houses open they always closed in the summer time anyway. . . . INFORMATION: Will someone please tell me how all those people with rotten personalities get so contented and used to themselves?

Chicago Chat

By NAT GREEN

LENT has played hob with the legit shows in the Loop. . . . At least Lent is getting the blame. . . . All of the shows—four, count 'em!—have suffered a sharp drop in attendance. . . . What a contrast with the Loop of 10 years ago when there were 15 legit houses operating. . . . Of those 15, six are now picture houses, three are occupied by WPA shows, two have been razed and the sites converted into parking spaces and four house legit. . . . Jimmy Petrillo, musicians' union head, celebrated a birthday March 16. . . . Charlie Sanoft, former vaude magician who now operates a gadget shop in the Sherman Hotel lobby, saw visions of prison bars recently when a customer to whom he had sold a couple of trick bombs used him when the bombs exploded in the customer's pocket. . . . But, fortunately for Sanoft, the judge decided the joke was on the customer. . . . Ned Dandy, old-time theatrical man, says he resigned from the Federal Theater Project and was not dismissed. . . . Ned left Chi February 13 and arrived in Hollywood March 15. . . . "If you can walk it any faster than that you're a dandy," says he. . . . Princess Theater is showing 16-mm. pictures—first time they have been shown in a Loop playhouse.

With a ring of bushy gray hair surrounding his bald head and his face wearing a serious mien, Al Shean, walking thru a hotel lobby, looks the part of the "good father" he plays in *Father Malachy's Miracles*. . . . The play, now at the Harris, is one of the most entertaining that has visited the Loop this season. . . . Paul O'Carroll, revue producer, arrived in Chicago last Wednesday and is rehearsing the new show which opens at Chas Paree April 1. . . . O'Carroll spent the last five weeks in Hollywood as adviser in the production of several movie revues. . . . Newsboy on the Woods Building corner is shouting: "Hitler behind the eight-ball; read all about it!" . . . We're sorry to see Charlie Gilchrist's radio column in *The Daily News* fold. . . . Wonder just what was back of it!

Ken Warfield, husband of Lottie Mayer and manager of her disappearing water ballet, writes from Berlin that the show's engagement there was marvellous and they have moved to the Deutsches Theater in Munich for eight more weeks. . . . "Only thing wrong with the tour," says Ken, "is the fact that all the diving girls are gaining weight." . . . Golden Pheasant roadhouse, near Milwaukee, one of the hot spots of the prohibition era, is the site of a liquorless night club experiment which has the local ministers up in arms. . . . And out in Evanston, swanky North Shore suburb, the Northwestern U. freshman class has revived the "Pop and Ernie Night Club." . . . So far no squawks from the professional spots! . . . On St. Pat's night the Bismarck's Bier Stube celebrated the fourth consecutive year for Maestro Henri Kublick and his Bavarian ensemble. Kublick, picturesque native of Vienna, plays a weird-looking instrument called the harpitarcood, of his own invention. . . . Amusing: To listen to a night club editor of a daily verbally pan a show, then pick up his sheet next day and see the same show praised to the skies by the same guy.

P. H. Heyde Plans Under-Canvas Stock For Ill. Oil Town

OLNEY, Ill., March 19.—With this city radiating prosperity as the result of new oil fields and with general conditions here the best in years, Phil H. Heyde, Olney showman, plans to launch a tent musical stock show here around May 1.

According to Heyde, the show will take 25 people, including an orchestra, a line of girls and several vaude acts. Script bills will be presented, with a change twice weekly.

Judy & Mack Green Players Launch Tent Tour in April

NEWPORT, Ark., March 19.—Judy and Mack Green Players, under the management of Joe Greenfield, will launch their canvas season early in April under a new 50-foot top to make their regular territory thru Arkansas and Missouri on week stands.

There will be a number of new faces and features on the show this season. Judy and Mack Green dance orchestra has been on tour in this section since last December. Outfit closes its dance season April 1. Work in preparation for the new season is under way at the show's winter quarters here.

Van Arnam Opens March 26

OPALOCKA, Fla., March 19.—John R. Van Arnam's Radio Funmakers, with Roy Roberts as general manager, opens the tent season here March 26, with Paula, Fla., following on the 28th, and Panama, Fla., the 29th. This town is the show's new winter quarters. Van Arnam has an entire new show this season.

WANTED to Buy or Lease DRAMATIC TENT OUTFIT COMPLETE

No Junk.
State size, condition, seating capacity and where to be seen.
Address PHIL H. HEYDE, Olney, Ill., P. O. Box 449.

WANTED

For Week Stand Tent Show
Tombona, B. & O. (Do not send to play parts.)
Long season. Have when you come B. Open April 8.
JACK HART'S COMEDIANS, Forman, Ark.

JUDY & MAC GREEN PLAYERS

Opening April 18th Under Canvas—Week Stands.
Exit Versatile Tents, Tidy Comedy or Stand, Street Spectacles, Leading Lady, vocal specialties, must be available. Write details, send photos. Also Young Men, single, when next appearance, get schedule, length, specialties. Bar and Ladies Escort with.
JOE GREENFIELD, Mgr., Newport, Ark.

JOHN R. VAN ARNAM

Wants Comedian to do Old Man Characters, Acrobatics. Must play in Orchestra, Tombona B and O. Must join on wire. Opening Saturday, March 26th. Annual of Western Union.

COL. CHES DAVIS,

"Chicago Follies," in association with THE LITTLE ADAMS, of thirteenth floor, now touring theaters, want to hear from party having facilities for show equipment. We have show intact if you have outfit. Free inquiry arrangement.
CHES DAVIS, 1108 W. Second St., Des Moines, Ky.

WANT

Times Box, also two Alto Boxes, all bedding, Clarinet, also A-1 First Chair Trombone, Oboe. For one-night stand under canvas. Report April 6. Wm. Duff's write.
BILLY WEHLE, Mgr., Billy's Comedians, Valdosta, Ga.

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CURTISS SHOPPRINT CONTINENTAL, O. "Tent Show Headquarters Since 1905."

What Are Your Plans?

What with the 1938 tent-show season already in the wings, ready to make its bow, *The Billboard* is anxious to hear from all show managers and performers regarding their plans for the new season. This is your page, so let's have your cooperation in making it as valuable and interesting as possible. In sending news to this page it isn't necessary to write a long letter; a postcard will do. Make it a habit to keep the repertoire editor informed of your activity thruout the season. Start now!

Northwest Is Fair For Borgen Troupe

EVERETT, Wash., March 19.—Peter Borgen Players, Minnesota repertoire organization, which has been wintering at Lake Stevens here, playing the territory with a seven-people line-up, report business as usual, due to the fact that the Northwest is overrun with acts this season, in contrast to last year's scarcity of flesh material.

Most of the lumber mills in this section have been closed all winter, with the present recession worse than the depression of 1931. In addition, many of the schools in this area had nearly half of their pupils out with mumps the past month. Prospects, however, look brighter for the spring and summer.

Hull Back on One-Nighters

GALVESTON, Tex., March 19.—Jimmie Hull Players tonight wind up a two-week stay here to good returns and tomorrow resume their one-night stand tour. Show came here after a four-week run in Port Arthur, Tex. During its stay in Galveston the Hull Players radioed a half hour daily over Station KLWF. Company now numbers 41 people.

Rep Folks at Key West Club

KEY WEST, Fla., March 19.—Billy Armond's *Nights in Havana*, comprised largely of tent repertoire folks, is in its 12th week at the Habana Madrid Club here. Members of the troupe are Billy Armond, singing emcee; Pepito and Juanita, rumba dancers; Opal, Marigold and Jackie, tappers; Johnnie Bennett, tenor; Opal Woods and Frank and Teddy Sabini. Music is furnished by Otto Divanti and his swingsters, comprising, besides Divanti, Frank Sabini, Johnnie Bennett, Ollie Tools and Leslie Lyle. El Chico Rumba Band furnishes the Latin atmosphere. Marigold Armond is the daughter of John Lawrence, who formerly operated his own tent show in the Indiana territory.

Toby's Funmakers in Texas

ATHENS, Tex., March 19.—Toby's Funmakers are showing Texas schools and theaters, presenting script bills and vaude. Manager Joe (Toby) Purcell reports business satisfactory, with the unit slated to move into Oklahoma and Arkansas later. Others in the troupe are Polly Purcell, Steve Baldree, Maybelle Masters, Jesse Walters, Elmer and his Talking Guitar and Domino, black-face comedian.

Kansas City Jottings

KANSAS CITY, Mo., March 19.—Donald Northrup, juvenile lead, formerly with Caylor Players, left here this week for Duluth, Minn. He will be with a Midwest repertoire organization this summer.

Arthur Kelly has left here to rejoin the Ted North Players at the Capitol Theater, Topeka, Kan.

Jim Hart, well known in Midwestern show circles, was spotted on the local radio this week-end.

Glenn Morris and Hester Holderby have left here to join the Sid Kingdon Players, circling in Northern Missouri.

Al C. Clark has returned here from a New England vacation.

Chance Corbin, character man and musician, was spotted on the main drag here this week.

Jack Vivian, manager of Allen Bros. Comedians, was in the city this week on

Rep Ripples

MR. AND MRS. LESLIE LYLE close soon at the Habana Madrid Club, Key West, Fla., to begin their second season with the Original Floating Theater in Maryland. . . . E. F. HANNAN has written two short-cast bills for Hertha Packer, of the Oregon Players, and material for Vincent, ventriloquist. . . . WE HEAR THAT the John R. Van Arnam show will play most of its tent season in New England territory this year. . . . CLARENCE (BOB) SCHLAPNITT has returned to Midland, Tex., after a trip to Monett, Mo., to attend the funeral of his dad. Police Schafnitt also made the journey. They are now retired from the rep game and residing in Midland. . . . G. EDWIN WEEVER, rep actor of the old school, shoots us a three-page letter from Los Angeles, to tell us that Guy R. Kibbee, MGM star, is still the same old Guy as when they tramped together in rep many years ago despite his success in the slicker world. Kibbee is blessed with a sweet wife and two beautiful children, says Weever, and still wears the same size hat. . . . ACKER AND ACKER are with Dionne's Comedians in South Georgia. . . . C. SCHROEDER, presenting Flip, the "wonder dog," with the Borgen Players in the Pacific Northwest, postals that he recently met Fred Cronk, of Cronk's Famous Shows, up that way and that the latter will head for North Dakota early in April to organize his summer show. . . . JOHNNIE AND VERNIE BIBBOP have signed for their second season with the Leonard Players, who usher in the new season in Georgia March 19. Johnnie will again handle comedy and piano, and Vernie, ingenue. . . . MONTGOMERY E. (SKIP) DEAN, for many years with the M. & M. Motorized, has signed to play the 1938 fair season for Ernie Young, Chicago, with his Nebraska Sandhill Billies. . . . MRS. EMMA CLEAR, unspohne operator who has been spending the winter taking in the sights in Southern California, expects to spend the summer the same way.

FRANK JONES, actor-musician, closed recently with Toby Shelton's Comedians to join the Shankland Players. . . . JIMMY THORNTON, until recently with the Radio Players on a North Dakota circle, has jumped into Tennessee to join Bibbee's Comedians. . . . RALPH NICOL is making plans to open under canvas in Texas soon. . . . MRS. ELSIE MORGAN is in active management of the Morgan-Helvey Show, which opened last week at Jacksonville, Tex., succeeding her husband, who died recently. . . . BIEHE SISTERS Stock Co., Cleve Terhune, manager, begins rehearsals April 4 and opens a fortnight later at Coffeyville, Kan. . . . EDDIE AND TILLIE PAOLI have signed with the Madden-Billiam Players for the annual tent trek thru Iowa. . . . MICKY THORNTON has joined the Jack Ripley Players in Iowa. . . . SONNY AND DOLLY DUVELL are signed with Jack Hart's Comedians for the canvas season. . . . JESS SUND is visiting relatives in Nebraska after winding up a long season with Denny's Comedians. . . . BILL WRIGHT, juve, will tour this season with Bibbee's Comedians. . . . BLANCHE FORBES has closed with Capt. J. W. Menke's Golden Rod Showboat to join a tent opsy. . . . TOL TEETER, well-known Southern

He's Got a Licorice Stick

CINCINNATI, March 19.—Billy Wehle, of Billyroy's Comedians, frankly admits that the following reply, one of the hundreds received in answer to his recent ad on this page, has him stumped. "Billy, Wehly, Dear Sir," read the postcarded communication. "I, am, a, good, Sax. Player, But, I, have, no, instrument, I, Double, Drums, But, I, have, no, Drums, I, I, have, only, a, B. Clarinet, if, you, needs, my, write, State, Salary, and, Accommodations." "What has me baffled," says Wehle, "is that he HAS a clarinet but he doesn't say whether he can play it or NOT."

manager, is reported to be launching a one-night-stand Tom show at an early date. . . . JACK HART'S Comedians begin rehearsals this week at Forman, Ark. . . . OLADYS ADAMS and Austin Rush, who have been working Cleveland niteries the last three months, will be back with a tent show this season. . . . J. RICHMOND ROY and wife will be back on the Rosalie Nash Players roster for the tent tour. . . . BLOYCE WRIGHT, who closed recently with the Ted North Players in Topeka, Kan., has joined a Chicago radio works. . . . CONNIE AND JOHNNY SPALDING have joined Harry Hugo Players in Central Nebraska. . . . RALPH BLACHWELL is doing straights and specialties at the Joy Theater, Houston. . . . CHARLES ARCHER and Billy Bemick have signed with Jack Hart's Comedians. . . . ORPHEUM PLAYERS, with headquarters at Clinton, Mo., closed their circle tour last week.

JOHN FERGOUSON, of rep fame, plans to put a stock company into the Lake Theater, Westford, Mass., this summer. . . . GAIL HAMMILL is working club dates in the Boston area. . . . JEAN AND CARLOS HARVEY postal that the Ed Ward Prince's Stock Company closed its 10-week circle venture recently by breaking house records at Miller's Whiteaway Theater, Peach Orchard, Ark. The house manager and the local merchants, who sponsored the show, invited the troupe to come back at any time and to remain as long as it likes. . . . DIONNES COMEDIANS, picture-vaude unit, featuring the Musical Buttons, are currently playing in the vicinity of Tifton, Ga. . . . MARIE AND LUCIUS JENKINS, John H. Andrews and wife and Fred Wallis and wife motored from Tifton, Ga., to Lenox, Ga., recently to catch the Tony Lamb show. Tony is sporting a new and larger top with added seating capacity. . . . MICKY HANLEY, who spent most of the winter in Boston, is back in the Southland touring with a tent opsy. . . . JACK GARRETT has definitely sworn to give up tramping this season. He expects to settle in Omega, Ga., but we wonder for how long. . . . HENRI AND MERCE NEISER have replaced Bob and Margaret McLean with the "Seabee" Hayworth Players in North Carolina. . . . BEN AND LILLY HEFFNER, who spent most of the winter with Mr. and Mrs. Billy Wehle in Miami, will again have the advance with the Heffner-Vinson Show this season. They are now in winter quarters in Valdosta, Ga., awaiting the word "go." Lilly, after a long stretch of ill health, is back in tip-top shape again. . . . H. H. HAIN pencils from Regina, Sask., that his Harmony Kids will be hitting the road for Eastern Canada late this month. A 25-foot trailer, constructed by Hain himself, houses the eight members of the troupe. . . . MRS. MORALES, of the well-known Morales family, and her daughter, Lola, are with Tony Lamb's Movie Palace in Georgia. Whitestone, magician, is also with the troupe.

Recalls Old "Tom" Days

CINCINNATI, March 19.—Dave Strait, of Mohawk, N. Y., who tramped with the S. L. Darling, Jim Stevers and Gus Dionne "Tom" shows some 30 years ago, sends *The Billboard* the roster of the Boston Ideal Uncle Tom's Cabins Co. of the season of 1881, with the hopes that it will interest some of the oldtimers and maybe bring a response from some of them. With the Boston "Tom" at that time were Blanche Blades, Ada Cannon, Beattie Nelson, Little Panay, Will Sibers, Percy Howard, Cyrus Stuart, B. W. Bied, J. H. Harvey, Walter Cliford, Frank Smith, J. H. Carlin, E. Abel, C. Thomas and Lady Southern and Vern Williams.

business. The troupe will open its tent tour soon.

Louis DePash has entered commercial lines here.

Olen Hyder, former rep actor, is now permanently located in commercial lines here.

Frieda McOwen, manager of the Original McOwen Stock, was in town this week. She has announced no plans for the summer.

Sid Kingdon, manager of the Kingdon Players, was in the village this week on business. He stated that business continues okeh on his North Missouri merry-go-round.

McOwen Sisters, of the McOwen Stock Co., have been booked for an indefinite run at the Club Continental here.

Roy Carlston, formerly with the McOwen Stock Co., is playing with an orchestra in town.

Benefits Yield Another \$10,000

Theater Authority cuts melon—\$50,500 to date—AFA refuses to drop claim

NEW YORK, March 19.—Actors' Fund, the AFA relief fund and the Jewish, Catholic and Episcopal guilds shared in the \$10,000 made available this week thru the Theater Authority, Inc., which is run by the various theatrical unions and charities.

The money represents donations exacted from benefit sponsors which cleared their shows thru the TA during the past season. The TA has already cleared \$40,500 since its inception.

The Negro Actors' Guild was voted a member of the TA at its meeting Thursday. Frank Gillmore, inactive president of Actors' Equity, resigned from the TA and it is expected that Equity will appoint another officer to represent it at the TA.

The AFA delegation reported that the AFA refuses to accept Sam Scribner's suggestion that it relinquish its claim for a cut of the TA money. Scribner is the TA president. The AFA points out that the TA is its conception and that, furthermore, most performers playing benefits are from the night club and vaudeville fields over which the AFA has jurisdiction. The AFA also turned in an itemized report listing disposition of the \$2,000 it had collected from the TA from the TA since the TA's inception. This money went to performer charity cases.

A. H. Samuels Dies After Brief Illness

NEW YORK, March 21.—Arthur H. Samuels, executive producer at WOR and responsible for a trend toward greater program showmanship during the six months he had the post, died Sunday at Doctors' Hospital following a brief illness. He was 50. Samuels was formerly editor of *House Beautiful* and other magazines, and from 1909 to 1913 was a reporter on *The New York Sun*.

In 1929 he became associated with Barrows, Richardson & Alley, ad agency, and then became editor of *The New Yorker*. At different times he edited *Home and Field* and *Harper's Bazaar*. Samuels had a musical talent, having written most of the score of the W. C. Fields vehicle *Pappy*. He was a member of *The Players* and other clubs. Surviving are his widow, formerly Vivian Martin, and a sister, Mrs. Ruth Atkins.

William V. McKenney Dies

BOSTON, March 19.—William V. McKenney, 44, songwriter, amateur vaude producer and Boston school teacher, died in the Cardinal O'Connell House of St. Elizabeth Hospital here today of pneumonia. Details will appear under Final Curtain in next issue.

P. A.'s Hold Up Settlement in LNYT-TMAT Case

NEW YORK, March 21.—Impasse has been reached in negotiations between the League of New York Theaters and the Theatrical Managers, Agents and Treasurers' union. Representatives of both groups have been conferring for two weeks now, ever since the League recognized TMAT as bargaining agent for its constituents.

Spokesman for the union said there was little likelihood of agreement being reached soon. Root of difficulty was not made public, tho it was said that the press agents are holding out. In its original demands p-a. group asked for \$150 minimum; house managers, \$125; treasurers, \$75, and assistant treasurers, \$50. Agents also wanted a closed-shop guarantee and share-the-work scheme, which would necessitate taking on additional assistants with added jobs at \$75 minimum. Press agents in TMAT include members of the old New York Theatrical Press Agents.

Latest Angles On That Great IA Mystery

NEW YORK, March 19.—George Browne says this right at the beginning? Alliance of Theatrical Stage Employees. Is assuming a new role.

According to Frank Gillmore, president of the Associated Actors and Artists of America, Browne claims that he has been "misunderstood." This is the essence of an article by Gillmore appearing in *Equity Magazine*. Four A's chief states he has word that Browne recently said, apropos of the IA and the Four A's, that "all he wished to do was to have the different branches of the Four A's align themselves with the IA."

While Gillmore says that some of his "very good friends" are members of the IA, it is plain that he suspects monkey business. Why, asks Gillmore, did not Browne say this right at the beginning?

The Great Mystery continues unabated. Recently one of the IA vice-presidents, speaking with regard to the IA "threat," said the Four A's people ought to be worried, "because they might soon have a new boss."

Conservatives Win In Equity Count

NEW YORK, March 21.—Tellers counting the Equity vote announced the election of the complete Conservative slate, Frank Craven, Selena Royle, Wallace Ford, Thomas W. Ross, Charles Dow Clark and Nance O'Neill. These six, together with three others previously appointed by Council, Walter Grizza, Malda Reade and Richard Sterling, will meet this afternoon to prepare the regular ticket. This will probably take some time, as acceptances will have to be received.

Offices in the June election are for president, first vice-president, 10 council members and two replacements to Council.

Negro Actors' Guild Drive

NEW YORK, March 19.—Negro Actors' Guild of America is planning a membership drive, with April 3 set as the tentative date for launching the campaign.

Hoffman Dies of Injuries

BOSTON, March 19.—Jacques Hoffman, 70, musician and conductor, died here

American Academy Students Offer Anderson, Kataev Plays

NEW YORK, March 19.—This week the American Academy of Dramatic Arts presented two plays, *Saturday's Children*, by Maxwell Anderson, on Tuesday, and *Squaring the Circle*, by Valentine Kataev, yesterday, both at the Belasco Theatre.

To comment on the presentation of *Saturday's Children* and not go overboard in praise of the work of Harmon Stevens is almost impossible. His characterization as Mr. Halvey deserves a stream of superlatives and makes one wish he might have the opportunity to read parts such as the Burgess Meredith role in *Star-Wagon*. Any number of verbal laurels seems inadequate. Euse Phillips, in the part of Florio, overacted to an annoying degree, at times using her hands so that one's mind was too busy leaping after them to have energy left to listen to her lines. Miss Phillips has pretty hands, at their best when they are relaxed. Beverly Small received some nice laughs as a reward for her comic Mrs. Gorlik. Isla Valle, looking very lovely, made a really fine character of the part of Bobby, underplaying intelligently when she could very easily have gone overboard. Richard Mayer and Beth Layne did nicely in small parts, but Theodore Levitt in the role of Hims again gave no evidence of any ability whatever.

The Russian pandemonium, *Squaring the Circle*, gave Alan Drechen a chance to prove versatility once more. About the maddest character in a mad play, the poet, in the hands of Mr. Drechen, became amusing and believable. H. E. Currier again turned in his usual solid job, thoroughly convincing and pleasing, as the only sane person in the communistic mad-house. Hita Brown did some powerful screaming as a non-partisan in the process of being "developed," and Mary Louise Chandler was a sincere disciple of Lenin. Jean Welch masqueraded as a small brother who could do some screaming on his own, and Richard Charlton kept up the good work by adding a roar. Julien Benjamin and Gerald Witt seemed a bit bewildered by it all, for the most part managing to suggest that they weren't really there. Pearl Koufman, George Model, Beverly Small and Stasia Wilson added their hullabaloo as Communist League of Youth kibitzers.

The curtain raiser Friday (there was none on Tuesday) was the first act of Philip Barry's *Paris Bound*. The cast included Celestia Rolston, Frederick Overman, Stasia Wilson, Milt Miller, Jean Thomson, Elinor Adams, Robert Hope, George Evers and Katherine Hampton. M. E. A.

yesterday from injuries sustained in a fall. Details will appear under Final Curtain in next issue.

BROADWAY BEAT

(Continued from page 5)

New York? And what are the addresses of the studio representatives there that might recognize new talent and give them screen tests? Or how would I obtain this information? From what source? I would appreciate very much any help you can give me in this matter. Yours truly.—Are there any questions you'd like to ask?

Manager Al Rosen of the State, having mastered the candid camera, is now dabbling in technical movies as a hobby. . . . A Rochester night spot booker recently offered Night Club Editor Paul Deola an engagement on the strength of the mention of his "Big Apple" rendition at the Park Central: "if your bumps are hard enough," the booker writes, "maybe we can get an opening in the Catskills." . . . Only singers who have had operatic background are used by Director Ray Block for the *Swing 14*—which sings only hit songs. . . . Carl Hoff, evidently figuring that swing is dead, has 35 string instruments in his new 52-piece set-up on "Your Hit Parade"; he claims the public is fed up with trick arrangements that massacre old classics and new ballads.

There was a pretty embarrassing moment for *The Times*' conservative Dr. John Finley at a recent luncheon in honor of the departing education editor, Eunice Fuller Bernard, who has left for the Sloane Foundation. Mrs. Bernard, in her farewell, began praising the *Newspaper Guild*—and Dr. Finley and a handful of other *Times* dignitaries put on rueful grins and tried to look unself-conscious, while Guild members smiled—but really. *The Times* editor is said to have heaved a major sigh of relief when the speech ended.

TO KEEP THE RECORDS STRAIGHT: *Motion Picture Daily* last Monday (14) said, "WABC Units won't join APA or ACA." But since when does the AFA claim radio people? . . . The caption of a very pretty picture of Hosts Moran in *The News* said that *Three Wives* was her first Broadway show. Was it only a motion picture of her that danced around the stage in *Sea Legs* last spring? . . . Dan Walker in *The News* said last Monday, "A Hollywood gossip columnist called Beau Broadway regrets that Miss Hodges should have been obliged to make her theatrical debut with such an elderly leading man as George M. Cohan." Rushing to the defense of Beau Broadway, of *The Telegraph*, Mr. Spelvin reports that Beau did nothing of the sort, he cited the whole attitude as a prime example of the dumb and snide honors Hollywood makes when it tries to talk about Broadway. . . . Walter Winchell wrote about Gene Krupa, "Benny Goodman's son," days after Krupa had left the Goodman Band. . . . Oliver Claxton, new reviewer for *Cue*, started off with a brace of prize boners. In his review of *There's Always a Breeze* he turned the mother-in-law and sister-in-law in the play into a mother and sister—and he put Blanche Sweet into the role played by Leona Powers!

Want To Be a Policewoman?

NEW YORK, March 19.—Women specially talented along theatrical lines may apply for jobs as police-women even tho they fail to measure up to physical requirements set by Municipal Civil Service Commission.

Other musts, however, are high-school education and experience in social work. Policewomen are needed for nursing, theater, newspaper reporting and night-club entertainment fields.

Paradise Resumes With New Policy

NEW YORK, March 21.—The Paradise Restaurant reopened last night, getting its new policy off to a good start. Experimenting with a name dance band, it offers Bunny Berigan's swing outfit, which is spotted on the stage and gives out danceable rhythms, featuring Berigan's swing trumpeting.

However, Nicky Blair is playing safe and offering the usual girl show to please visitors who want an erudite. The 16 chorines are lovely, and the eight showgirls are beautiful, all of them being especially attractive in white costumes. There's no nudity or dirt in the show and it's a genuine treat all the way thru.

The production numbers are sweet and successfully get away from stereotyped formations. Outstanding number is *La Coupe*, which has the girls out in Cuban peasant costumes illuminated in the dark, while Liberto and Owens, mixed dance team, provide a neat Cuban number. Team is spotted in a couple of other numbers, making a fine impression. The emcee job is in the hands of Alan Carney, character comedian, who is a pleasant surprise with his amusing mimicry, dialect and singing.

Barbara Parks is featured singer and displays a catchy rhythm style. Four McNamee Sisters get over solidly with their sweet harmonizing and surprisingly good dancing. The Four Grand Quartet, handsome youths, held close attention with their snappy and effective singing of musical comedy tunes, while Johnny Coy won applause with his nimble tapping. Dave Oppenheim and Henry Tobias contributed several song numbers, with *You Walked Out of the Picture* shaping up as a possible hit. Scenery and novel lighting by William Broder also helped considerably. Lionel Hand's Orchestra played for the show and some of the dancing, doing a good job except for a tendency to blast during singing numbers.

With the girl show strong enough to uphold its reputation and with the Berigan Band drawing a dance crowd, the Paradise should be able to do all right now. Prices are still modest, with dinner \$1.50 and the food from Mike Urany's kitchen very good.

Publicity now handled by Pagen & Kay. Paul Denis.



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Magic

By BILL SACHS
(Communications to Cincinnati Office)

DANTE'S Elm Sala Sim, two-hour magical extravaganza, drew rave notices in the Edinburgh, Scotland, papers during its recent engagement at the Empire there. One of the newspaper leads aptly described the show's speed with "If you nod to a friend you miss a trick." . . . **PIERCE THE MAGICIAN**, presenting an all-new two-hour show, has invaded Massachusetts. His wife, Lois Lake, is chief assistant. Pierce is working his fourth season for the Frank H. Myers agency, with A. C. Smith in advance. Show is set until late in May. . . . **DR. CHARLES AND EMILY HUDSPETH**, mentalists, are set for a long string of theater and school dates in Atlanta. . . . **MILBOURNE CHRISTOPHER**, who closed recently in vaude with Fred (Fanny) Banborn when the latter went to the Coast for a vacation, is now in his third week at The Penthouse, Baltimore. He is set there for several more weeks, after which he will return to the Middle West. Christopher recently doubled from The Penthouse on shows for the Standard Oil Co., the Funeral Directors' Association and the Fruit Growers' Association. . . . **OTIS MANNING**, who in recent weeks has been working private club dates in the Windy City, opens this week at a Milwaukee niter. . . . **CHICAGO MAGI** last week held a jam session at the home of Lester Sholtz, the assembly later journeying to the 885 Club to catch Paul Rosini. Two of the lads in the party, Otis Manning and Gail Gall, had the pleasure of doing a "guest show" at the 885. Gene Bernstein, crack hypn worker, was also with the gang. . . . **CHARLES HOFFMAN**, the "Think-a-Drink" magish, playing his first engagement in his home city, Providence, March 4-11, as a headliner at Pavy's Theater, was as entertained during the week by members of Rhode Island Assembly No. 26, SAM, and Rhode Island Ring No. 44, IBM. Hoffman was also interviewed over WEAN, and the newspapers were extremely kind to him during the engagement there. . . . **C. THOMAS MAORUM**, youthful mystifier, was called to his home in Rock Island, Ill., recently due to the death of his father.

GEORGE LA FOLLETTE, who has been working theater and club dates in the New York area the last several weeks, opened Sunday (20) at the State Thea-

ter, Baltimore, to be followed with a week at the Majestic, Paterson, N. J. He is booked thru April on club dates in New England. LaFollette will again have the management of the O'Brien Enterprises at Revere Beach, Mass., this summer. . . . **CARLTON SHARPE**, after several weeks of club and private engagement in Atlanta, has departed for Fort Worth, Tex., to join a unit touring the Southwest. . . . **LA MONTAGUE** and Lew Schwartz, prominent in New England magic haunts, have been frequent visitors recently to the headquarters of Don Fraser in Salem, Conn. They report business good at clubs, granges and churches in that section. Fraser, too, is keeping busy therabouts with his cartoon and vent tour. . . . **NICOLA**, postaling from the French capital, promises to shoot us the dope on things magical across the big swim just as soon as he returns to London and his typewriter. . . . **THE GREAT DAGMAR**, assisted by his daughter, Florence, split the past week between the Keith theaters in Portland and Auburn, Me. He is set to follow with eight weeks of hotel and club work in that area. Dagmar recently headlined at the Academy of Music, Brooklyn, with his rapid transformation trunk mystery. . . . **Wilkes-Barre, Pa., Ring No. 30, IBM**, has begun preparation for the State convention of magi to be held there in October. . . . **HARRY BLACKSTONE** was guest of honor at a party staged by Houston magicians at the home of P. H. Friedberg there March 14. In a tribute to the late Frederick Eugene Powell, Blackstone broke Powell's wand in a ceremony before the assembly. Rev. J. E. W. Alrey gave the benediction. Among others present were A. H. Kottwitz, Mr. and Mrs. George Vogstad, King Felton, Herman Yerger and Hindu. . . . **FREDDIE PHILLIPS**, mentalist-emcee, is

set indefinitely at the Park Bar and Grill, Clementon, N. J. . . . **ALO THE MAGICIAN** and Company, making a return tour thru Michigan, report his hunky-dory up that way. W. J. McKeely is business manager. . . . **FRANCIS A. NICKOLAH**, currently making schools and theaters thru Alabama, is making plans to tour with a circus this spring and summer.

Saranac Lake

By T. BODWELL

Happy Benway, oldtimer here, had a slight setback last week, but is coming around nicely. His address is 91 Broadway, Saranac Lake, N. Y. A line from his old pals would be appreciated.

Roy Nunley, popular factotum of the Lodge, has been appointed official shopper for the boys. Roy has been here only a short time and is making excellent progress.

Herman Levine, of the New York Will Rogers Memorial Hospital office, is spending a few days here at the Lodge spreading cheer among his many friends.

Mrs. Jack Eakin has returned to Saranac Lake after a two-months' visit to Palm Beach, Fla. Husband Jack is steward of the Lodge.

Beatrice Lee celebrated another birthday last week.

Joan Elton returned to the Lodge last week from the French Hospital, New York, where she underwent a serious operation. She is coming along nicely.

Carlean Knight, one of our star patients, has gained quite a bit of weight. She's now 158 pounds in her bare feet.

Bran Tracy left the Lodge last week for his home in New York, where he will continue the cure.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"I WONDER where the boys of my old Doug Fleming Minstrel are today," writes Doug Fleming from Columbus, O. "I had such crackerjack minstrel lads as Bobby Fay, Speed McCarthy, Bobby Moore, Whitney Ward, Joe LaPan, Dick Redwing, Ralph Gravato and others that I can't recall. That was back in 1922-'23. We carried 25 people and Joe P. Mack had the advance. Other minstrel boys I've often thought about are Jimmie Conroy, Lew Denney, Al and Don Palmer, Joe Van, Eddie Kraid, Eddie Miller, Jim Finning, Nate Busby, Dan Plich, Cracker Quinn, Jack Grant, Curley Burns, Billy Doo, Boots Walter, Emmett Miller and Slim Vermont. Why don't the boys drop a line to the column and let us know where they are and what they're doing?"

JUST A LINE for your minstrel column; have not been neighborly of late," writes Ed LaBarre from Gloucester, Mass. "In looking over some old date books found some items regarding minstrel of the late '70s and '80s. Starting with Birch, Backus & Wambold's San Francisco Minstrel, principals were Billy Birch, Charlie Backus, Dave Wambold, Governor Ad Hyman, the Great Ricardo and Mackin and Wilson. In 1880 principals with Harry Bloodgood's Minstrel were H. Bloodgood, Frank Edridge, Bob Tyrel, Alfred Liston, Charlie Brickwood and E. Kirwin. Billy Emerson's California Minstrel had Billy Emerson, Ben Cotton, Billy Rice, Little Mack, Billy Arlington, George Richards, Mackin and Wilson, J. B. Kemble, Ernest Lindon and Fred Wals. About 1879 Billy Emerson's Megatherian Minstrel featured Billy Emerson, Luke Schoolcraft and Coole, Lew Simons, the Three Rankins, Season Summers, the Girard Brothers, Harry Robinson, Alfred Liston, J. A. Barney, H. W. Friman, Arthur Cook, Osborne and Brinney, Walsh and King, Bert Haverly, Wally Gibbs, Parks and Donovan, Dan Lyons and Jim Leary. I worked with many of these folks in vaude and with road shows." LaBarre will again be located with his wax show at Lakeside Park, Dayton, O., the coming summer.

RUSTY WILLIAMS is back as producing comedian with the Odell White Show in the South. "I like those 'Do You Remember?' from my friend Al Tint," pencils Rusty. "More power to the old boy."

PROF. WALTER BROWN LEONARD recently cracked The 11th Ave. (N. Y.) Journal with a photo and an article on the rise and fall of minstrelsy.

REVIEW OF UNITS

(Continued from page 23)

leader who features rippling rhythm. In such a case therefore even the winners who have practically no competition at all do not deserve the prizes given them. Two cash prizes of \$5 and \$2.50 each plus four theater passes are awarded at every show.

Thanks to Kay Kyser himself, the show managed to carry on with some vitality. He is a clever showman, always on hand to rectify an error in time and putting on a show-long act that keeps the ticket buyers in good humor.

Some method to replace the present way of selecting contestants should be devised. Picking them out as the customers come into the lobby perhaps would be a speedier if not a better plan.

And, too, the feature must be bolstered with some good acts to add variety and sock specialities while at it. Only a so-so tap dancer (Jeanne Goodner) appeared in addition to Kyser's own band aggregation. She tapped to Song of India with simple taps and little grace.

The band during the second show made a better showing with a more appropriate selection of tunes played between contest sessions, with vocal work capably handled by "Ginny" Sims, Harry Habbitt and Sully Mason.

The feature has good box-office possibilities, the nation-wide Kyser show next week beginning a definite build-up for the attraction. Sam Hoenigberg.

WANTED

Colored Band Leader, Singer, Dancer, Comedian, Novelty Acts, Double Bass, Mellophone, White, Sam Crossman, Bismarck, Agent with act. Hal and sleep on the lot.

ALABAMA MINSTRELS.

ROBERT G. WING, General Delivery, Mason, Ga.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Sunbrock Is Winner In Derbyshow Suit

LOS ANGELES, March 19.—Larry Sunbrock, promoter, has been declared the winner in the court battle which resulted from the staging of an international roller derby in Pan-Pacific Auditorium here last fall. Suit for damages was instituted by Leo A. Seltzer, Chicago promoter, who charged that Sunbrock infringed on his copyrighted book, Plans of Race, by using some of his rules in the local contest.

Judge Ralph E. Jenney, of United States District Court, in rendering the decision, held that a copyright does not protect distinctive locale, mechanical devices used in production, gestures or motions or even the movement of a dance on a roller skating derby. Seltzer was assessed the costs of the action, including \$2,500 attorney fees.

At the time of the roller derby here Seltzer applied for an injunction restraining Sunbrock from holding the event, but it was agreed that the contest could go on with the proviso that the receipts be impounded until trial of the action. Accordingly, approximately \$7,000 was impounded.

Dunlap's Next in Savannah

SAVANNAH, Ga., March 19.—Ray (Pop) Dunlap, who has been wintering at his Miami home, opens his next big walkie here next month, a virgin spot for endurance contests. Show will be staged under a mammoth tent, 120 by 240, located on a large lot on Victory drive, with parking accommodations for several thousand cars. Practically the same Dunlap personnel as in the past will handle the new venture. Most of the old Dunlap contestants also will answer the starting gun.

Bob Lee Has Plans for Two Events on Coast

HOLLYWOOD, March 19.—Bob Lee, promoter, has made arrangements to operate a double roller skating feature at the Warner Bros.' studios here this spring. His plans include a mammoth roller rink on one of the Warner sound stages, with a track to hold a skate derby on an adjoining stage.

According to Lee, the following terms are already entered in the endurance

show: Chuck Himes and Teddy Wales, Lloyd (Whitey) Christopher and Eva Waskiki, Mr. and Mrs. Ed Marquardt, Joe West and Dorothy Doughty, Bill Woods and Joyce Bullock and Frank Boardman and Anita Elliott. Joe Laurry, Iwig King and other former Lee contestants may also enter.

Eight Teams, One Solo Still in Johnson Derby

LAKE CHARLES, La., March 19.—B. W. Johnson's Low-Tex Olympic Derby has passed the 400-hour mark, with eight teams and one solo still on the floor. Those remaining are Tim Hammack, Pauline Howe, Eddie Smith, June Helms, Jimmy Crooks, Lee Cockeril, Sammy Kirby, Millie Bongers, Jack Diamond, Jo Jo Hitt, Nick Nichols, Mary Moore, Al Smith, Velta Broussard, Vance Bendol and Judy Ellis, with Alene Edwards the solo.

Sourpuss Dave Cullings has introduced trumpet sprints, and blindfold treadmill are a nightly feature. "Business continues good. Last Thursday night Manager Johnson threw a party for the Philadelphia Athletics, in spring training here. Tim Hammack and Jack (Snoozle) Diamond battled it out in the frozen slive act Monday night, with Diamond coming out best man. Show is broadcast twice daily over Station KPLC, with chief emcee Curly Linder handling the air.

TOMMY JONES, sax tooter, well known in the endurance field, informs that his wife, a former contestant, is seriously ill at WCA Hospital, Jamestown, N. Y. Tommy is currently working the Gold Dollar Cafe, Jamestown.

OPAL FERDIO, with Hal J. Ross' walkshow in Port Arthur, Tex., writes: "I want to correct a statement made recently in the column by Joe (Pooch) Pincenell. It is true that I did win second prize in the Minneapolis contest with Ralph Ellis, with Gladys Maddox and Bob Turner taking first prize. The statement about me and Bill McDaniel's is incorrect. The final sprint lasted 29 minutes, in which six couples and two solos were eliminated (not seven couples and three solos). This corrects the statement that claimed we ran two hours and 53 minutes."

STAN WEST, walkstboner, is now working with the Gay New Yorkers Revue at the Sundown Club, Corpus Christi, Tex. He will be with the unit all summer.

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Songs, Minstrelsy, Operettas, Vaudeville Acts, Blackface Skits
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ATTENTION
DANCERS DANCERS
RAY "POP" DUNLAP ANNOUNCES
THE OPENING OF HIS FIRST 1938
WALKATHON
THURSDAY, APRIL 21, 1938,
ON VICTORY DRIVE, SAVANNAH, GA.
Under a Beautiful 120x240 Tent.
Following Dancers Contact Mr. Hobo and Jean, Elmer and Lucille, Huggie and Babe, Gerrie and Nellie, Joe and Mary, Joe and Rella, Margie Van Rac Alaman, Whitney and Margaret, Harry and Fatsy Jimmy Passo and Helen, Billy Willis and Ruthie Carroll, Charlie Tauro, and Juanita, Fee Wee and Pauline, Billy and Doris, Larry and Hilda, Johnson and Vina, Alice Holmes, Oval Fergie, Roy and Millie Myers, Clyde Hamber and wife, Johnny Reed, Marie, Dibs Jay, Doc and Jean Collier, and any others who have or have not danced for me.
Address me 1251 S. W. 4th St., Miami, Fla., until April 1, after that Savannah Hotel, Savannah, Ga.
RAY "POP" DUNLAP.

The Final Curtain

ALPHEI—Adolph, 79, operator of the first motion picture theater in Kenosha, Wis., March 13 in that city. He retired from the theater business to become a court interpreter. Survived by his widow and two daughters.

BENNETT—Ous, 77, former Springfield (Mo.) theater operator, recently at the home of his sister, Mrs. L. M. Stanley, Carthage, Mo. The Little Gem, Springfield's first theater, was opened by Bennett over 50 years ago, and he later operated People's Theater, a vaude house, and the Grand, now the Mozart. He went to Picher, Okla., 17 years ago. Services and burial in Butler, Mo., his birthplace. Survived by another sister, Mrs. Elizabeth Cameron, of Springfield.

BOODY—James E., drummer, formerly connected with orchestras at the Palace, Balto. Keith's and National theaters, Washington, March 12 of heart disease at his home in that city. He was a native of Portland, Me., and belonged to the Columbia Lodge of Masons. Survived by his widow and sister, both of Washington, and a brother, Francis, Portland. Services March 14 and burial in Rock Creek Cemetery, Washington.

BRENNAN—Jack, musician and stage-hand, February 26 at his home in Palmyra, N. Y., after a long illness. He toured with a number of old-time shows and during his last 10 years of trouping was stage carpenter with the late William Kibbler's Uncle Tom's Cabin Co. and with burlesque shows. Survived by his widow, Della, three sisters and a brother. Services and burial in Palmyra.

BRISCOE—Jim, 77, veteran pitchman, better known as Big Jim, in Medina County Infirmary, Medina, O., March 7 following a paralytic stroke.

CAPLAN—Sam, 48, former vice-president of Metropolitan Motion Picture Co., Detroit, recently in Sealeys Springs, Ala. He founded the company in 1919 and retired in 1931 because of poor health. Survived by three sisters and four brothers. Burial in Cleveland.

GARDIN—Mrs. Grace Anita, 75, wife of William Gardin, formerly of the old Ringling Bros.' Circus and mother of H. Park Irvine, of the team of Irvine and Alton, March 11 at her home in Madison, Wis. She was born in St. Louis. A daughter, Elsie Irvine, Rockford, Ill., also survives. Services and burial in Madison March 16.

CHAMBERLAIN—Lee A., 51, manager of the Lee Jones Theater, Harrisonville, Mo., and former theater operator in McPherson, Kan., and Brookfield, Mo., March 15 in University of Kansas Hospital, Kansas City, Kan., from injuries sustained in an automobile accident. Survived by his widow, Mrs. Grace Chamberlain, and a daughter, Jean Betty, both of Kansas City, Mo.

CHURCH—Orion A., 74, musician, March 9 in a Fond du Lac (Wis.) hospital. With Norman Hallows, he organized the Church & Hallows Orchestra. Survived by three sisters and a brother.

CLARK—Howard, 36, general manager and chief engineer at WJAB, Pittsburgh, March 14 in General Hospital, that city, of a ruptured appendix and pneumonia. He designed and constructed the WJAB-KQV transmitter at Greentree, Pa., which enabled two stations to broadcast simultaneously from a single tower antenna, and originated the program Pitfalls in English. Clark was a graduate of Grove City College, Grove City, Pa., entering radio at KQV in 1926. He was prominent in the short-wave radio field. Survived by his widow, Lois, and a daughter, Roberta.

COLWELL—C. D. Jr., 33, rodeo performer, suddenly March 12 in Fort Worth, Tex. His last rodeo appearance was in the steer-riding event at the Fort Worth show. Burial in Seymour, Tex., March 13. Survived by his widow, father, two brothers and two sisters.

COOK—Leonidas H. (Lon), veteran publicity man and vice-president of Elensburg (Wash.) Rodeo Association, of heart disease March 10 in Seattle. He suffered a heart attack last August. For the past 15 years he was publicity man for the Milwaukee Railroad.

DONALDSON—David L., 68, for many years grand secretary of the Theatrical Mutual Association and president of Local No. 18, TMA, Buffalo, March 5 in Millard Filmore Hospital, Buffalo. He had been ill since November. Donaldson came from a theatrical family. His father, Prof. Washington H. Donaldson, specialized in balloon ascensions and tight-rope walking. Deceased made his debut in 1879 at the old Opera House, Rochester, N. Y., as Eliza's child in George K. Stevens' Uncle Tom's Cabin Co. and played child parts for several years. From 1894 to 1914 he appeared in theaters all over the country, and

on many occasions during that time appeared at Coney Island, N. Y. For four years he was seen at Beside Station, Rockaway Beach, L. I., N. Y. Survived by his widow, Celia Spooner Donaldson, and a son, Allen D. Donaldson. Services March 8 with Masonic rites and burial in Accacia Park Cemetery, Buffalo.

FRIEWERD—Henry, 79, former proprietor of a shooting gallery and costume rental business in Oconto, Wis., March 9 in an Oconto hospital. Survived by two daughters, a sister and three brothers.

GLASSON—Kubec, 40, screen writer, of a heart attack March 13 at his home in Hollywood. Glasson wrote the stories for the films Public Enemy, Smart Money and Blonde Crazy. Survived by his widow and two sisters. Services in Chicago March 18.

IN LOVING MEMORY OF
JACK "SMOKE" GRAY
Who passed away March 22, 1937.
A year of sorrow, lonely and blue,
Life in an empty, lone room, without you,
How loving but fruitless still
To seek you in heaven, God's will
Butly about by loving MOTHER.

HILL—Frank, 53, concessioner, March 11 in La Junta, Colo., as a result of a blood clot which formed after a fall several months ago.

JARRETT—Dan, 44, film writer and former actor-playwright, March 13 in Hollywood of a heart attack. He was the son of the late Daniel Jarrett, actor, and first appeared on the stage at the age of six. Later he appeared in supporting roles with James K. Hackett for several years. During the World War Jarrett served in the navy and after his discharge from service toured in vaudeville. His comedy, *Self Water*, was produced by John Golden in 1929. Survived by his widow, Dorothy Vogel Jarrett, and five brothers.

JEFFREY—Matthew D., 70, former advance man for the Barnum & Bailey and Ringling Bros.' circuses, March 16 at his home in Oswego, N. Y. Burial in Oswego.

JENKEL—Henry, 57, double bass player of the Philharmonic Symphony Orchestra, March 15 in Jay Brown Memorial Hospital, Providence. He was touring with the orchestra and was stricken after the evening performance on March 14. Coming to this country 15 years ago from Germany, he joined the Cincinnati Symphony Orchestra, and in 1927 joined the New York Symphony Orchestra, which later merged with the New York Philharmonic. Survived by his widow and a son, Herbert, tuba player with the Cincinnati Symphony Orchestra.

KANE—William P., for 25 years treasurer of the old Richardson Theater, Oswego, N. Y., and later box-office attendant for Oswego theaters, March 15 at his home in that city. Burial in Oswego.

KEELIN—Mrs. Ida, 66, mother of Louise Dresser, film actress, recently in Glendale, Calif., after a long illness. A son, William, manager of a Pasadena theater, also survives. Services March 10 and burial in Forest Lawn Cemetery, Hollywood.

LAVALLIE—Peter, 70, former circus performer and at one time head of the Lavallee family, tumbling troupe, at his home in Chicago March 11 after two years' illness. Lavallee was credited with introducing stutary posing now used in circuses and vaude. After retirement from the circus he taught acrobatics at a YMCA in that city. Survived by four daughters. Burial in Graceland Cemetery, Chicago, March 13.

LEISENBRO—Mrs. John L., mother of Lodema Corey, repertory actress, March 9 in Kansas City, Mo. Body was sent to her home in Mason City, Ia., for burial. Survived by two sons, Lloyd and Leon.

LEONARD—George, 62, veteran minstrel and dramatic actor, March 12 at his home in Washington after an illness of two months. He was seen at the old Academy of Music, Washington, in *Dr. Jekyll and Mr. Hyde* and also appeared in comedies with traveling companies in the West. A graduate of Georgetown University, Washington, Leonard worked as electrician at the old President, Trivoli, Metropolitan and Columbia theaters, that city. He was an early member of the Washington stagehands' union. Survived by two sons, John H. and George S. Jr., both of New York; a sister, Mrs.

Margaret J. Conley, Washington, and two brothers, Maurice M., Atlantic City, and Charles J., Chicago. Services March 15 and burial in Mount Olivet Cemetery, Washington.

LUSSE—Robert F., 67, of Lusse Bros., Inc., Philadelphia, of a heart attack at his home in Elkins Park, Pa., March 11. Survived by his brother, Joseph H., who has been ill in Florida and was unable to attend the funeral; daughter, Florence; sons, Robert C. and Raymond, and nephews, Joseph H. Jr. and Richard F. Employees of Lusse Bros. were honorary pallbearers at the funeral from the home on March 17. In attendance were many ride and amusement device manufacturers from the East, and many telegrams of condolence were received. Among 150 floral pieces were those from Showmen's League of America, American Recreational Equipment Association; National Association of Amusement Parks, Pools and Beaches; Westley Amusement Company; Cettin & Wilson Shows; West View Park, Pittsburgh; Spillman Engineering Corp., Philadelphia; Toboggan Co.; New England Section, NAAFPB; Dodgem Corp.; Long Beach (Calif.) Pleasure Pier and El Bridge Co. He was a member of Masonic orders. Joe Redding, representing Rubin & Cherry Exposition, Sew from Peoria, Ill., and Nate Miller from California to attend the funeral. Interment in Oak Hill Cemetery.

MCINN—John, 58, monologist, dancer and former member of McInn Bros., vaude act, in Chicago March 10 of heart trouble. Burial in Calvary Cemetery, Chicago.

MCQUIRE—J. Willard, 65, Philadelphia theater manager for 21 years, March 16 of pneumonia at his home in Pleasantville, N. J. He formerly operated the Grand Opera House and managed the Lyric and Chestnut theaters, Philadelphia. At one time McGuire was associated with the Shuberts in New York, and for 11 years was identified with the Apollo Theater, Atlantic City. Later he was connected with Warner theaters in Atlantic City, and at the time of his death worked at the Colonel there. He was a member of the Elks, Red Men and Actors' Guild. Survived by his widow, Emma L. McGuire. Services March 18 and burial in Laurel Memorial Park, Atlantic City.

MAGRUM—Joseph, 69, father of C. Thomas Magrum, magician, recently at his home in Rock Island, Ill., after a four months' illness. Another son, Joseph Jr., also survives.

MARCOULIS—Edward, 66, retired theater builder, March 13 in Roosevelt Hospital, New York, of pneumonia after a three weeks' illness. Soon after he entered the real estate business he specialized in properties in the theater sections of New York. He became a builder of theaters, erecting 41 for the Shuberts and others for Marcus Loew. He retired 10 years ago, making his home at Beverly Hills, Calif., and was on a visit to New York when he died. Survived by his widow, Hattie Stream Margolis, and two children, Hortense and Lyonel. He was a member of the Grand Street Boys' Association and Shakespeare Masonic Lodge.

MARRINER—Rudolph, father of Susan Hayward, screen actress, recently in New York.

MARTEL—Mrs. Arcelina, sister of Louise Beaudet, prima donna, in Harlem Hospital, New York, recently. Burial arranged by Actors' Fund of America in Catholic Actors' Guild plot, Calvary Cemetery, New York.

MILLER—Fred T., veteran cookhouse operator and concessioner, March 16 in Little Rock, Ark. Survived by his widow; a daughter, Mrs. Mildred Hays, and three sons, Floyd E. H. E. and Fred T. Jr. Burial in Oaklawn Cemetery, Little Rock.

MILLER—Fred Sherman, 72, former actor, musician and singer, March 13 in a Newton, N. J., hospital as a result of burns received when his room caught fire March 11. For a number of seasons Miller traveled with Klaw & Erlanger's *Sea-Hur* Co. He also played in De Koven's *Robin Hood* and other musical shows. He retired 12 years ago, following a nervous breakdown, to devote his time to song writing. Burial in the family plot in Newton.

MORITANI—Nasno, for many years concessioner at Bavin Rock Park, New Haven, Conn., March 15 in that city.

OGLE—Arthur B., 86, Detroit newspaper man and former theatrical press agent, March 13 at his home in Detroit of a heart attack. He was at one time

city editor for the old *Detroit Journal* and later city editor for *The Detroit Times*. Before becoming a newspaper man he was press agent for Rowland A. Clifford, producer of old-style melodramas. Survived by his widow, Katharine, and a son, John.

PERRY—Eugene, 62, former theater owner, March 6 in St. Elizabeth Hospital, Elizabeth, N. J. At one time he managed an Atlantic City amusement pier.

RANDALL—A. J., Australian film exhibitor, recently in Bourke, N. E. W., Australia.

RICE—Jacob E., 75, member of Lisbon (O.) Columbiana County Agricultural Society for 20 years and treasurer for nine years, March 13 in Salem (O.) Clinic Hospital. His widow and two sons survive. Services and burial in Lisbon.

RODGERS—Frederick O., 45, baritone and former manager of KDKA, Pittsburgh, recently in St. Francis Hospital, that city, after two months' illness. At one time he managed all Westinghouse-operated stations, retiring several years ago to head his own chemical firm. He was a member of the Masonic Order, Rotary and World Radio clubs.

ROOKER—Virginia, 19, had three seasons with Earl Meyer's *Streets of Paris* on the Gooding Grand Shows, at Memorial Hospital, Elyria, O., March 3 of peritonitis following an appendectomy. Burial in Elyria March 7. Survived by her mother, a sister and three brothers.

ROSEN—Joseph, father of Sam Rosen, Columbia Pictures cameraman, March 3 in New York. Rosen's four other children are also in pictures.

SCHUBERT—Mrs. Sophia, for 16 years operator of Schlitz Amusement Park, Milwaukee, before the property was sold to the city, at home of her daughter in Milwaukee March 7. Survived also by a son, sister and brother.

SEVENOAK—Dr. Frank Louis, 79, composer-musician, teacher and physician, March 15 of heart disease in Pittsfield, Mass. For 25 years he was professor of English and history at Stevens Institute of Technology, Hoboken, N. J., and for three years was acting president.

SHEMAN—Lester, 49, for many years dancing partner for Beadie Clayton and Pearl Regay, March 14 at Saranac Lake, N. Y. Survived by a sister. Burial in New York.

SIMMS—Burdie, 71, veteran conductor of medicine shows, March 18 in Booth Memorial Hospital, Fremont, O., from a complication of disease. Survived by her husband, Harry R. Myers, who was associated with her in the operation of med shows for past 20 years.

STONE—Fred, 51, songwriter and announcer at KOPF, Los Angeles, March 2 in General Hospital, that city. He underwent an operation three weeks before his death. He was an announcer for seven years in Paducah, Ky., before going to Hollywood. His song, *Fog Bound*, was recently optioned by a film studio for use in a picture. Survived by his widow, Lillian, and a daughter, Caroline, both radio dramatic players. Services and burial March 4 in Inglewood Cemetery, Los Angeles.

STURVE—Robert C., 72, head of groups operating three theaters in Findlay, O., March 15 in that city. For many years he operated the Orpheum Theater, Canton, O. He opened his first theater in Akron in 1912. A son, Walter, identified with the Findlay theaters, survives. Burial in Mansfield, O.

SUTHERLAND—Laura Alberta, 75, for many years a dramatic actress, March 17 in the Home for Incurables, Bronx, N. Y., where she had been confined in recent years. She was the daughter of the late George W. Harrison, theatrical manager, and widow of John Sutherland. Mrs. Sutherland made her debut when 5 years old as La Petite Alberta. She played for three years in Hazel Korke with the Madison Square Theater Company, and for two years appeared with Creston Clark. Later Mrs. Sutherland was seen in *The Two Orphans* and *Bartley Campbell's The White Slave*. After 1900 she had leading roles with important stock companies in Seattle, New Orleans and Portland, Ore., and subsequently appeared for two years in *Madame X* under management of Henry W. Savage. She made her last appearance in *The Miracle at the Century Theater*, New York. Survived by a daughter. Services March 21 under auspices of Actors' Fund of America and burial in Cemetery of the Evergreen, Brooklyn.

TRUNKET—Charles, 74, musician with the Edgerton (Wis.) Concert Band for many years, February 13 in a hospital (See FINAL CURTAIN on page 74)

McCoy To Double Back Into Middle West; New England Territory Out Temporarily

CANTON, O., March 19.—Original plan of Col. Tim McCoy Wild West Show to play New England territory early in season has been abandoned, at least temporarily, and show will double back into the Middle West immediately after week-end at Philadelphia, agents' activities indicate.

New England territory surveyed by McCoy's activities was found to be none too encouraging and with no immediate prospect of improving executives decided to take a chance on industrial cities in the Middle West despite that these have been hard hit by current industrial lull. John Nevins, contracting agent, has

been in Pennsylvania and Ohio last several days, show having been contracted for several Pennsylvania stands for mid-May, with a number of key cities in Ohio to follow later in month. Youngstown, May 25; Akron, 26, and Massillon, 27, have been contracted. From there show is due to move into West Virginia.

Show had originally been penciled in for Canton, but agents decided to play Massillon eight miles west of here rather than encounter opposition forces of both Cole Bros. and Ringling-Barnum, both contracted to play here within a month. Cole show May 19 and Big One a month later.

Sixty Men at Harris Quarters

36 pieces of rolling equipment for show—change seating arrangements

NASHVILLE, Tenn., March 19.—Activities at Harris Bros. Circus quarters are at their peak, with more than 60 men in various departments. Under direction of Chief Mechanic Tom Adams and A. H. Valentine, the 36 pieces of rolling equipment (Chevrolets) have been overhauled. Owen (Slim) Webb, master of transportation, made a deal here whereby all tires were traded in for new ones. F. D. Johnson has about completed repainting show. Color scheme of trucks—silver body, with scrolls and embellishments of red, blue, gold and yellow.

Texas Joe Clark has charge of carpenter shop under supervision of Sam Marretta, general superintendent. A grand stand has been built and all other seats and properties have been overhauled. Because of change in big top from four poles and three rings to six poles and five rings it was necessary to change seating arrangements.

The canvas, all new, has been delivered by Charles O. Driver, of the O'Henry Tent and Awning Co. Colors of red, white and blue have been carried thru-out entire show.

New Banner Line

Neiman Studios have delivered a new banner line, including 14 double-deck and a double width double-deck doorway with frontage of 185 feet.

Side show equipment has been put in order by Jack Croak and Ted Milligan. (See SIXTY MEN on page 72)

New Series of

Legal Opinions

In this issue, in the Carnival Department, is the first of a new series of legal opinions of special interest to such showmen as circus owners, carnival operators, attraction managers and pitchers, showing how to avoid litigations and giving advice on how to win suits. One of these articles will appear in the last issue of each month.

The author, Leo T. Parker, is a well-known writer and lawyer. His career has been varied and interesting, including ownership and management of a show; manufacturer and salesman of automobile accessories; commissioned officer in the United States Army; general contractor; in 1922 was admitted to practice law before the Supreme Court of Ohio; in 1925 was made attorney and counselor of the United States Circuit Court of Appeals for the Sixth Circuit, and in the same year he was registered to practice as an attorney before the United States Patent Office. In addition to studying law he graduated as a machine designer in 1923. Since 1924 he has compiled numerous legal opinions which have been published nationally.

Don't Miss
This Feature:
Art and Fame in Circus Posters
By P. M. McCLINTOCK
in the
Spring Number of The Billboard

Harriman's Staff On Downie Show

MACON, Ga., March 19.—Jerome T. Harriman will again be general agent of Downie Bros. Circus, his sixth consecutive season with Charles Sparks.

He will have following in his department: James M. Beach, contracting agent; Lee Connarroe, manager advertising cars, with crew of all union billers; James M. Salter, 24-hour man. A story press agent will be one week ahead of show. Position was made vacant by recent death of Jean Belasco.

Robbins Planning Motorized Show

NEW YORK, March 19.—According to Joseph Hughes, of the George A. Hamid office, Frank A. Robbins Jr., oldest son of the late Frank A. Robbins, who owned and operated Frank A. Robbins' Circus for many years, is understood to be in Montreal preparing to launch a completely motorized show featuring Capt. William Schultz and his wild animals.

Title will probably be Frank A. Robbins Circus with Captain Schultz's Wild Animals. Winter quarters have been established in Montreal, where financial backing is reported to be coming from. Schultz is breaking animals for new acts at quarters.

BRISTOL, Va., March 19.—Ed L. Conroy will again be car manager and contracting press agent for Tom Mix Circus. He left tonight for Texarkana, Tex.

Gardens' Indoor Dates To Be Followed by Tour Under Canvas

TORONTO, March 19.—Garden Bros. Circus, organized here February 21 and papers filed with the Ontario Government, will play its first date here week of April 18 in Coliseum Building on Canadian National Exhibition grounds. Will be under auspices of Toronto Fire Fighters' Association.

This will be followed by two three-day indoor dates at Kitchener and London, both in hockey arenas. Following indoor dates circus will be organized to play three-day stands under canvas in Ontario, Quebec and maritime provinces.



GARDNER WILSON, who served in press department of the Barnes show last year, will join Ringling-Barnum in April.

R-B Will Leave Sarasota for New York Apr. 1

SARASOTA, Fla., March 19.—Winter quarters of Ringling-Barnum Circus will close to the public March 27. The week of the 27th will be spent in loading and preparation for departure. Show will pull out for New York April 1.

Training activities are at their height, with animal and equestrian acts working out daily, as well as practice sessions for Nepal, the spec. Capt. Terrell Jacobs in polishing his 25-lion act and drilling sensational new black leopard act daily behind closed doors. William Heyer has been placed in charge of all high-school training and displays by John R. North. He has been drilling a Bengal lancer company for appearance in Nepal.

Work is nearing completion on the new air-conditioned cage that will accommodate Gargantua, show's giant gorilla, on the road. It is 24 feet long and insulated thru-out. It is barred with chilled steel at two-inch intervals, with plate glass outside the bars. Chambers at end of cage provide quarters for the keeper and space for air-conditioning machinery. Temperature within chamber will be maintained at 70 degrees.

Willard D. Coney left last Monday for Philadelphia after wintering here. Mr. (See R-B WILL LEAVE on page 72)

Zanesville License Set Despite Protests

ZANESVILLE, O., March 19.—Despite protests of William Morgan, of Downie Bros. Circus; Frank Bowen, who has been with Walter L. Main and other shows; Billy Owens, retired policeman; and William Merrick, formerly with Forepaugh-Sells, Hagenbeck-Wallace and others, city council passed an ordinance requiring a fee of \$60 for small shows traveling by truck or wagon; for railroad shows of 35 cars or more, \$75, and for shows of 36 cars or more, \$100.

However, there is a neutral strip of ground suitable for all size shows between Zanesville and South Zanesville which is not in corporate limits of either, where only county license need be paid.

Title of show is owned by William A. and Robert B. Garden, who have conducted the Canadian Vaudeville Exchange.

Merrick R. Nutting, last four years agent for Conklin's Shows, is business manager and in charge of promotion office for Toronto date. Herbert M. Knight, engaged as general agent, is in Western Ontario arranging dates for spring and summer tour. Hal J. Miller, formerly of The Windsor Star, is handling press, and a general staff is being assembled.

H-W Press Staff Set

Naylor to direct publicity—private Blacaman showing for newsmen

PERU, Ind., March 19.—Following a conference between Howard Y. Bary, general manager of Hagenbeck-Wallace Circus, and William H. Naylor, director of publicity, roster of press department of show was completed. Will L. Wilken will be on the No. 1 car and contract the newspapers. J. R. Hervey and H. E. Colvin will be story men and with Bill Naylor will handle two play dates each week. Following the system of last season, Naylor will make the metropolitan spots wherever possible.

Press staff met in the general offices here and visited training quarters, meeting Blacaman and Poodles Hanneford and seeing many of the new equine features which will have a prominent part in the show.

Arrangements are being made for a private exhibition of the hypnotic powers of Blacaman for a group of internationally known newspaper men, together with photographers from four of the big picture magazines. This will take place at quarters.

Tom Mix Opening April 2; Expects To Go to Coast

TEXARKANA, Tex., March 19.—Tom Mix Circus will open here April 2, auspices of American Legion. Show is routed in this State and Oklahoma and then is expected to head for West Coast and Canada.

General Agent Irish Horan has completed a new line of special paper. The No. 1 car will carry 14 billposters and lithographers, and No. 2 car, a week ahead, will have three billers and press agent. A contracting press agent will be on No. 1 car. Two story men will contact each town, seven and three days ahead.

Robbins Starts At Kokomo Apr. 30

ROCHESTER, Ind., March 19.—Robbins Bros. Circus will open season at Kokomo, Ind., April 30. The American Legion is the sponsor and in connection with the merchants has arranged for a huge dollar-day event. A big street parade will start the day's festivities. In quarters everything is hustle among the carpenters, painters, mechanics, trainers and other employees numbering more than 200.

William Backell, manager of No. 1 car, spending winter at his home in Philadelphia, is due April 10. Pat Murphy, brigade manager, is expected from the West Coast shortly. Floyd King, general agent, has returned from St. Louis.

The show will be illuminated by three 30-kilowatt generators powered by Studebaker engines. Jess Murden, commercial advertising manager, arranged for the national tie-up with Studebaker officials at South Bend. Harvey Mayer, in charge of official program of show, spent several days at quarters.

William O'Day will be superintendent of side-show canvas. Has been at Miami Beach, Fla.

H. J. McParlan, after making several Shrine circus dates, is in quarters conferring with Rex de Rossett in regard to spectacle, La Argentina. Capt. John Smith is in charge of menage horses.

J. R. Lowe, general manager of the Erie Lithographing and Printing Co., visited in quarters last week, a guest of Mr. and Mrs. Jess Adkins. J. P. Grace, Kokomo, Ind., and Frank O. Upp, Peoria, Ill., circus fans, were visitors Thursday. R. B. Dean, member of press staff, is wintering at his home, Milford Center, O.

Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of The Billboard during the winter.



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With the **Circus Fans**
By THE RINGMASTER

President: MELVIN D. HILDRETH, W. M. BUCKINGHAM
118 Evans Bldg., Washington, D. C.
Secretary: THOMAS BANK, Norwich, Conn.
(Conducted by WALTER HORNEMAN, Editor "The White Top," now Historical Printing Company, Bethesda, Md.)

ROCHELLE, Ill., March 19.—On March 9 a meeting of the Binghamton, N. Y. Boy Scout Council was held in Pat Valdo Tent Circus Room in the Barlow Building, where plans were made for the Scout Jamboree and Circus in June. Fans Stuart English and G. H. Barlow III were placed in charge of program, which will embrace 300 scouts in acrobatics, gymnastics, drills and parades as well as clowns and boys dressed as animals.

Bugs Raymond and Walter M. Buckingham, Norwich, Conn., attended Frank Wirth Circus at Jamaica, L. I., on March 7 and were shown every courtesy.

Recent visitors at office of White Tops were Mr. and Mrs. Storm Shultz, Galesburg, Ill., and John Tetlow, Union City, O.

Karl K. Knecht, one of directors of the Evansville (Ind.) Zoo, received a pair of leopards and a tiger from Capt. Terrell Jacobs.

Melvin D. Hildreth had the honor of attending hatching of the first penguin to be born in captivity at the zoo there, and The Washington Post commented that the president of the CPA participated in this historic occasion.

F. K. Loxley was prominently mentioned for his CPA activities in an article in March issue of *Doings*, published by St. Andrew Chapter, Guild of All Saints' Memorial Church of Providence, R. I. Article mentioned that Loxley had all copies of *The Billboard*.

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When Bill Montague, of West Hartford, Conn., attended the WPA Circus at Coney Island, N. Y., he visited with Wendell J. Goodwin, press agent, and others, and was shown every courtesy. He also visited studio of E. J. Kelly and looked over his interesting collection of circus photos.

Business Light for WPA Show At Stauch Arena, Coney Island

NEW YORK, March 19.—The WPA Federal Theater Project's circus closed its week-end run at Stauch's Arena, Coney Island, March 13. His was light with exception of Saturday matinee. Show will play three one more week-end and then return to New Jersey, with Palerson first town on itinerary. Visitors were W. L. (Bill) Montague, West Hartford, Conn., circus fan, and a sister and daughter of Manager Eddie Sullivan.

Harold Sullivan, in charge of promotion activities on show, flew to Los Angeles Monday night on business. Will return in a week. During his absence I. Gold is handling promotion.

The show will begin its tenting season May 10 in Long Island, Wendell J. Goodwin reports.

Henry Kyes Re-Engaged With Hagenbeck-Wallace

HAITHORNE, Mass., March 19.—Henry Kyes has been re-engaged as band leader of Hagenbeck-Wallace Circus. Will introduce a slap string bass accordion novelty. He is composing an opening number for show, also numbers for Blackman presentation and dance of Congo ballet. He will retain the odd-time gallops, blare, etc., but done in modern style.

Kyes is experimenting with a sounding board to be built over band shell.

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Under the Marquee

By CIRCUS SOLLY

MILO LARRAWAY, sword swallower, will again be with Downie Bros. Circus.

THE BIG ONE will be in Birmingham, N. Y., July 21.

AERIAL BROCKES have signed with Parker & Watts Circus.

WILLIAM KENNEDY will be in advance of Hagenbeck-Wallace Circus.

LEON LONG, magician, formerly with big tops, is planning to again be with a circus.

HENRY SMITH will have colored band with World Bros. Circus, which will open middle of April.

FEWEE, clown, and dog, Rex, are working public schools in Jacksonville, Fla.

HILL BAILEY, clown cop, is doing street advertising for Warner Screeno nights at Warner Theater, Memphis.

VIRGIL B. DARE, impersonator with Rice show last season, is playing night clubs in Illinois.

IS THERE ANY performer today doing a round-off, flip-flap and back somersault on a slack wire?

MACK KASSOW did not close with Frank Wirth's Circus as mentioned last week. He has several more dates before joining Downie show.

PROPS, trucks and cages are being painted and animals trained at quarters of Clayton Circus, Caatie Creek, N. Y.

THE DAYS of slugging are over and the sooner managers realize it the better for all in the business.

RINGLING-BARNUM will exhibit at Akron, O., June 15. Lot at South Main street and Wilbeth road will be used.

BILL JOHNSON, en route to Art Mix show, stopped off at El Paso, Tex., and visited quarters of Barney Bros. Circus. Says show looks swell.

ROBERT MILO, clown, who sustained a fractured leg in auto accident, pens that he is out of hospital and doing nicely.

THE KLINES (Elmer and Elvira) were in Indianapolis week of March 7, working for Chevrolet (National Used-Car Week).

THE ORTONS (Iva, Myron and Norman) wish to thank friends for letters of sympathy on recent passing of their mother.

FRANK B. HUBIN, veteran showman of Atlantic City, has started his campaign of boosting for Elks' National Convention there in July.

FLOYD CROUCH THIO, wire, was one of acts at fifth annual Palm Springs (Calif.) Desert Circus March 17. Will be with Hagenbeck-Wallace.

THE OUTHRIER finished 10 weeks' engagement with High, Wide and Beautiful, a Gus Sun unit, and are now preparing for outdoor season.

CAPT. DAN E. FOX has returned to Sidney, N. Y., after a trip thru Texas which included a visit to ranch of Col. W. M. Johnson. He met many showfolk in that State.

TOM MIX is favorite performer of Mrs. Kenneth (Doe) Haines, and Harold Barnes that of J. A. E. Oakham. What is yours?

JAMES KEENAN, a dyed-in-the-wool circus fan of Clarkburg, W. Va., never fails to go out of his way when a circus agent comes to town. He's in the glass manufacturing business.

HEYWOOD BROWN, in his "It Seems to Me" syndicated column, recently had a story concerning John Ringling North and the R-B show's big gorilla, Gargantua.

REMEMBER when Todd Judge Family, Risley acrobats, did their act on the backs of camels in one of Fred Thompson's productions at the New York Hippodrome?

THEO FORSTALL has Solly's sympathy in the loss of his mother and brother within six weeks' time. Mother died January 17, and he buried his brother, 42 years old and single, March 5.

E. E. COLEMAN, of Dayton, O., while in Florida fractured his left arm, which kept him in a Miami hospital four weeks. Will be in cast until middle or last of April. Is planning to put out a circus with another party.

W. H. (DOC) JONES and wife, former trouper, recently entertained a number of friends at a fish fry at their home in Massillon, O. Among guests were Mr. and Mrs. Pete Maria, Duke Drukenbrod, Roy Wild and Jane and Jim DeLong.

KEEP THAT CIGARET out of your mouth while on duty. It is not seen around the movie houses.

HERB TAYLOR, clown alley chief of Circus Division of Massachusetts Federal Theater Project, will feature Snow White and the Seven Dwarfs as a walk-around when project's circus takes to lots in June.

ORIGINAL FLYING Valentines opened season at Nacogdoches, Tex., with Texas Longhorn Shows, second year with show. In troupe are Roy, Fred and William Valentine and Mary Atterbury. Act has high rigging.

WILLIAM (POP) CAHILL, who is at Massachusetts State Hospital, Tewksbury, Mass., writes that he has lost old-time route cards, photos, etc., and would ap-

Showmen's Club News

Circus folk interested in the activities of the various outdoor showmen's organizations will find the news of these in each issue of The Billboard, generally in the Carnival Department.

preciate it if someone would send him routes of the McCaddon and Buffalo Bill shows when they were in France.

RAY BRISON, who has been visiting at Reading, Pa., states that Captain Andrews returned home after playing a few weeks in North Carolina with his trained bear; Shorby Shearer will soon leave to join Lewis Bros. Circus; Three De Homans will join Harris Bros. Circus.

THIS SEASON will be Jerome T. Harrison's silver jubilee with the white tops. He says: "Have enjoyed every minute of my 25 years with the tops and if I had to go back to April 15, 1914, to pick my vocation I would again choose the circus. I love it."

LUCIUS JENKINS, former trouper who has tourist camp at Tifton, Ga., says that Soldier Zandoff (prop on Downie show) has been "killing" the winter with Tony Lamb Show and that Jimmie Baker and wife, Teresa Morales, will be back with Sells-Sterling, he as bannerman.

PERCY SMITH, Jew comic, has returned to Detroit after playing Chicago, Detroit and Cleveland dates for Orrin Davenport. Prior to opening of Shrine Circus, Detroit, Smith went on air with four 15-minute programs, arrangements made by Eddie Stinson. Will play one more date for Davenport at Windsor, Ont.

J. FRANCIS HANEY, who has been ill of arthritis since last fall, will not be with the Uncle Andy Dog and Pony Show. Is improving slowly since his discharge at Veterans' Hospital, Indianapolis. His interest in show will either be sold or taken over by his partner, S. B. Anderson.

WALTER L. MAIN and Eddie Cantor were guest speakers at Al Koran Luncheon, Shrine Club, at Statler Hotel, Cleveland, March 11. The 1917 Main motorized show property will be known as Newton Bros. Three-Ring Circus. Main states that he is not interested in the Newton show.

THE "MOTHER" is one of the most interesting characters of the circus. Her life is devoted particularly to the welfare of the women performers under tents. Her official duty is matron to the women's dressing room.

ARTHUR BORILLA, after closing season with Hagenbeck-Wallace, spent holidays in San Antonio visiting his sister and her family and, incidentally, appeared at high school auditoriums in his one-man show. Also appeared at Witly Memorial Museum. Arthur is now booking schools and service clubs in Galveston.

AT CORONER'S inquest in Buena Vista, Miami, Fla., concerning death of Jean Belasco, jury found that it was negligence on part of late press agent that he was killed. It was first reported that he was killed instantly, but he died in ambulance before it arrived at hospital. Engineer admitted he was running 55 miles an hour at time of train-auto crash. Belasco was buried in Woodlawn Cemetery, Miami, in Jewish section.

WILLY FEURIS, who died recently, brief mention of which appeared in the Final Curtain, was one of the foremost barrel juggling, Risley and carrying perch performers of his day. Started with French & Co. show in 1883 and later was with Burr Robbins, Lemen Bros., Van Amburgh & Co., Shay, Sun Bros. and at one time a partner with Pete Sun in a two-car circus playing Southern territory. Also was with George Christy, Reed's European and Great Keystone shows. For a number of years he worked Cort Circuit in vaudeville with his wife and son. His last professional appearance was with Sam Dock's Silver Bros. Circus. Interment was in Greenwood Cemetery, Chester, Va.

THE FIRST elephant ever born in captivity in this country was at Ridge avenue and 21st street, Philadelphia, March 10, 1880. The event attracted a great deal of attention among scientists and students of natural history. Crowds of people flocked to see the baby. The period of gestation was 20 months and 23 days. A baby elephant suckles the mother thru the mouth and not the trunk.

Sawdust and Spangles

By CHARLES WIRTH

THE Alexandria (La.) Daily Town Talk, issue of March 12, carried an interesting little story of the late Col. M. L. Clark and son, Earl, living in that city. The Colonel was one of the most noted men of "mud wagon" circus days and headed Alexandria his home and headquarters for many years. Wherever the big tops were known the name of M. L. Clark & Sons was known, and even now the name of M. L. Clark is revered by old-time trouper. He was considered a genius in circus business and was honored and respected accordingly.



CHARLES WIRTH

We quote from the daily: "The name of Clark may again become famous, altho in an entirely different calling. Mr. Clark left to the world a son who is also a genius, even tho the world may never learn it. He is Earl, who was born in a circus wagon at Perdus Hill, Ala., 31 years ago, while show was playing that date.

"At 6 Earl was with the circus in West Texas and was stricken with spinal meningitis from the effects of which he became deaf and a cripple. Now he must use a wheel chair, but this handicap does not prevent him from exercising his ability as an artist. Mr. Clark's talents are for wood carving and painting. He never received a lesson nor word of instruction, yet his work is truly marvelous.

"A plaque, entitled 'Crossing the Sierra Nevada,' and a carving and painting on native Tupelo gum hang in the office of Mayor V. V. Lamkin, and are splendid examples of the artistic ability of Mr. Clark. He and his mother live in a trailer that is parked near Shirland and 15th street. There Earl pursues his art work of carving and painting. The trailer that constitutes the Clark's home was made by him.

"Probably, as with many artists, the value of his work will not be properly appreciated until long years have passed, but he is an artist and a genius and most certainly deserving of greater monetary returns than he is receiving."

Hunter Jarreau, secretary-treasurer and manager of The Town Talk, is a member of the Circus Fans' Association, which, of course, means that he is very much interested in circuses and showfolk.

SEVERAL weeks ago in this column appeared a list of circuses that will be on tour this season. Two others have come to our attention—Riggs Circus and Wild Animal Show and Garden Bros. Circus.

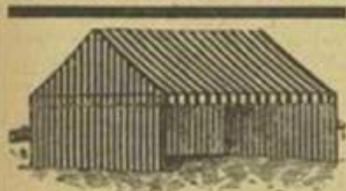
Riggs Opening April 16; New Top

UNION, Neb., March 19.—The Riggs Circus and Wild Animal Show, motorized, being readied here, will open April 16. Ten lengths of reserved seats are being built. A new big top has been ordered from Baker-Lockwood. The old one has been retained for side show and old kid show top will be used for cook-house. Two new light plants have been purchased. Management will add a new stringer truck, and trucks will be painted red and aluminum. Four ponies and an African lion were bought. Show will have a special line of paper.

Lillian Riggs is owner-manager of show; D. H. Riggs, assistant manager. Among those who will be with show are Jack McCrary, general agent; John Kern, concession; LeRoy Crandall, pitchman; Melvin Devos, banner; Joe Bryan, novelties; Victor Welix, chef; Art Crawford, bandmaster; Clara Crawford, calliope; Buck Riggs, concert feature. Feature of big show will be the Riggs Four, triple horizontal bar act. Performance will be staged in two rings and on a stage.

NATE LEON has taken advertising department for merchants' exploitation with Lewis Bros. Circus and is lining up national tie-ups.

TUCKER FOR TENTS



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Concessions!

This attractive Concession Tent is made to order of painted stripe material or genuine mineral dye khaki. Just furnish us desired specifications or let us know your specific requirements and we'll quote our low prices.

Everything from a pup to a circus tent—in stock or TUCKER-MADE to order. Write Dept. F-30 for Tent Price List.

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FORT SMITH, ARKANSAS

TUCKER—The Tentmaker

EDDY BROS. CIRCUS

Wanted Circus Performers in all branches: Aerial, Ground and Wire Arts. Family that does several acts. People to work stock. Circus with specialities. Musicians on all instruments. Best Extraneous for big top and side show. Fresh the Jew, write. Side-Show People that have novelties. Candy Business. Hires for popcorn machines, Lunch Counter Man. Full testimonials and lowest salary in field.

CHAS. T. HUNT, Mgr.
Trenton, N. J.

WANTED

Headline Dancers and Sweet Men for Small Bros. Circus. Fresh Outfits and Plans for lease.

G. V. CRAWFORD,
1215 S. Emporia Ave., Wichita, Kan.

"The Showman's Insurance Man"

Charles A. Lenz

See Ad on Page 47

The Corral

By ROWDY WADDY

TECK COREY, who appeared with Art Mik's Wild West concert last season, writes from Boston that he has been signed with Wallace Bros.' Circus. Corey spent the winter playing night club dates in the Hub City.

ALL-FLORIDA Championship Rodeo in Kissimmee, Fla., March 29, under police and arena auspices, was produced by the 4-B Ranch, with Arizona Dave Little as arena director and Major O. Watson Scott handling publicity chores.

TAMA FRANK NELCEY, trick and fancy roper and entertainer, after spending the winter playing night club and radio dates in Waterbury, Conn., is now breaking two horses for trick riding and roping acts. Frank writes that he plans to open in Meriden, Conn., about May 1.

ROY B. RUMPF again has been named general manager of third annual rodeo to be held in Rochester, N. Y., this summer. All events are contest and sanctioned by the Rodeo Association of America. Stock will be furnished by JE Ranch Rodeo and Col. Jim Eskew will direct the arena.

RODEO PERFORMERS who have already signified their intention of participating in the three-day rodeo in Crystal, Tex., next week are Jack and Art Sellers, Tom Taylor, Juan Salinas, Allan Holder, Toots Mansfield, Rusty McGentle, Dick Shelton and Renee Shelton, J. D. Perkins and Jack Hoey.

ALBERTA STAMPEDE MANAGERS' ASSOCIATION at its annual meeting at the Remfrew Club, Alberta, Can., March 11 re-elected the following officers: Ray Knight, president; W. A. Birney, first vice-president; A. E. Russell, second vice-president, and E. L. Richardson, honorary secretary.

VERNE ELLIOT and Eddie McCarty again have been contracted to produce the five-day rodeo feature of the 41st annual Cheyenne (Wyo.) Frontier Days. Construction work for enlarging the grand stand is under way. General committee includes B. J. Hofmann, chairman; Art Trout, I. H. Townsend, Jim Storey, E. A. Saegert and Robert D. Haneworth.

JOHN A. GUTHRIE, president and director of the New Frontier Days, spon-

sored by the Mounted Troops of America, was appointed a Colonel on the Governor's staff of Oklahoma March 10 by Lieutenant Governor James E. Berry of that State. Tex Ritter, Western singing star, while making a personal appearance in Muskogee, Okla., recently was a guest at Guthrie's ranch.

DAVE NIMMO, Cheyenne, Wyo., purchasing agent for the Tim McCoy Wild West, was beaten and robbed of \$1,900 recently at Circle Inn Tavern, Fort Worth, Tex. He received cuts about the face in the altercation. The only one of the assailants named by Nimmo that was charged with participation in the robbery was C. D. (Junior) Colwell, Colwell was under \$3,000 bond when he took his life on March 12 just after competing in the steer-riding event at the Fort Worth Rodeo. Two other acquaintances named in Nimmo's complaint, Ed Davis and Nocona Silba, have not been held as yet. Part of the money was found at a Lake Worth camp several days later.

JUDGES AND OFFICIALS of the various Alberta stampedes who attended the Calgary Stampede Committee's annual meeting March 11 for the purpose of carefully going over stampede rules to determine what improvements can be made as a result of experiences of past years were: J. Charles Tule, Carstairs; N. J. Christie, Calgary; James Mitchell, Medicine Hat; R. L. Carry, Black Diamond; Pete LeGrandeur, Pincher Creek; Alex Fleming, High River; Walter Pesko, Dorothy; Thomas Lawson, Jussar; Bert Connelly, Lundbrock; J. J. Miller, Craigmyle; J. Van Wessel, Bentley; Ray Knight, Raymond; Dick Coogrove, Rosebud; E. McCormick, F. L. Moorhouse, J. M. Dillon, L. J. Chown and E. L. Richardson, J. B. Cross, chairman of the Stampede Committee, president.

SEVEN-DAY Oklahoma Live-Stock Rodeo, which got under way March 21 at the Stockyards Coliseum, Oklahoma City, under Chamber of Commerce auspices, is being produced by T. W. Kelley and H. D. Binns. Other rodeo officials include Dick Trullit, arena director; Hub White-man, Claude Wallace, Judges; Monte Reger, announcer; Pete Adams, publicity; Barton Carter, live-stock director; Fred Alford, arena secretary, assisted by Freddie Shaw. Contracted performers for the event, which is being conducted according to RAA rules, include Chester Byers, Junior Eskew, trick ropers; Jimmie Nesbitt and John Lindsay, clowns. Recent visitors to rodeo headquarters included Wylie Elliot, bronk rider; Col. Jim Eskew, George Ward, Grace and Vivian Wylie and Violet Clemons.

HARMAN W. PERRY, mayor of Ogden, Utah, and president of the Pioneer Days Celebration to be held there this summer, and his staff are already engaged in completing arrangements to make the week-long event the biggest in history of the city. Perry has already signed contracts with Harry Rowell, who will furnish stock for the four-day rodeo to be held in conjunction with the celebration. Other attractions will include Abe Lefton and Homer Holcomb, clowns; Ted Allen, World's Champion Horseshoe Pitcher; Luke J. Pasco and his sheep dogs; Johnny Grimes and his brahma bull, New Deal; Mamie Francis, trick shot; Gene Creed, Dick Griffith, Ted Lucas, Pauline Nesbitt, Doris Case, trick riders and ropers. Jimmie Nesbitt has been contracted to assist in the clown and bull-fighting exhibitions.

WEEK-END performances of the rodeo being held in conjunction with Southwestern Exposition and Fat Stock Show, which got under way in Fort Worth, Tex., March 11, were sellouts. Event, with few changes in presentation from past years, has grown to be the stock show's money-making feature. Verne Elliott again is rodeo manager, while other officials include Ed McCarty, arena director; Earl Thode, Don Nesbitt and Bob Calen, Judges; Capt. Irving O'Hay, announcer; Joe Welch and Tom Bredend, pick-up men, and Cecil Meadows, hand leader. Rodeo drew 180 contestants, a slight increase over last year. Contracted performers include Hardy Murphy and his educated horse, Silver Cloud; Homer Holcomb, clown, and his mule, Parkurkarkas; Jeff Heavie's Liberty Horse, Danger; Midland cowboys' calf-roping contest; Luke Pasco and his sheep dogs, and Francisco Aparicio, trick roper. First day money winners were: Bronk Riding (Friday night and Saturday and Sunday matinee and nights)—Pete Grubb; Paul Crain and Bob Bates split second and third; George McIntosh, Buttons Yon-

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Great Harris Bros.' World-Toured Shows

America's Finest

BIG 5-RING CIRCUS

ANNOUNCE THE OPENING OF THE SEASON THE EARLY PART OF APRIL, IN A CITY ADJACENT TO NASHVILLE, TENN.

NOTICE—All persons holding contracts with this circus are hereby requested to report their intentions of being with the show at its opening stand. Make this report by postal card or letter and give your address for confirmation from our Nashville office.

Because of acts signing with us and then canceling for reasons best known to themselves we can place a few Acts. Especially want Grib doing Iron Jaw, Swinging Ladder, Closed Swing, Spanish Web or Swinging Parch. Want to hear from Omer Wilson at once. Mike Fyne, Brigade Agent, can place a couple fast-stepping Combination Billers. We pay a good weekly salary and pay your hotel. Billers wire and report to MIKE FYNE at Albany, Ky., now.

Working Men in all departments come on to quarters at Albany, Ky. Props report to NEIL WALKER; all others, SAM MARSETTA, WANT Humpy, Downie, Blue, Legs, High Pockets, Pittsburg and any other good jig Big Top and Seat Hands. Bill O'Day, where are you? Have sent you money to join, come on. Performers acknowledge call by mail to Arcade Station, HARRIS BROS., Nashville, Tenn. All hands report now to Albany, Ky.

CALL -- TOM MIX CIRCUS -- CALL

All Performers and Employees in all departments report to Texarkana, Texas, Thursday, March 31, for rehearsals. Show will open at Texarkana on April 2, 1938.

D. E. TURNEY, Manager.

15 Years Ago

(From The Billboard Dated March 24, 1923)

Louis E. Cooke, general agent, died March 18 at his home in Newark, N. J. Personal property of the late James A. Bailey was sold at auction in New York for about \$25,000. A consignment of animals, consisting of four polar bears, two Welsh ponies, two Dane dogs, four Bengal tigers, nine camels, several monkeys and 16 horses, arrived at Sparks Circus quarters in Macon, Ga., from Himsburg, Germany, March 14. Harry Burns was seriously injured while helping to stage a circus picnic in filming of *Souls for Sale* on West Coast. Lindermann Bros. Shows, Capt. William Snail's Trained Wild Animals and Sterling Bros. Shows were combined into a motorized show, with Billy Lindemann general manager.

Richards Bros. Circus opened in Little Rock, Ark., March 12 under American Legion and Chamber of Commerce auspices. B. M. Harvey was booking buildings for another winter tour of Hagenbeck-Wallace Circus. John Agee's All-Star Circus closed its winter engagement in New York. Mr. and Mrs. S. P. Harris joined Sparks Circus. Joe Atwater Belmont was clowning the Shrine Circus at Columbus, O. Harry E. H. Swan's Circus was in Cayton. Oswald Family signed with Ellis Bros. Circus. Morris Monk Show was booked with Al O. Barnes Circus. Clowns Hughie Pitts, George Witz, Kid Kennard, Tom Hart, Billie DeArno, Jake Cogart and Alec Campbell were appearing at indoor circus in Atlanta.

J. J. (Juggy) Rodgers left Cincinnati March 12 for Macon to join Sparks Circus. W. H. Corbin, 81, died at his home in Cleburne, Tex. Charles Siegrist Troupe was again booked for Ringling-Barnum Circus. Mr. and Mrs. "Whitey" Lehter joined Walter L. Main Circus. Al Martin returned from South America, where he had been touring with Shipp & Peltus Circus.

show would be on the order of a musical extravaganza.

Paul Eagles is at quarters in an executive capacity and Ike Robertson and Theo Forstall are getting set for the opening. Sam Thomason is the Social Security man. Eddie Delevan arrived and will be auditor on front door. John Hanley will be trainmaster. Jack Austin is manager of Car No. 1. J. W. Peterson returned from Oregon. Mark Kirken-dall will again be in white wagon.

Mabel Stark has six new tigers in her group of 21 lions and tigers. Capt. Frank Phillips broke a new 10-male lion group. Jack Joyce is working seal act. Herman Walther has been re-engaged as chef. Margaret Graham took over the wardrobe after George King left.

nick, Saddle Bronk Riding (Friday night, Saturday matinee and night)—Ward Watkins, Stub Bartemay, Doff Aber, Burel Mulkey, Eddie Curtis and Vic Schwarz split fifth. Steer Riding (Friday night, Saturday matinee and night and Sunday matinee)—Jonas DeArman, Hoyt Hefner, Ken Hargis, Elmer Martin, Bob Wilkinson and Dick Griffith split fifth. Calf Roping (Friday night, Saturday matinee and night and Sunday matinee)—Homer Pettigrew, Toots Mansfield, Ted Powers, Royce Stewart, Tom Taylor, Joe Welch. Steer Wrestling (Friday night, Saturday matinee and night and Sunday matinee)—Rusty McGinty, Mike Fisher, Everett Bowman, Dick Anderson, Norman Pierson.

Everett Bowman Re-Elected President of Turtle Assn.

PORT WORTH, Tex., March 19.—Everett Bowman was re-elected president and Hugh Bennet re-elected secretary-treasurer of the Cowboys' Turtle Association at the association's annual meeting in Blackstone Hotel here March 10. Others selected were Herman Linder, first vice-president; Rusty McGinty, second vice-president, and McGinty, Everett Shaw, Hughie Long, Paul Carney, Eddie Curtis and James Minotto, directors.

Honor guests at banquet following meeting were Mrs. Pete Knight and Gov. James V. Allred of Texas, who was made an honorary member of the association. More than 100 members attended and principal speakers were Bowman, Minotto and Shaw. Neese Lockett invited the association to hold its next convention in Houston during the Stock Show there. Rules drawn up by the board of directors at the Phoenix, Ariz., meeting in January were passed at this meeting.

Barnes Set for March 26 Opening

LOS ANGELES, March 19.—Everything is all set for departure of train for opening of the Barnes Show at San Diego March 26. After short tour of Southern California towns show comes here on Washington and Hill streets lot April 5 for nine days, with four days in Hollywood to follow.

Wagons and train repair and paint jobs are finished. Hill Curtis and crew have the canvas ready. Menagerie top was received last week. The Portland Jew and crew completed the seats.

The Beiffenachs arrived with their stock. Janet May is rehearsing at quarters. New menage stock is being broken by Bob Thornton and Jack Joyce, and new baggage stock is being broken in by Mike Tchnudy and assistants. George Cunningham, rehearsing ballet and acts at Hollywood studio and winter quarters, reports a change from opening speed of former years, and that the after-

CIRCUS SUPPLY HOUSES



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The Billboard

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Circus Department must reach us by Wednesday, March 30.

WIS. AID WINS FIRST ROUND

Court's Ruling Favors Boards

Pending rehearing, judge holds fairs not affected by high tribunal findings

MADISON, Wis., March 19.—Contending that the State Supreme Court's recent invalidation of Wisconsin Development Authority did not affect State aid to county fairs, Circuit Judge A. C. Hoppmann ordered Secretary of State Theodore Dammann to audit \$136 worth of vouchers for Sawyer County Fair Association, Hayward, or to show cause by March 21 why he should not.

In a memo attached to his order, Judge Hoppmann held: "The statutes of Wisconsin have provided for payment of appropriations to organizations similar to the petitioner herein for more than 80 years past.

"Such payments have been made from time to time ever since without question. It seems clear that but for the recent decision of State ex rel Wisconsin Development Authority et al. vs. Dammann, 377 N. W. 278 no question would now be raised.

"That presents the question of whether that decision is controlling in the case at bar. It is the opinion of this court that the case at bar is not controlled by the case above referred to."

State Supreme Court has designated April 15 as date for a rehearing on its WDA decision. At that time county fairs and other organizations affected have been asked to supply briefs upholding their position as friends of the court.

Advance Sale Puts Over Houston Show

HOUSTON, March 19.—Success of Houston Fat Stock and Live-Stock Exposition, Rodeo and Horse Show in the new Coliseum on February 26-March 6, after five years of indifferent results, is credited to a big advance sale of tickets. Show is said to have grossed more than \$100,000 and the Rodeo \$54,000.

Nat D. Rodgers, director of ticket sales, put over a \$19,000 advance ticket sale campaign in addition to an \$18,000 advance sale on Rodeo and Horse Show, assuring the event's success before it opened.

W. O. Cox, general manager of the Fair (See ADVANCE SALE on page 43)

New Series of

Legal Opinions

In this issue, in the Carnival Department, is the first of a new series of legal opinions of special interest to such showmen as circus owners, carnival operators, attraction managers and pitchmen, showing how to avoid litigations and giving advice on how to win suits. One of these articles will appear in the last issue of each month.

The author, Leo T. Parker, is a well-known writer and lawyer. His career has been varied and interesting, including ownership and management of a show; manufacturer and salesman of automobile accessories; commissioned officer in the United States Army; general contractor; in 1922 was admitted to practice law before the Supreme Court of Ohio; in 1925 was made attorney and counselor of the United States Circuit Court of Appeals for the Sixth Circuit, and in the same year he was registered to practice as an attorney before the United States Patent Office. In addition to studying law he graduated as a machine designer in 1923. Since 1924 he has compiled numerous legal opinions which have been published nationally.



FREDERICK WEDDLETON, chief of concessions division for the 1939 Golden Gate Exposition, San Francisco, who reports much progress in his department. His work so far has amply reflected his 34 years' experience in outdoor show business, during which he has directed industrial expositions, county fairs, auto shows and numerous other events.

Orange Show Wins High Water Battle

SAN BERNARDINO, Calif., March 19.—Flood waters from a cloud-burst threatened the 38th annual National Orange Show here, March 17-27, on the eve of its opening and only quick work of General Manager William Starke and crews averted heavy damage.

Front and rear entrances to the grounds were piled with sand and silt to a depth of three feet that, after waters receded, necessitated steam shovels and hundreds of laborers and many trucks to remove. Swift high waters at one time threatened the big National Orange Show structure. After an emergency call all available men were put to work piling bags of sand around the building. General Manager Starke is credited with saving this exhibit building, more than (See ORANGE SHOW on page 43)

Carthage Annual Renamed

CINCINNATI, March 19.—With an aim to adding prestige and promoting wider interest of out-of-town exhibitors, Carthage Fair, which for 83 years has been held on outskirts of Cincinnati by Hamilton County Agricultural Society, will change its name to Greater Cincinnati and Carthage Fair Exposition, Secretary D. R. Van Atta said on March 17. Decision to change name and widen scope of fair activities coincides with plans to celebrate the 150th anniversary of Cincinnati and Northwest Territory.

Two G. G. Departments Split Out; Farm Groups Watch Labor Angles

SAN FRANCISCO, March 19.—Works Director William F. Day will move his staff from the 1939 Golden Gate Exposition building into separate quarters due, it is said, to friction with Chief Director Harris Connick. They have not always seen eye to eye, especially on the expo's publicity projects, and the two departments operate independently.

Local night clubs are bidding for rejected nude statuary originally sculpted for the fair but considered unsuitable by its management. Hope of securing Chinese art treasures for art exhibit have been blighted by Dr. Langdon Warner, who reports antiques are scattered throughout China in fear of further Jap invasion.

Finance committee chairman James B. Black announced that the \$6,000,000 point has been topped due to three \$20,000 subscriptions by major auto tire companies. While other parts of the State are appropriating funds for ex-

Smith Given Post of Brown At Syracuse

NEW YORK, March 19.—Dr. Albert L. Brown, Syracuse, for the past two years general director of New York State Fair, Syracuse, was replaced this week by Paul Smith, Newark Valley, who has been director of milk publicity for the State of New York. He was appointed by Agricultural Commissioner Holton V. Noyes at \$7,500 a year.

Dr. Brown will remain active in the State agricultural department and will assist Director Smith at the State Fair. The new fair head was in New York today conferring with George A. Hamid, attraction booker.

Elaborate plans have been made for the 1938 grand-stand show, it is understood.

Arena in Extension Project at Amherst

FREDERICTON, N. B., March 19.—G. F. Bailey, Fredericton, president of Maritime Winter Fair, Amherst, N. S., has secured services of F. W. Graves, Ottawa, architect in Canadian department of agriculture, to make a survey of fair and other arenas in Ontario and Quebec and submit plans for an arena to be built at Maritime Winter Fair plant.

Mr. Bailey, after heading a delegation to Ottawa, seeking a \$50,000 dominion grant for an arena, inspected Sherbrooke (Que.) Exhibition arena, built nine years ago, and visited Canadian National Exhibition plant in Toronto. Indications are that the dominion government will provide necessary funds and that governments of Nova Scotia, New Brunswick and Prince Edward Island will assist in enlarging the annual fair.

Plant was shown to be too small in 1937. It is planned greatly to enlarge entertainment program and midway if additional space is furnished by a new arena.

Oswego, Kan., To Rebuild

OSWEGO, Kan., March 19.—A project to move and rebuild all barns to augment stand and bleachers to 5,000 capacity is on for Labette County Free Fair here, said Secretary Joe A. Carpenter. At the 1938 fair, to observe Oswego's 73d anniversary, a historical pageant will be put on by John B. Rogers Producing Co. on a 216-foot stage with cast of 350. Silver State Shows have been contracted. Program outlay and premium awards will be doubled and prospects are for the best annual since 1924.

Don't Miss

This Feature:
Fair Publicity Could Be Fairer

By LEONARD TRAUBE

in the

Spring Number of The Billboard

More Exhibits and Concessions Placed At Fort Worth Show

FORT WORTH, Tex., March 19.—Record number of exhibits and concessions made Southwestern Exposition and Fair Show here on March 11-20 one of the outstanding in this section of the Southwest. Attendance on first weekend was better than for the same period last year; Saturday, 31,995; Sunday, 24,577; Monday, 26,452. Attendance was helped by good weather, thru large delegations of 4-H Clubs and Future Farmers of America and thru good-will trips thruout Texas by the Round-Up Club.

Rainbeau Garden, night club on grounds, with Anson Weeks' Orchestra and floor show, has had about 80 per cent better business this year than last. (See MORE EXHIBITS on page 43)

N. D. Improvements Sure

LANGDON, N. D., March 19.—An \$11,000 improvement program will get under way on Cavalier County Fair grounds this month, said Dick Forkner, secretary, who received final authorization from the office of the State WPA administrator. Included are painting and general repairing of all 23 buildings, raising race track one foot, regrading and graveling two miles of roads within grounds, wrecking old fence around race track and salvaging materials and building a new race-track fence.

Preston Takes Publicity Post for Missouri State

JEFFERSON CITY, Mo., March 19.—Eugene L. Preston, former newspaper man and until March 4 director of publicity for Missouri Conservation Commission, has been named by Governor Stark as publicity director for Missouri State Fair, Sedalia.

He assumed the duties this week and will reside in Sedalia, succeeding R. D. Moleworth, who resigned to become secretary-manager of North Iowa Fair, Mason City. Mr. Preston is owner of The Norborne (Mo.) Democrat-Leader and also associated with members of his family in publication of The Liberty (Mo.) Tribune and Advance.

Don't Miss

This Feature:
41 Years of York Fair Coverage

By Wadsworth M. George

in the

Spring Number of The Billboard

Big Alterations to Plant In Mason City Are Planned

MASON CITY, Ia., March 19.—If North Iowa Fair board here is successful in adoption of a WPA project, it is expected that practically a new plant will result. A big night show is planned and 600 reserves will be added, with a new canopy over the stand, and portable bleachers of about 4,000 capacity for any overflow will be installed.

It is planned to have Ernie Young's revue, which will play Western Canada, on the first three days, with a new bill for the last three days. Goodman Wonder Show has been contracted for the midway and there will be three free acts, inclusive of grand-stand show, on grounds daily.

Gate will be cut from 25 to 23 cents and passes eliminated, said Secretary-Manager R. D. Moleworth, and grand stand will be tilted from 25 to 50 cents at night and probably most afternoon shows. Theatre-Duffield fireworks will be displayed nightly and Winkley and other stunts have been booked for Thrill Day. Auto races are planned on opening and closing days. A big advance ticket sale campaign will be conducted. Budget has been fixed at \$35,000.

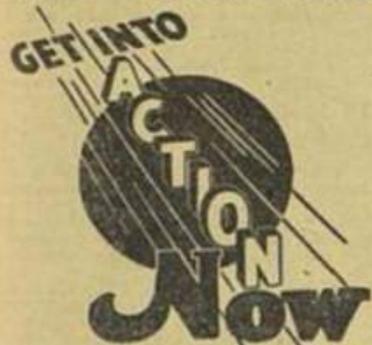
CINCINNATI.—Optimistic regarding the coming season, A. E. Selden, "The Stratosphere Man," high awaying pole act, a caller at offices of The Billboard on March 17, reported numerous bookings at fairs, parks and celebrations in the Middle West, some repeaters as well as new spots for him.

ROCHESTER, N. Y.—Arthur G. Parker, director of Rochester Museum of Arts and Sciences, has been named chairman of a committee in charge of Western New York exhibit in New York State Building at the 1939 New York World's Fair. Counties represented on the committee are Monroe, Leroy Snyder; Livingston, James W. Wadsworth; Genesee, Raymond M. Walker; Orleans, Herbert Reed.

CHICAGO.—Fairs in Farmer City, Ill.; Fennimore, Wis., and Thief River Falls, Minn., were reported booked last week by Ernie Young, Young Production and Management Co., here.

WATTSBURG, Pa.—Wattsburg Fair Association directors, planning a larger grand-stand show than that of last year, signed contracts with George A. Hamid, Inc., to furnish attractions.

FAIR SECRETARIES



SECURE THE BEST SHOWS ATTRACTIONS CONCESSIONS AND RIDES through ADVERTISING IN

The Billboard

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Fair Department must reach us by Wednesday, March 30.



BERT E. WALTERS, active in Wisconsin Association of Fairs, who has been re-elected for the eighth year as secretary of Marathon County Agricultural Society, sponsor of Wisconsin Valley Fair and Exposition, Wausau, with which he became identified in 1930. The 1937 fair finished well after erecting a \$6,000 swine barn. Harness racing will be revived in 1938 after a lapse of four years.

Revival Planned in Ohio

GREENFIELD, O., March 19.—Highland County Agricultural Society will meet in Hillsboro Courthouse on March 25 with a body from county organizations, including a group representing Greenfield Chamber of Commerce, to propose revival of the county fair and request county commissioners to purchase land for grounds. Greenfield delegation will not have power to act, but will report to the Chamber, members of which will then vote on whether to participate. Two sites north of Hillsboro are being considered. Should a site be purchased, it is believed federal funds will be sought to build stables, race track and shelters.

New Club for Texas State

DALLAS, March 19.—A \$50,000 building for a new night club for the State Fair of Texas will be built on site of the Esplanade near the entrance to Fair Park, said President Otto Herold, and completed in time to open on May 15. H. H. Carnahan, Ft. Worth, formerly with Pan-American Casino, is to operate the spot on a contract with the State Fair board. Club will have a large dance floor and elevated floors for dining tables in tiers. Name orchestras will be on the entertainment program.

Fair Elections

COLUMBIA, Ky.—Columbia Fair elected Dr. O. P. Miller, president; C. M. Delsay, secretary.

WAUSAU, Wis.—Marathon County Agricultural Society, sponsor of Wisconsin Valley Fair and Exposition, re-elected Bert E. Walters secretary for the eighth time and re-elected P. J. Gaetzman president.

NATCHITOCHEES, La.—Natchitoches Parish Fair Association elected Harold Kaffie, president; A. J. Buckley, vice-president; A. J. Borgia, treasurer; S. B. Thornton, secretary-manager.

SOMERSET, O.—Reorganized Somerset Pumpkin Show Association, to be known as Somerset-Perry County Agricultural Society, elected Dr. Michael Clouse, Carl Finck, A. L. Love, J. R. Underwood, U. W. Archer, O. K. Sweeney, O. T. Vansickle, Dominic Dittoe, E. H. Olin, Joe Smock, William J. Flautt and A. W. King.

Peep, Peep!

SAN FRANCISCO, March 19.—A San Francisco man wants a concession at the 1939 Golden Gate Exposition here. For 10 cents a peep thru a super-colossal telescope he'd let his patrons see prisoners on Alcatraz doing all the things prisoners on Alcatraz do. That is if Director Harris Connick puts his okeh on the project.

directors, with T. H. Johnson, county agricultural agent, an honorary member.

ARLINGTON, Neb.—Washington County Fair board elected W. A. Steavenson, president; Howard Jensen, vice-president; Howard C. Rhea, secretary; Chet G. Marshall, treasurer. Irving Grossman sold the board WHO barn dance and Swingtime Varieties revue.

Fair Grounds

WASHINGTON, D. C.—For the 1938 Fayette County Fair here county commissioners have voted \$3,900 financial assistance to the board.

ROCHESTER, N. Y.—Old Monroe County Fair grounds, Brockport, have been acquired by the village and will be turned into a recreational park. Monroe County Fair is now part of Rochester Exposition.

OSHKOSH, Wis.—Net balance of \$284.02 was reported for 1937 Winnebago County Fair here to the county board. Receipts were \$28,468.86 and expenditures \$27,534.84, sum of \$1,705.65 coming from gate and grand stand.

TAMPA.—P. T. Strieder, general manager Florida Fair, Tampa, has gone to Mountain Home, N. C., for a short vacation.

LUPKIN, Tex.—Texas Forest Festival has been launched here, the new group having been assured gift of Dallas Centennial's \$15,000 wood-product display. Plans has been written on old Angelina County Fair, which will be replaced on a broader scope of the festival.

TROUP, Tex.—Following a lapse of several years a committee of five leading citizens has been named by President Ward Chandler, Troup Boosters' Club, to determine feasibility of resuming the fair this year. Club is said to have been flooded with requests for a fair.

SEATTLE, Wash.—A State-wide contest is on for best design for a State building at the New York World's Fair in 1939, said E. B. McGovern, of Washington Progress Commission, which has set aside an appropriation for the purpose. Designs will be judged by a committee of architects. Commission has arranged for 6,000 square feet and Washington materials will be used in the structure.



WANTED CARNIVAL
COLUMBIA COUNTY AGRICULTURAL SOCIETY
CHATHAM, N. Y.
For September 3, 4, 5, 6 and 7, 1938.
10,000 Free Tickets Free to School Children of the County, Saturday, September 3; Sunday, September 4, Big Day; Labor Day, September 5, Five Days, Four Nights. Address W. A. DARDISS, Secretary.

THE LAWRENCEBURG COLORED FAIR ASSN.
LAWRENCEBURG, KY.
Will Hold the Tenth Annual Fair August 24-25-26, 1938. WANTED—400 Bibles or a small Carnival. HENRY HARRIS, Pres.; W. M. COLEMAN, Sec.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"
A Column About Bingo in the WHOLESALE MERCHANDISE Department
THIS WEEK and EVERY WEEK

"AS OTHERS SEE US"

(SIXTH OF A SERIES OF SELF-REVEALING TESTIMONIALS)

'GOUVERNEUR "SEES"
The entertainment you furnished was by far the best we have ever presented to our public.
BLIGH A. DODDS
Gouverneur & St. Lawrence Fair, Gouverneur, N. Y.
Thank you, Mr. Dodds and Gouverneur.

HONESDALE "SEES"
The performance you furnished gave us the best entertainment that we have ever had.
E. W. GAMMELL
Wayne County Fair, Honesdale, Pa.
Thank you, Mr. Gammell and Honesdale.

GEORGE A. HAMID, INC.
1560 BROADWAY, NEW YORK.
Phone: BRyant 9-2410 — Cable: GEHAMID.
Offices in Leading American and European Cities.
Home of "Box-Office Champions."

JIMMIE LYNCH and his DEATH DODGERS
13 DEATH DEFYING ACTS — 13 EXPERT DRIVERS
2 SOLID HOURS OF THRILL-PAKED ENTERTAINMENT
3 EXCLUSIVE FEATURES
Available for Fairs and Major Celebrations.
Permanent Address, 2112 Olive St., Tokersans, Tex.
Or BARNES-CARRUTHERS BOOKING ASSN., 121 N. Clark St., Chicago.

THE MINNESOTA STATE FAIR
Amusement Committee will hold a meeting the afternoon of Wednesday, April 6, at the Radisson Hotel, in Minneapolis, for the purpose of purchasing a Grandstand Show for the 1938 Fair. Booking Agencies for Grandstand Revues, Fireworks and Thrill Acts are invited to have representatives present.

N. E. HAS PROMOTION PLAN

Bally Is Voted At Boston Meet

Annual conclave mixes biz and fun—talkers on local and national conditions

BOSTON, March 19.—With about 100 park and amusement device leaders in attendance, New England Section, National Association of Amusement Parks, Pools and Beaches, convened in 10th annual winter meeting in the Manger Hotel here on March 15. Convention, cut to a single day, was marked by an interesting program session, usual impromptu symposium of park conditions throughout the East, banquet and entertainment at night and lots of just plain fun interspersed through.

Wallace St. C. Jones, Boston, was re-elected president; John T. Benson, Nashua, N. H., first vice-president; John T. Clare, Providence, second vice-president; Fred L. Markey, Exeter, N. H., secretary, and C. F. Chisholm, Beverly Beach, Mass., treasurer. Executive board for a year will comprise Daniel E. Bauer, Wallace St. C. Jones, Howard A. Duffy, Fred L. Markey, C. F. Chisholm, Fred Fensler, Andrew J. Cassasa and John T. Benson.

Under chairmanship of Arch E. Clair, manager of Norumbega Park, Auburn-dale, Mass., one of the most informative and interesting programs in the org's history held way in afternoon. With assistance of Cy D. Bond, Frank Terrell, Leo M. Wise, John Clare and H. S. Uzzell, he produced a program that lasted more than three and a half hours.

To Use Relations Expert

Harry C. Baker, president of the national association, outlined highlights of December's Chicago convention, pointed out value of park and device men attending the Windy City conclave and recommended that as many New (See N. E. HAS PROMOTION on page 42)

Bridgeport Renames Molloy

BRIDGEPORT, Conn., March 19.—John C. Molloy was renamed resident manager of Pleasure Beach Amusement Park here by the park board, first year in which the city will exclusively operate the park. Civil service commission approved the provisional appointment at \$60 a week from May 1 to October 31 and \$90 a week for remainder of the year.

New Series of

Legal Opinions

In this issue, in the Carnival Department, is the first of a new series of legal opinions of special interest to such showmen as circus owners, carnival operators, attraction managers and pitchers, showing how to avoid litigations and giving advice on how to win suits. One of these articles will appear in the last issue of each month.

The author, Leo T. Parker, is a well-known writer and lawyer. His career has been varied and interesting, including ownership and management of a show; manufacturer and salesman of automobile accessories; commissioned officer in the United States Army; general contractor; in 1922 was admitted to practice law before the Supreme Court of Ohio; in 1925 was made attorney and counselor of the United States Circuit Court of Appeals for the Sixth Circuit, and in the same year he was registered to practice as an attorney before the United States Patent Office. In addition to studying law he graduated as a machine designer in 1923. Since 1924 he has compiled numerous legal opinions which have been published nationally.



INCLUDED IN PERSONNEL of the 1938 executive board of New England Section, National Association of Amusement Parks, Pools and Beaches, are these veterans of the business, left to right: Fred Fensler, New York; Daniel E. Bauer, operator of Acushnet Park, New Bedford, Mass., and Andrew J. Cassasa, leader in Revere Beach, Mass., Business Men's Association and former mayor. They were named at the 10th annual meeting in the Hotel Manger, Boston, on March 15.

Pontchartrain Wins Damage Suit When Judge Views Operation of Ride Reassembled for the Trial

NEW ORLEANS, March 19.—Persons who have knowledge of operation of an amusement device and who enter the device assume risks that are incidental to its operation if it has been properly conducted, maintained and operated, Judge Nat W. Bond ruled on Tuesday in Civil District Court here.

Ruling was made in dismissing a suit brought by a woman against Playland Corp., operator of Pontchartrain Beach, and Associated Indemnity Corp., insurer, for \$25,553.50, alleging that negligent operation of a Loop-o-Plane, on which she was riding at the beach, resulted in a linear fracture of her neck.

During the trial Judge Bond held court at Pontchartrain Beach while the Loop-o-Plane was taken out of winter storage and reassembled for a demonstration of its operation.

"This demonstration showed that with six persons in the car of the machine," the judge ruled, "it was impossible to stop the device so as to result in a sudden or severe jolt. The operator of the amusement device is not an insurer of the safety of its patrons, nor is he bound to protect them against such obvious risks as are necessary to the operation of the particular amusement device."

Burgess New Head Of Coney Chamber

NEW YORK, March 19.—Walter E. Burgess, former chairman of Coney Island Chamber of Commerce, last week replaced as president I. H. Klein, who held the post two years. Mr. Klein, Dr. Philip I. Nash and George P. Kister were elected honorary presidents; Frank S. Tillyou, first vice-president; Max Goldberg, second vice-president; William C. Meinch, third vice-president; C. J. Hilbert, fourth vice-president; Allan F. Kramer, fifth vice-president; F. H. Viemeter, treasurer; John Q. Ward, (See BURGESS NEW on page 43)

Gibson Reports Big Picnic Array for Jefferson Beach

DETROIT, March 19.—J. F. Gibson, re-appointed director of Jefferson Beach and back at his offices after a vacation in Cuba and New York, declared the large picnic schedule for 1938 to be surprising in view of adverse business conditions in this area.

His first season last year was notable for big outings booked. Ballroom is being extended over the lake and new part will be for open-air dancing, with sliding roof.

Parking facilities have been increased to accommodate at least 25,000 cars, he said.

NAAPPB Insurance Plan Urged For Operators in Smaller Spots

CHICAGO, March 19.—An exceptional effort is being made by N. S. Alexander, Philadelphia, chairman of the special public liability insurance committee of the National Association of Amusement Parks, Pools and Beaches; President Harry C. Baker, New York, and A. R. Hodge, secretary, to bring as many operators of smaller parks and concession men operating in these as is possible under the co-operative plan for 1938. Mr. Hodge said.

Some operators, it is declared, figure the plan interesting and beneficial only to larger operators but, after all, the same percentage of saving is available to everyone, it is pointed out. At a recent meeting with insurance officials in the Hotel New Yorker, New York, special provision was made for making the plan practical and helpful to operators of even the smallest concessions in parks and these particulars are available thru

the office of Secretary A. R. Hodge, Suite 295, Hotel Sherman, Chicago, he reported.

"Everyone who was insured saved an initial 10 per cent over regular board rates and the 25 per cent charge for additional interests which has been imposed by previous carriers," he said. "Under the profit-participating feature of the contract, those who enjoyed this coverage in 1936 received checks for 5 per cent of their total premiums as a dividend, and it is probable that further payments on 1936 business will be made when all outstanding suits and claims are settled. Experience figures for 1937 have not been completed, but after final results are calculated it is expected dividend payments will be made for that year."

Rates for this year will be 10 per cent less than 1938 manual rates as published (See NAAPPB INSURANCE on page 42)

Don't Miss This Feature:

Lighting the Modern Park

By FRANCIS M. FALGE

in the

Spring Number of The Billboard

Idora Repeats on Outing

EAST LIVERPOOL, O., March 19.—Idora Park, Youngstown, O., has been selected for the outing on June 11 of National Brotherhood of Operative Potters, which annually draws about 15,000 from the tri-state area. The outing, held several years in Meyers Lake Park, Canton, O., went to Idora Park last year.

GREEN BAY, Wis.—Improvements are under way to toilet rooms, dining room and checkrooms at Bay Beach Park pavilion here. Kitchen is being enlarged and pavilion will be repainted in time for opening late in May.



LEW PLATT, several years identified with Ohio ballrooms and night clubs, will again manage the dance pavilion in Summit Beach Park, Akron, operated by Summit Beach, Inc. In charge of the big pavilion last year, he is given credit for the spot hanging up biggest gross since pre-war days. Pavilion will inaugurate the season about May 1, policy to be same as in 1937, social plan six nights a week, with name bands once a week.

American Recreational Equipment Association

By R. S. UZZELL

Dudley Humphrey Scott, one of the stalwarts of that remarkable Humphrey family, who passed away on March 4, had only recently made his Eastern trip in the interest of Euclid Beach. While in New York he called on old friends and made pictures of a number of us. We received ours from him in Cleveland only a few days before a telegram announcing his death.

His mother was a sister of the late D. S. Humphrey, making him a cousin of Harvey Humphrey, Mabel Killey and Louise Lambie. His wife died a short time ago, leaving him Marion and Carol, now at Western Reserve College, and David, in the public schools of Cleveland. He had David with him when he visited New York City last August. Dudley was an important factor in that closely-knit family. He it was who was charged with the maintenance of the operating equipment of the park, which is one of America's most outstanding. As a mechanic for maintenance, he had no superior and few equals.

An Asset to Industry

The shops for doing mechanical work were the best equipped of any private machine shop in the business. He was ever looking beyond his environment for new ideas and new equipment with which to keep Euclid Beach in the van of progress. No maintenance man compiled the statistics on operating results which he had accumulated. He could produce a graph on the results of almost any device or attraction and he was able to compare with other resorts by an exchange of data, notably with Riverview, Chicago; Woodside, Philadelphia; and Playland, Rye, N. Y. He and the late Fred Church, of Playland, were kindred souls and often compared notes. Like Fred, he passed suddenly.

While a great mechanic, he looked beyond all that and was always debating the best policy for conduct of the Beach. He left us at the early age of 51 years.

Don't Miss This Feature: Billy Butlin Britain's Barnum By HARRY E. TUDOR in the Spring Number of The Billboard

We can ill afford to lose such men from the front ranks of our industry. He attended our conventions to study and compare and always came thru with a well-thought-out paper for the enrichment of our programs. No writing of a paper after arrival at the convention for this man. He put time and work on it. The paper always showed it. At our last luncheon in New York he showed keen anxiety for the education of his children and expressed the hope that they would become useful members of society. He was a kind husband, an indulgent father, a loyal part of the Humphrey clan and a staunch friend. He always did his best. His example inspires us all to do our best.

Robert Lusse Passes

Robert Lusse, of Lusse Bros., Philadelphia, has gone on his last trip, and amusement men of our fraternity throughout the nation are deeply grieved. Many times since announcement of his death on March 11 we have heard the expression, "Bob was honest and you could always rely on what he said. He never once misrepresented anything to me." What a tribute! At the Boston meeting of New England park men substantially the same sentiment was expressed by all. (See RECREATIONAL on page 69)

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Swim Premiums

Propos of discussion in this column concerning advisability of radio advertising, a question is raised by a reader as to the judgment of tying up with local radio advertising on a co-op promotion. Premiums have proved very successful in radio advertising. And what better giveaway can a sponsor offer listeners than free swimming lessons or free swim admissions? The reader wrote that he had an opportunity to obtain some free advertising mention from a merchant in return for free swim tickets and wanted to know whether he should make such a tie-up.

He should grab the opportunity, but with a reservation. Any natatorium operator who has a chance of getting radio time free should capitalize on the opportunity, but if it means offering free swims he should consider wisely the amount he gives away. Too many tie-ups of this nature fail for both parties when things are given away promiscuously. Premiums, whether merchandising items or free swimming tickets, lose their value if too many are offered. It is much better for a tank to offer free donuts as prizes in some contest than just to present them. Premiums sometimes are offered to everyone writing in or to the first few hundred doing so, which lessens value of them. Regardless of the amount of free advertising involved, it is not wise for a pool man to throw open his establishment.

However, opportunities for such tie-ups should not be ignored. It is right to put a value on tickets and not to give them out promiscuously, but it must be remembered that radio advertising is valuable and getting time in return for free lessons or free swims, providing it is only a certain number, is a very good tie-up.

Pools Afloat

More attention should be given aquadromes on steamships. Many ocean liners, as well as excursion boats, have plunges, but with exception of the Normandie and Queen Mary and Furness Bermuda lines, little is said about them. When bathing facilities were introduced

on the high seas a great deal of ballyhoo accompanied them. Since then many steamship companies appear to have forgotten about the drawing power of such natatoriums. Some of the most novel and uniquely equipped tanks are on boats. The picturesque tanks on the Normandie and Queen Mary are equal to any on land. An executive of the French Line, operator of the Normandie, said recently that the most popular activity offered on the liner is swimming. So how about other liners getting on the band wagon again to let the public know that boat aquatics is a very popular sport?

Columbia Drops Pool

Tank in Columbia Amusement Park, North Bergen, N. J., in existence about 16 years, was partly demolished last year by a fire. It operated, nevertheless, all during the summer of 1937, but the recently opened Lincoln Tunnel, connecting New York and Jersey, apparently put the finishing touches to the Jersey plunge. Approaches on the Jersey side cut right thru Columbia tank. There was talk that a new pool would be built in another section of the park but no plans have been announced and an authoritative source has stated that it will not open.

Long Island

By ALFRED FRIEDMAN

Ocean Road

Here and there along the South Shore, fringing the Atlantic Ocean, stretches of road are being built or contemplated in regions between Rida Park and Jones Beach. It remains only a matter of time before all of the roads will be completed; then the whole system will be co-ordinated and Long Island will find itself with the finest network of shore roadways in the country.

Right now the project having greatest interest is that planned for Rockaway Peninsula, where \$10,000,000 will be expended for a mile and a half of road building. Seemingly, this is a fabulous sum to spend for a mile and a half of road, but when one learns of hundreds of pieces of construction that must be salvaged to make room for the road it is comprehensible.

It may be a decade before the goal is reached, but when the projected ocean road is finished it will give motorists 20 miles of beautiful highway, bordered by the ocean. It is plain that this project will be a real boon for the half dozen great resorts that are on the route the roadway will follow.

SALT LAKE CITY.—Art Gardiner, who has been given a four-year lease for concessions in Liberty Park, having had a lease many years, is building a red brick stand in center of the park similar to one he has at the north end. He has also had the eats concession at Utah State Fair here many years, subleasing last year from Monte Young.

3 NEW DEVICES

LUCKY KICK
THE DONKEY BALL GAME
(PAT. APPLIED FOR)
Sensation of
The Chicago Convention

U-RIDE-EM
Galloping Mechanical
CYCLE HORSES

Operation during 1937 establishes
The Public Want Cycle Horses

DEATH VALLEY
The Walk-Thru Fun House
with the Modern Front
Humorous, Mysterious Stunts
The Tilted Room
The Camel Back Conveyor

Write for Details to
PHILADELPHIA TOBOGGAN CO.
Manufacturers and Builders
AMUSEMENT DEVICES
130 E. Duval St. Germantown, Phila., Pa.

PARK MEN!

ATTENTION!
DON'T BUY
ELECTRIC BULBS—CABLES
SOCKETS—ETC.
Until you see our new 1938 Price List.
Send for your List NOW!
Prices Guaranteed to be the Lowest
on the Market.
Catalog to Showmen Since 1910.
BRIGHTON LAMP CO., INC.
13 HUDSON ST., NEW YORK CITY.

THE 4 AERIAL MONARCHS

110 Ft. High
AVAILABLE FOR PARKS
SIDNEY, BELMONT
Fullerton Bldg., ST. LOUIS, MO.

TO SUBLET—7-DAY AMUSEMENT PARK. Due to business death, will sublet 7-year lease. Large swimming pool, open-air bath for bathing or skating, and restaurant. Will sublet as a whole or in part. Will sell Long-Play (new August, 1938), and 4 Pianos. East Berlin Park, located 2 miles north of Chambersburg, Pa. on Route No. 31, with drawing power of 15,000 within 25-mile radius. Apply MR. E. F. GOETZ, 406 Broad Street, Chambersburg, Pa.

SLIDE FOR LIFE
500 FT.

THE STRATOSPHERE MAN

WORLD'S HIGHEST ACT

This Act is Available for
PARKS—FAIRS—CELEBRATIONS

Address
THE STRATOSPHERE MAN
Care of The Billboard, Cincinnati, O.

FOR RENT
DANCE HALL AND AMUSEMENT
CONCESSIONS
Limited capital required. For further particulars apply
RAY BEACH CORP.
Crystal Beach, Ontario, Canada.

WANTED
FOR 1938-1939 SEASONS.
Rides of all types. For further details we have a large booklet, definitely a money getter. All Military Characters strictly are needed. Get free
GREENER BEACH AMUSEMENT PARK,
New Canaan, Ct.

NEW 8-CAR WHIP

A Riot of Colors and Chromium. Beautiful Streamlined Cars. A persistent money-getting ride. Exported to All Countries.

W. F. MANGELS CO., Coney Island, New York

Auto-SKOOTER-Water SHOWMEN
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.
LUSSE BROS., INC.
AUTO SKOOTER, 2800 N. Fairview St., Phila., Pa., U. S. A.
LUSSE BROS., LTD., Central House, 41 Glasgow, London W. C. 2, England.

DANCE HALLS! **PROTECT YOUR PROFITS**
Your Patented Dance Check System...
LETHERTY NON-TRANSFERABLE DANCE CHECK
WESTERN BADGE & NOVELTY CO., 422 N. Exchange St., ST. PAUL, MINN.

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

NAAPPB INSURANCE

(Continued from page 40)

by the National Bureau of Casualty and Surety Underwriters. If these new rates are not available when insurance is required, the 1937 rates will be used and the 1938 rates will be applied by endorsement when available. In any case where the 1938 rates may represent an increase, the operator will have the privilege of pro rata cancellation if desired. This 10 per cent reduction will be applied to the minimum premium as well as the specific rate on each device.

Charge Is Eliminated

The entire 25 per cent charge for additional interests, which has been imposed by previous carriers, where there is a common interest such as between owner and concessioner, lessee and concessioner, or owner of park and lessee-operator of park, has been eliminated. However, if additional contractual liability is assumed by the insured, an extra charge will be made commensurate with the contractual liability assumed. This insurance will be available in every part of the United States at the reduced rates except where minimum rates are fixed by State laws. Experience credits that have been earned will be applied, as in the past. In addition to these reductions and benefits, a profit-sharing plan is also a part of the arrangement, as in the past.

"It is universally conceded that the first two years' operation of the plan sponsored by the association is a great achievement," said Secretary Dodge. "With a very material increase in the premium volume this year, a substantial increase in benefits to be enjoyed by all 1938 policy holders is hoped for. It is the ambition of the insurance committee and officers and directors of the national association to materially increase the savings, and those who are familiar with the way the association does things have little doubt as to the certainty of such results being produced. It is

hoped, therefore, that no operator will figure his operation too small or too remote to participate."

N. E. HAS PROMOTION

(Continued from page 40)

Englanders as possible join the NAAPPB in the Hotel Sherman next year.

R. S. Uzzell, New York, on Good Housekeeping at Parks, said amusement parks today need "statesmanship and proper direction" more than anything else. Later he recommended that the association campaign to raise wage standards in the industry, advising that prevalent undercover practices on part of employees, chiefly in connection with ticket manipulation, could easily be minimized if employees were obtaining higher weekly wages.

Charles P. Keller Jr., New York, treated the World's Fair and other larger expos in his paper, *The Face Is Set; We Must Follow*, and James Tucker, secretary of Hampton Beach Chamber of Commerce, screened interesting colored motion pictures of events and celebrations at the colorful New Hampshire playground.

After M. B. Summerfield's piece on *A Promotion Plan for New England*, in which he suggested that amusement parks attempt to co-operate with and to solicit co-operation of chambers of commerce throughout the North, the executive committee decided to employ a public relations expert to promote parks in eyes of the New England public. Duties will be to encourage pamphlet publishers, chambers of commerce, etc., to include data and maps of amusement parks in their promotional pieces this season.

Showmanship by Hamid

George P. Smith Jr., New York World's Fair, briefly described size and scope of the 1939 expo and discussed the ways and means of developing the amusement zone. He promised an exceptional midway on Flushing Meadows, one that will "make the fair a commercial success

and a showman's success by having the finest amusement zone in fair history."

George A. Hamid, New York, discussing *Putting Showmanship Into Outdoor Amusement* in showmanship fashion, had the assembly howling before he left the speakers' stand. Maurice Piesen, New York, spoke of *Games and Their Value in Amusement Parks*; C. A. Curtis, New York, dealt with *Getting an Accurate Check on Receipts and Avoiding Leaks*, and Carlton McVaris, representing Yankee Network, disclosed remarkable figures on value of spot radio advertising.

Leo M. Wise and John T. Benson talked of animals, former in relation to animal acts in parks and latter of importing business in general. Mr. Wise, of Carmel, Me., described the tremendous value bears and such have in kid trade and maintained that animals, despite expense and trouble, should be used to greater advantage in the modern stationary amusement project. Mr. Benson, recently back from a European animal-purchasing trip, described amusement conditions on the other side.

Roy E. Heffner, Boston, explained extent to which "Bank Night" can be utilized in American parks and briefly surveyed bingo history. J. W. Cassidy elaborated on *The Reporting of Accidents and Importance of Securing Witnesses and Data* as a follow-up to N. E. Alexander's general review of the Habitability insurance plan open to NAAPPB member parks. Session closed with an enlightening discussion of Social Security and how it applies to amusement park operators. A representative of the Internal Revenue Service, Boston, answered questions from the floor.

Night Show Is a Hit

Convention resolved to continue the single-day convention policy, to retain membership in the national association and to continue to contribute to American Museum of Public Recreation, Coney Island, N. Y.

Following business session members and guests assembled in the ballroom for the annual banquet and ball. Mr. Hamid, thru his Boston office, supplied the entertainment. Despite none too good facilities, acts made a socko hit with the park men, and later Paul Denish, Boston rep of George A. Hamid, Inc., and staff were tendered a rousing vote of appreciation.

Elsie Gross, organist, supplied the music; Hamid emceed, and Secretary Markey joined the show, "substituting" for Edgar Bergen in a Bergen-Charlie McCarthy skit. Numbers included Ruth Rice, couple of control dance routines; Lee Steele, monologist and dancer; Three Ketaros, Hilsley; Frank Marzone and Company, apache and acrobatic dance numbers; Charlie Naples, comedy pantomimist; Jon and Elizabeth Chadwick, ballroom dances, and Rudolph Caffey, vocalist.

Sidelights Are Observed

Herbert P. O'Malley, director of Playland Park, Rye, N. Y., and one of the kingpins in NAAPPB, missed a meeting for first time in years. Other activities kept him in New York. . . . Conspicuous by his absence, too, was Leonard Traube, self-styled athlete, who works for George Hamid. He is conserving energy for the summer meeting. It was reported from Fred Markey's corner. . . . Recognition for the delegate farthest from home went to R. H. McIntosh, who came from Birmingham, Ala.

President Jones and Mr. Uzzell, as usual, heckled each other from the floor all day, latter reporting later that had the press accosted him once more he had a comeback so good that it was unprintable. . . . George P. Smith Jr., who had planned to leave the meeting following the business session, enjoyed himself so much he remained overnight. . . . And Mr. and Mrs. Leon Loeb (he's managing the entertainment division of the fair) attended their first park men's meeting.

Arch Clair was congratulated on all sides for his hard work in arranging and supervising the program. One of the most difficult jobs connected with a meeting of that sort, it often goes unnoticed. . . . Dave Stone and Norman Alexander were probably discussing insurance advantages far, far into the night. . . . When a meeting begins to drag (and they invariably do at times) best remedy is a talk by George Hamid. The dynamic New Yorker can rejuvenate interest in things like nobody else.

Charles Keller, of the Harry Baker office, caught a beautiful cold on the boat en route. . . . John T. Benson is always interesting—and far more so

after he's been to Europe. His discussion of things on the other side of the pond was one of the highlights.

Cy Bond, Dodgem Corp. road rep, was off for points south immediately after the banquet. . . . And Fred Panaher, after arriving in town a day early, took a razzing for being late when his address was due.

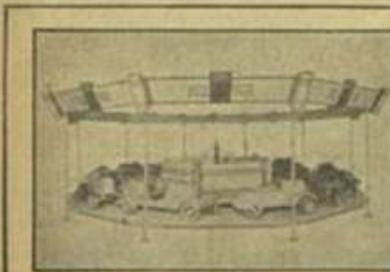
Registration at Meet

Members and guests who registered included, in order of arrival at the meeting room: Harry C. Baker, New York; Wallace St. C. Jones, Boston; Mr. and Mrs. Fred L. Markey, Exeter, N. H.; C. D. Bond, Exeter; Horace Hanna, New York; Ernest O. Neal, South Weymouth; John Martinelli, Springfield, Mass.; Harold Gilmore, Riverside, R. I.; Henry G. Bowen, Pittsburg, Mass.; Mr. and Mrs. D. E. Bauer, New Bedford, Mass.; Arch E. Clair, Auburndale, Mass.; Charles P. Keller Jr., New York; C. M. Gerhart, Philadelphia; G. L. and D. C. Wyman, Keene, N. H.

H. Brown, Boston; C. F. Chisholm, A. A. Casassa, Revere Beach; Barney Williams, Manchester, N. H.; Maurice Piesen, New York; R. S. Uzzell, New York; Russell Jones, Boston; A. Shaheen, Albert B. Aradj, Salisbury Beach, Mass.; N. E. Alexander, Philadelphia; Fred Plad, Worcester, Mass.; Leo M. Wise, Carmel, Me.; Mrs. F. E. Hubbs, Eimer Mason, Springfield, Mass.; I. Mark Polakewich, Fremont, Me.; John L. Campbell, Baltimore; Fred Lawrence, Chicago; Charles Curtis, New York; M. B. Summerfield, Boston; George A. Hamid, New York; H. B. Schmeck, Philadelphia; John T. Clare, Riverside, R. I.; William McLaughlan, Charles Theygon, Riverside, R. I.; A. S. Davis, Boston; John T. Benson, Hudson, Mass.

George P. Smith Jr., New York; Justin Mercunia, Boston; R. H. McIntosh, Birmingham, Ala.; George Gerber, Worcester; Mr. and Mrs. Leon Loeb, New York; Evelyn Waldorf, East Bridgewater, Mass.; J. A. Rutherford, Revere Beach; F. S. Terrell, West Haven, Conn.; Mr. and Mrs. E. R. Enegren, Wrentham, Mass.; P. J. Holland; Mrs. A. B. Cross, Gloucester, Mass.; E. W. Wassman, New York; H. N. Ridgeway, Revere Beach; Ray Heffner, Boston; Fred Panaher, New York; Maj. P. F. Healey, Boston; Dave Stone, Boston; Sidney Paine, Roger Littleford Jr., The Billboard, Boston and New York, respectively.

Those noted in the hotel during the day but whose names did not appear on the register included William J. O'Brien, Revere Beach; L. C. Miller, New York; Henry Rapp, Fred Murray, Paul Denish, Esther Lane, Jacy Collier and Ernest Sparrell, Boston, latter former president of Massachusetts Agricultural Fairs Association.



Allan Herschell Company's Kiddie Auto Ride Gone Modern!

Modernistic design and coloring on center panels, canopy and head shields. Indirect illumination! We couldn't improve mechanicals, so we improved the appearance! More than 160 satisfied owners. 10-Car 6-Lane Model loads on 12-ft. Truck Body. Weighs 2 1/2 tons, 24 ft. in diameter.

Price: \$1,350.00 Cash, F.O.B. Factory. Terms if desired. The Outstanding Choice of Men Who Keep. ALLAN HERSCHELL COMPANY, INC. NORTH TONAWANDA, N. Y.

FOR SALE RIDES EQUIPMENT

- MERRY-GO-ROUND—42-Foot Portable or Stationary. All Good Horses. Recently redecorated. Fine condition.
WHIP—12-Car Stationary, Plates, Motor and Equipment. Good condition.
SCOOTER—15-Car Lusso, 50x60 Floor and Ceiling. Bumpers, Center. Excellent buy.
PRETZEL—Fit 50x50 Bldg. with front and effect all new, 1937.
AERO SWING—Ely. 60-Foot Tower, 6 Cars, Ball-Star and All Electric Equipment.
TURNSTILES—Games, Johnson Coin Boxes. Other equipment you can use.

WRITE FOR LISTS AND PRICES.

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APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Park Department must reach us by Wednesday, March 30.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

WINNERS in the national amateur roller-skating speed championship meet in Sefferino's Rollerdomes, Cincinnati, on April 2 and 3. Manager William Sefferino announced, will be awarded cups in addition to gold medals presented by the Roller Skating Rink Operators' Association of the United States, which will hold its first annual convention in Cincinnati on April 4. Cups are up for men's half-mile event, donated by George W. Deiser; men's mile, donated by Chicago Roller Skate Co.; men's two-mile, donated by Red Arrow Skating Club; men's five-mile, donated by The Billboards; women's quarter-mile, donated by Roschl Paint Co.; women's half-mile, donated by Stanley O. McKee; women's mile, donated by John Heimendinger. It is said more trophies will be offered. Among entries last week were those of Helen Schorr and C. C. Saunders, Salt Lake City. From Salem, Ore., will come the Keller Sisters, daughters of T. L. Keller, widely known West Coast operator, who will present difficult dance steps and a striking exhibition of figure skating.

IN A LETTER to E. M. Moor, of Sefferino's Rollerdomes, Cincinnati, Johnny Jones, of the original Three Aces, skating set, and who has been in Tampa, Fla. All winter, advises that doctors have pronounced him tubercular and that he is endeavoring to enter Will Rogers Memorial Hospital, Saranac Lake, N. Y.

PATRONAGE of Kansas City, Mo., rinks during the winter was better than a year ago. El Torreon reported excellent business in November, December, Jan-



SILVER CUP donated by the Chicago Roller Skate Co. and to be awarded winner of the men's mile in the national amateur speed roller skating championship meet in Sefferino's Rollerdomes, Cincinnati, on April 2 and 3.

uary and February. High-school students entered for a large percentage of crowds. The Wings, east of the city, showed consistent increase in business. Both spots and several others will remain open indefinitely.

DREAMLAND Ballroom in Connecticut Lake Park, Pa., will be remodeled into a roller-skating rink, said officials of the holding company in Pittsburgh. A feature will be name bands to furnish music for skaters.

NORWOOD Roller Club saw a floor show, novelty stunts and had games at the monthly party meeting on March 21 in Norwood, O. Rink, Secretary August A. Plisk, of the rink and club, reports 3,500 members. Club members recently were entertained by an exhibition by the Olympic Trio, Jack and Francis Kossey with Bill, who played an engagement in the Hotel Gibson Florentine Room, Cincinnati.

SEFFERINO'S Rollerdomes Club, Cincinnati, now has membership of more than 2,500, with 1,000 out-of-town members and credit for its success is given its officials, Cap Sefferino, president; Jack Katzenstein, vice-president, and Thomas O. Steinfeld, chairman of executive committee. One of the many interesting events promoted in 1937 was a popularity contest won by Virginia Juergens.

SKATERS from Fred Leiser's Armory Roller Rink, Chicago, accompanied by Mr. and Mrs. Leiser and Glen Davis, organizer, visited Fernwood Roller Rink, Peoria, Ill., on March 11, reports Bill Henning. Joe Laurey was in charge of the caravan of eight autos which was met by Fernwood Club and paraded to the rink. Vi Swanson and Toddy, of Armory Rink, won two-mile races from Laurey and Buddy Long. Fernwood, Otis' broom ball game was won by Fernwood, 4 to 0, and Armory boys defeated Fernwood, 3 to 1. On March 14 State Championship races started in Armory Rink, with Laurey as starter, assisted by Henning.

MICHIGAN amateur skating championship meet in Arena Gardens, Detroit, sanctioned by the Roller Skating Rink Operators' Association of the United States, opened on March 15 with skate-dance and figure-skating contests, augmented by a roller-skating revue. On a stage in the Arena as many as 40 skaters were massed back of the curtain, all taking entrances and exits here and making an effective setting, aided by skillful lighting. Stage sets and costumes were products of amateur skaters. Staff included Robert D. Martin, producer; John Adams, ballet master; Isabelle Fraser, clerk; Russell Bice, organizer; Dorothy Pulver, designer; Rose Rogers Calkins, costumes; Mary Bernard, wardrobe; William Allan, draftsman; William Holleman, musical arranger; electrician, D. M. Gray; spotlights, Raymond Shield, Stanley Nowicki; assistants in construction, Earl King, Glen Norton, Lawrence Allard, Robert Larson, William Maloney, Verna Pieton, David Rubin, Richard Tafinger, Lloyd Young, James McLean, Jack Weir, John Woods, Ethel and Edgar Pellman and Andrew Calkins. Arena Gardens Ballet, mixed group of 40, men in white coats and black tights, and girls in white and red satin costumes with capes, did a march to Chopin's Polonaise Militaire and a Symphony in Swing in skillful routines. Among acts were: Three Ditty Salts and a Doll, Lloyd Young, Glen Norton, William Maloney, Robert Larson and Miss Larry Saffron; *It's on the Ice*, Grace Wilson, Innes Johnson; Sophi-

sticates Three, Isabelle Fraser, Angeline Wojeska, William Allan, unusual waltz style specialty; On the Bowery, Anne Manion, Lloyd Young, satirical mixture of wooden soldier and apache numbers; Tyrolia Dance, Bette Ognac, Frank Bremsenour; Gaucho Tango, Gloria Roche, William Cannon, and L'Apache, Anne Manion, Charles Labens. Skate-dance contests had nine couples entered from clubs of Arena Gardens, One-Hundred Figure, Madison Gardens, Fairhaven and Universal Cooler. Favorite appeared to be the kick two-step by Olive LaBine and Walter Heyza. Judges George Corbell, Chicago; Walter Kiefer, Flint, Mich., and Bobby Burns, Cleveland. Winners were Virginia Mount, Lloyd Young, Arena Gardens Club, 74.1 (of a possible 90 points); Theresa Krantz, Lawrence Corbin, Fairhaven Club, 62.5; Vera Starke, William Allan, 100 Figure Skating Club, 61. Judges for figure skating were Eric Jadtick, 1936-'38 amateur ice senior Michigan champion; Laura Jane Brown, 1938 amateur ice Detroit pairs champion; Harry Martin, 1938 novice amateur ice Detroit pairs champion; Phillis Hotnour and Robert Amala. Speed contests were held on March 16-18. Attendance at first night's contest was about 2,500.

CASH PRIZES were awarded in a waltz contest in Riviera Roller Rink, Belleville, N. J., on March 17, reports Ann Miskind, who says waltzing and two-stepping is becoming popular, many preferring them to speed skating. Rink is operated by International Skating Enterprises, managed by William Miskind and Roland Cloni. Harry Corey is organizer. Rink is open every night except Mondays, when private parties are held.

ONE OF the features of the national amateur speed roller-skating championship meet in Sefferino's Rollerdomes, Cincinnati, on April 2 and 3, will be an exhibition of baton spinning on roller skates by Bert Bacon, brother of the late Frank Bacon. He is an outstanding baton spinner, achieved a name in vaudeville and performed at A Century of Progress, Chicago. This, it is said, will be the first exhibition of this nature ever presented on rollers. Bert Bacon is operator of Tacoma Park Rink, Dayton, Ky.

SEVERAL members of the Amateur Roller Skating Association of Manitoba, Can., have notified Secretary Fred A. Martin, Detroit, of their intention to attend the annual meeting of the Roller Skating Rink Operators' Association of the United States in Cincinnati on April 4.

AN ORDINANCE passed in Yakima, Wash., requiring operators to employ a matron in roller rinks in the city limits was protested by rink operators, who requested the commissioners to rescind the order. But city fathers contended that supervision by qualified matrons will undoubtedly bolster receipts to a point far in excess of cost involved and operators agreed to reconsider their protest.

BRIGADIERS Skate Club, Buffalo, members of which also belong to Scott's Roller Rink Club, elected Walter F. Stein, president; John Tague, vice-president; Earl Lucy, secretary, and Fred Metke, treasurer. Club meets weekly in Scott's Rink.

MORE EXHIBITS

(Continued from page 28)
Concessioners reported business only fair, compared with attendance. Every rodeo performance for the first week-end was a sellout.

Turf Catering Company, with W. B. and Joe Wolkin in charge, had catering in Hatbeau Garden and Longhorn Cafe and drink concessions in Coliseum and merchants' building and reported business better this year.

Visitors included B. H. Heide, general manager of International Live-Stock Exposition, Chicago, and C. A. Studer, secretary ANVIL Park Rodeo, Canadian, Tex. Concessioners in merchants' and livestock buildings included J. Dubinsky, Leo Sax, jewelry; Beck and Zerah, tapestry; Olga Sandusky, handwriting; H. P. Spencer, candy; H. Henselbarb, leather goods and jewelry; C. Lagardinos, candy apples; R. C. Cary, taffy; Jack Broodo, jewelry; Mr. and Mrs. A. J. Lavy, tapestries, linens and rugs; Mr. and Mrs. Dave Bailey, ties; Carl Young, lavender; Mr. and Mrs. John S. Morton, eggbeaters; Tony Trayer, necktie forms; Everett Alm, glasscutter; George Harris, peeler; Mr. and Mrs. Bus Robertson, trick mice; A. C. Wolfe, grapefruit cover and peeler; John Hemingway, fountain pens; Don Ansley, silhouettes; Frank Boggs, frozen custard, photo machines and ice cream outside merchants' building; Mr. and Mrs. Sam Saboni, lunch counter in merchants' building; L. Walhaven (Ace Hudson), monogram designing; Stanley, palmist; Kaplan and Bloom, novelties; Mr. and Mrs. Clint Nogle, Hennessey Bros.' Shows, picture machine; Fern and Candy Greenhouse, candy floss and chocolate dips; Phil Stone, jewelry engraver; Pearl Dolan, fountain pens; C. Raabe, jewelry. Tex Morris had Nogle's picture machine in merchants' building.

ADVANCE SALE

(Continued from page 28)
Stock Show, who secured one of the best exhibits seen in years, is working on plans for a bigger show in 1939. That this show will reach a major base is predicted by officials of the International, Chicago, and Royal American, Kansas City, Mo., who were visitors. Lamb and swine prices set records.

ORANGE SHOW

(Continued from page 28)
700 feet long and 250 feet wide. Everything on all sides of it was swept away, including a lumber yard, tourist camps and filling stations. Crafts Shows workers were lauded by the press for working with others in water waist deep.
E. E. (Bob) Olsen, Pomona, who has the east and drinks at the Orange Show, threw open his big cafeteria, supplying free meals and hot coffee to men working in water and mud. Altho Crafts Shows reported no loss, several members were affected who had house trailers parked in a near-by camp. Jake Boyd, Octopus foreman, reported his house trailer and car washed away, trailer a total loss, but the auto salvaged; Alf Mahler saved his house trailer by chaining it to a tree, altho it was filled with mud. Mrs. Roy Scott was trapped in a trailer, which was later towed to high ground. All roads to Crafts winter quarters were washed out, but made passable again.



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With 100 Pairs Skates and Music on percentage basis. Large Rink. Wire
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PORTABLE ROLLER SKATING RINK.
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over 25 years' experience in the industry with our Full-Locking Reversible Floor. It's a Revolution. Send 10 cents for information.
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3900 East 12th St., Kansas City, Mo.

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—Load Spasher System— "Hold Fast" Powder— Repair Parts— Prompt Service.

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OMAHA SKATE WHEEL CO.

SOMETHING NEW

Kills Dried White Maple Rollers. Treated to reduce slipping and lengthen life of rollers. Mounted on new Hi-Speed Bushings. At price within reason for all. Will send sample set in rick owners on request. All two-piece bushings reworked will run as long as new five rollers. Guaranteed at 60¢ per set. 6400 DODGE ST., OMAHA, NEB.

\$1,000 READER BAN LIFTED

Alabama City Grants Permit; School Books In Carnival

GADESSEN, Ala., March 19.—By a two to one vote the city commissioners on Tuesday lifted the \$1,000-per-week license levy on street fairs to permit the showing of a carnival in Alabama City under sponsorship of Emma Benson High School.

This action was taken after Principal F. A. Hegan requested that the Blue Ribbon Shows be permitted to exhibit in order to provide the school with funds for purchasing band uniforms.

Dr. George S. Vann, chairman of the commission, joined Commissioner R. A. Burns in voting to permit the show, and Commissioner J. H. Meighan voted to oppose it.

Meighan declared that while he was heartily in sympathy with the school he believed the funds could be raised without the aid of a street carnival. He said that the commissioners went on record a year ago as being solidly for the \$1,000-

a-week license and that he did not believe that a change should be made.

Dr. Vann said that the city waived the provision last year for a show to appear here, but Mr. Meighan asserted that this was not a street fair but featured only rides.

The commission discussed the matter of carnivals last week but did not take a vote on it.

Edward K. Johnson, agent for the Blue (See \$1,000 READER on page 53)

Bands, Orchestras To Supplant "Canned Music" on Jones Midway

AUGUSTA, Ga., March 19.—Director-General William C. Fleming announced here Monday that Johnny J. Jones Exposition will feature good music on its midway during this season. Amplifiers will still be used by talkers and lecturers, but canned music will be eliminated as

Don't Miss
This Feature:
Broadcasting the Carnival
By WALTER K. SIBLEY
in the
Spring Number of The Billboard

much as possible, with bands and orchestras replacing amplified records.

Bands and orchestras contracted are Hugh M. Smith and Superba Concert Band, which will play downtown concerts daily, go on the air, render con- (See BANDS, ORCHESTRAS on page 53)

Buckeye State Gets Going in Laurel

LAUREL, Miss., March 19.—Buckeye State Shows opened here last Saturday, March 12, to good crowds, business and weather. Show moved out of quarters to opening lot only three blocks from heart of town. Everything newly painted and most of canvas is new, with a green and red color scheme.

See Kyle, woman high diver, is the free attraction. Show moves by trucks. Galler bought two new trucks from local International dealer.

Roster as follows: Office—Joe Galler, manager and owner; Mrs. Josephine Galler, treasurer; L. W. Lesman, assistant manager; J. A. Gentach, advance; Bert King, banners; K. W. Franklin, secretary, and Russell Cooper, electrician.

Rides: O. A. Thornbury, Tilt-a-Whirl foreman; C. W. Gentach, second man, Merry-Go-Round, John Barrone, foreman, Big Eli Wheel, Buddy Myers and Foots Baggett, Kiddie Rides, Ray Kriewell and Harold Lowry.

Fred Hainey reported a good opening night on corn game. Ben Pointeuss was satisfied with receipts in cookhouse, feeding many old customers. Date Curtis, manager of Slide Show, is pleased with new 110-foot top which arrived from the Fulton Bag and Cotton Mills in time for opening. Curtis has complete new show as everything was built while in quarters. Owner Joe Galler spared no expense in making this one of most attractive Slide Shows that money and materials could produce. Lon Morton, with wrestling bear, played to full houses. (See BUCKEYE STATE on page 56)

Benge & Scott To Launch Carnival Near Buffalo

ROCHESTER, N. Y., March 19.—Benge & Scott's United Shows will open in April in vicinity of Buffalo. Show will be transported by trucks and baggage cars. Staff: Robert Benge, owner and manager; Mrs. Benge, secretary and treasurer; Harry J. Scott, advance agent; Gordon Hare, publicity agent; Harold Roy Hearn, concession manager; Donald Brown, lot superintendent; Charles Hearn, trainmaster. Reported by Robert H. Benge.

Gooding Buys Ro-Lo

NORTH TONAWANDA, N. Y., March 19.—F. E. Gooding, accompanied by one of his managers, George Penoe, visited the Allan Herschell factory here today and placed an order for a Ro-Lo (funhouse). Gooding stated that he inspected this funhouse on several occasions during its operation at the Tampa Fair and was greatly impressed. Gooding also placed an order for a new modernistic 10-car Allan Herschell Kiddie Auto Ride.



ETON SISTERS, KATHRINE AND POLLY, who present the feature free act with Burdick's All-Texas Shows, this making the second season. LeVerne Luther, show's secretary, says Mrs. Bernice Eton manages the act and knows how to sell it to the public.

Max Linderman To Pep Up Still Dates for World of Mirth Shows

RICHMOND, Va., March 19.—More than customary close attention will be given still-date engagements of World of Mirth Shows this season. General Manager Max Linderman said during an inspection visit to quarters of this large eastern carnival organization here this week.

By concentrating upon these early season dates Linderman said he was hopeful not only of successfully (See MAX LINDERMAN on page 53)

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

By STARR DeBELLE

Marijuana, Mexico. Week ended March 12, 1938.

Dear Red Onion:
Ballyhoo Bros.' Overland Caravan, consisting of 350 big burro-drawn wagons, 30 elephants with howdahs loaded with ride plates, 10 camels also loaded in the same fashion, 1,500 pack mules and 800 marching men and women, like a conquering army of old, made its grand

entry into the city of adobe huts, Indian teepees and log cabins. The city of Marijuana is located in a yawning ravine of the Sierra Mountains. The long overland trek from Mexico City an uneventful one. Due to the bad roads and heavy loads, the wagons were lightened up by loading the elephants, camels and the contracted pack mules with ride (See BALLYHOO on page 53)

Kilonis Puts Out New Show

John D. Kilonis teams with Wm. J. Riley—launches Modern Amusements

BOSTON, March 19.—John D. Kilonis announced here Tuesday that he and William J. Riley will take out a carnival this season to be operated in two units under title of Modern Amusements. First unit is set to open in Manchester, N. H., in April, and second unit to open in May, place to be announced later.

Offices have been opened in this city, and staff for first unit will be John D. Kilonis, general manager; William J. Riley, general representative, and Marie Riley, business manager. Staff for other show will be announced shortly.

The big show will be a regularly organized carnival, complete in all essential details, while second show will cater to church and fraternal organizations on a rental and consignment basis.

Trucks, rides and concession booths which will be used for rental purposes and also a number of trucks and rides to be used on big show are owned by management of Modern Amusements. This firm has made arrangements to also supply organizations with merchandise for their concessions and feels that this (See KILONIS PUTS on page 58)

Beck and Thomas Form Partnership

SPRINGFIELD, Mo., March 19.—Contracts were signed here Tuesday whereby Al C. Beck becomes a partner and assumes active management of Dog Thomas Shows for this season. Dog Thomas will take care of all advance bookings and much the same territory will be played as in former years. Dog Thomas Shows are well known through Missouri and Illinois for sponsoring clean amusements, Beck stated.

Beck has had 22 years' experience both with carnivals and circuses, and the partnership deal of these two well-known showmen will doubtless prove a winner. Quarters were opened and a crew of men are painting rides and preparing show for opening here last week in April. Thomas-Beck policy will be clean amusement at all times, and show will be transported on trucks.

Visitors at winter quarters past week were Noble C. Fairly and Dan McOggin. (See BECK AND THOMAS on page 54)

Gold Medal Shows Book Two Free Attractions

NASHVILLE, March 19.—Oscar Bloom's Gold Medal Shows are set to open in this city in Centennial Park, using 3,500 sheets of paper, 75 street cars with banners, newspaper advertising and probably a radio hook-up or two. Letter to be decided later.

Free acts engaged for season are Great Puzner, spiral tower acrobat and aerial seesaw, and Flying Leaters, casting act featuring a woman catcher.

Pat Ford, of Little Rock, Ark., has been engaged as special agent and is at quarters ready to start his season's work. Reported by H. B. Shive.

Many Large Parties for League's Spring Show

CHICAGO, March 19.—Walter F. Driver, general chairman of the Showmen's League's Theatrical Night, reports that tickets for the event are going fast. Many large parties have been formed to attend the show and to date nearly 700 tickets have been sold. Capacity is 1,000.

Work on the show's program also is progressing nicely. Date is Monday night, April 4, and proceeds go to American Hospital.

Golden State Quite a Show

Opens season after flood—side show leading feature—business fair

SAN DIEGO, Calif., March 19.—Crafts Golden State Shows opened here March 2. On account of flood waters that seriously interfered with transportation, business first three days was not up to former years. It is a real flash show, everything presenting a splendid appearance. Noticeable are illumination and fine appearance of rides and shows. San Diego Post, American Legion, sponsored date. New municipal lot, specially graded and easy of access, near ocean front made an ideal location. This reflects a lot of credit on city officials that made this fine location possible.

Show is transported on trucks with 35-foot semi-trailers.

Staff: O. N. Crafts, owner; William E. Hobday, manager; Harold Mook, secretary and treasurer; Homer Beece, general superintendent; Otto Mals, chief electrician, and George Boles, assistant; Bob Lambert, chief mechanic, and William Olow, assistant; Bob Gillen, master (See GOLDEN STATE on page 51)

LOW PRICES on MINIATURE FRAMES!

FOR DIRECT POSITIVE OPERATORS

New . . . guaranteed non-toxic metal frame with standard coated backs. Highest quality ever offered for the money. Look at these low prices:

1 1/2" x 2"	.50 per Doz.	\$ 5.00 per 100
2" x 2 1/2"	1.50 per Doz.	8.00 per 100
3" x 4"	1.50 per Doz.	9.00 per 100
6" x 7"	2.00 per Doz.	15.00 per 100

Sample statement of these new film frames in all 4 sizes ready Apr. 15—50c postpaid. Order now!

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New With CHUCK SAUTER, Selling CHEVROLETS.

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SHOW-KANVAS TENTS

MILFORD H. SMITH

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TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW

Write

CHARLIE T. GOSS

With STANDARD CHEVROLET CO. EAST ST. LOUIS, ILL.

Reading's United Shows

Opening Thursday, March 21, Springfield, Tenn. West Chattanooga, Tenn., Core Gano, Ball Gano, Tenn., and good stock. Connections. No prof. Will buy seven out of 10. W. J. WILLIAMS, 802 Joseph, Nashville, Tenn.

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A No. 1 Parkhouse Operator with class. Paul W. Hain, contacted on 31-272-2100.

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General Delivery, Atlanta, Ga.

NSA To Celebrate in New N. Y. Clubrooms

NEW YORK, March 19.—National Showmen's Association will celebrate occupancy of its new headquarters in Palace Theater Building with elaborate housewarming festivities March 24. Meeting rooms, situated on sixth floor of building, will be open to members and their guests from 6 o'clock until 7:30 p.m., when regular meeting will be called to order. Immediately following business session there will be dancing, entertainment and refreshments.

House committee is adding finishing touches to renovation of suite and it is expected that furnishings will be completed by meeting time.

Wallace Bros. Start Season

Walter B. Fox reports that Ernest E. Farrow has best show of his career

TUSCALOOSA, Ala., March 19.—With ideal weather prevailing and good-sized crowds in attendance General Manager Ernest E. Farrow Sr. opened the best Wallace Bros. Shows here Saturday, March 12, that he has ever operated. No expense was spared in quarters to make this best show of his long career. Entire show is spick and span in every department.

Sponsors were Veterans of Foreign Wars, one of writer's many standing committees. Committee, headed by William P. Prince, State commander; Robert F. Baker and Fire Chief Pete Matthews, co-operated with staff in every way possible to make engagement a pleasing one and financial success. Writer entertained two old friends, Arthur Hoffman and Mason E. (Buddy) Willis, of whose show fame, on opening day and there were a host of other visitors besides.

Staff and personnel is as follows: Ernest E. Farrow Sr., owner-general manager; Walter B. Fox, general representative and traffic manager; M. P. Tillotson, special agent; Mrs. Margaret Miller, secretary; Jack L. Oliver, legal adjuter; Mrs. Dorothy Farrow, treasurer; E. A. Wilson, chief electrician, and How Crawford, lot superintendent.

Rides: Caterpillar, A. E. Walsh, manager; Robert Kelly, foreman; Thomas Hutson and Roy Hardeman, assistants, and Mrs. A. E. Walsh, tickets. Merry-Go-Round, Harry Waggoner, foreman, and George Tipton, assistant. Big Eli Wheel, Jas. L. Reed, foreman; Albert Brown, assistant, and Mrs. Billie Wolf, tickets. Loop-o-Plane, Happy Cunningham, foreman. Chairplane, Harry Zimmerman, foreman. Kiddie Chairplane, Edward Logan, foreman. Shows: Side Show, Lee Houston, manager; Jack Phillips and Joseph Stevens, tickets. Mary Stevens, inside lecturer; Larry Johnson, sword swallower, and Katie Johnson, sword (See WALLACE BROS. on page 49)

Notables Meet In Macon, Ga.

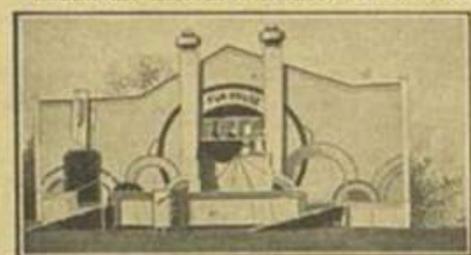
MACON, Ga., March 19.—A coincidental gathering of a number of outdoor show executives and staff members occurred here Sunday, March 13, when visiting delegates and those spending the winter in "Central City" by chance selected same day for a get-together.

Among those who fraternized during day were William C. Fleming, Ralph Lockett, George Davis, Harold Paddock and Eddie Coe, of Johnny J. Jones Expedition; Charles Sparks, Jerome Harrison and A. C. Bradley, of Downie Bros. Circus; W. H. Harris, Tom Terrill, Sam Berlin and Janette Terrill, of Model Shows; Mr. and Mrs. C. E. Barfield and Leo M. Bistany, of Barfield's Cosmopolitan Shows; Ray Rogers, O. C. Cox and L. D. Littman, of Wallace Bros. Circus, and Paul M. Oenaway, Macon attorney and host for the day, whose hospitality did much in providing an enjoyable time for all.

Various groups were kept busy visiting (See NOTABLES MEET on page 51)

New Ride-Funhouse "RO-LO"

THE OUTSTANDING CHOICE OF SHOWMEN AND PUBLIC Made an Enviably Record at the Recent Tampa Fair

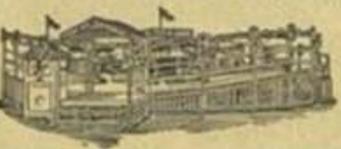


The Perfect Device for every Midway, Park, Circus, Truck or City Shows. Positively operates with two people ordinary business. Three people during rush periods. Loads on one large wagon or trailer. Rides with four rows in four laps—down in half the time. Without question has the strongest public appeal and most beautiful front of any Fun House yet produced—big operator—certain to remain popular for years. Individual illumination—all new patented features.

ALLAN HERSCHELL CO., Inc. North Tonawanda, N. Y.

STREAMLINED CARROUSELS and KIDDIE AUTO RIDES

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The Time-Tested
TILT-A-WHIRL
Flashy - Reliable - Money Getter
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CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
Send for Used Tent List. LEADERS FOR OVER 40 YEARS.
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HI-DE-HO Funhouse and Ride Combined



For Parks and Travelling Shows.
RIDE-O-RIDE
12 and 18 Cars
Based on its Merits
Facts from Ride-O-Ride Owners:
"We have all that can be desired in a good ride."
"I found the ride to be all and more than you claimed for it. It traveled all riders, and proved more than any two rides on the midway."
"To date there are 55 rides sold and not one used ride has been placed on the market."
SPILLMAN AUTO SPEEDWAYS
Seven cars proved \$11,500.00 over a period of fourteen weeks.
Get in on these proven money makers.
World's Largest Suppliers of Amusement Rides.

SPILLMAN ENGINEERING CORPORATION, North Tonawanda, N. Y.

HENNIES BROS. SHOWS, INC.

WE OPEN APRIL 2, SHREVEPORT, LA., Auspices of American Legion.
ALL PEOPLE CONTRACTED WITH US, BE HERE IN TIME FOR OPENING.
CAN USE FEW MORE SOBER, RELIABLE RIDE AND TRAIN HELP.
HENNIES BROS. SHOWS, INC.
P. O. Box 144 Shreveport, La.

HELLER ACME SHOWS, Inc.

OPENING SWAINSBORO, GA., MARCH 26, TWO SATURDAYS.
WANT for Circus Side Show, Fat Woman, Magician, Mental Act, or any other good Acts for Circus Side Show with 150-ft. Front. Good Cook for Cook Show. Lady Wrestler and good, useful Athletic Show People. Good indecement for Penny Arcade, flat rate or percentage. WILL BOOK OR BUY Monkey Speedway or Monkey Circus. Good indecement for Working World, Fun House, or will help finance any meritorious Show. WILL PLACE any more Side-Loop-o-Plane, Octopus or Ride-o-o. Also one or two Kiddie Rides. CONCESSIONS—Duck Pond, Fish-Til-U-Win, Shooting Gallery, Cigarette Gallery, Skee-Ball Alleys or any other Crated Street. Those not wanting South can arrange to join in the North. Following People contact me. Very important: J. C. Roberts—Ballston Association Johnson of Clayton, N. J.—Earnie Mahler, County Fair Shows—Belle Dennis. All people contracted acknowledge this ad. All address HARRY HELLER, Con. Mgr., Gen. Del., Swainsboro, Ga.

Dodson's

EAST ST. LOUIS, Ill., March 19.—Work is going forward at rapid pace. Front entrance arch, designed and built under direction of Bert Miner. Work of building and repairing wagons under blacksmith William Moore is progressing. Bill Burton and wife arrived from Miami. Bill has charge of Eli Wheels. Bert Brundage and wife, ride and penny arcade operators, came in from Los Angeles. Lillian Shepherd, of Girl Show, here and arranging cast. Jimmy Hamiter was a caller. In East St. Louis to arrange for two new trucks in which to haul elephants and performing horses that he will furnish for trained wild animal circus. Lion and tiger act will arrive from Nashville shortly.

Howard Piery, caterer of American Legion, is in quarters overseeing rebuilding of American Legion Hut. Jack Beck, manager of high serial act, wrote that due to recent floods in California he will have to postpone his start for quarters a few weeks but will arrive before opening. Word received from Ray and Jewel Balsler, who have been wintering in Milwaukee, that they will arrive for opening. Lee Falkner, electrician, is going ahead with several new ideas in lighting effects. Cy Holliday, Sooter foreman, and crew arrived. Mike Green, candy concessioner, after a very successful season at the Garrick Theater here, is awaiting opening, having returned from a two-week visit at Mardi Gras, New Orleans.

VERNON P. KORIN.

O. C. Buck

PORT RICHMOND, N. Y., March 19.—Nothing startling to report, but saws, hammers and paint brushes and guns are still going strong. From present indications, with opening date set as April 14, it will take every minute from now until then to complete building program under way. Already some night and Sunday work is being done. Weather still bad in this section, which prevents anything being done in open. Jack and Mrs. Wells returned from a trip to Chicago, where they spent a few days with homefolk. Incidentally, came back in truck and handsome new de luxe living trailer, which they purchased while there. Immediately set about with his electrical work. Buck announced this week that Mrs. Mabelle Kidder had booked her *Life From the Beginning* Show and would ship same from Richmond shortly. Show uses 70-foot front and elaborately framed inside. Mr. and Mrs. Tom Butler and son, James, came in from Florida and are camped on fairgrounds in their home on wheels. Mr. and Mrs. Nick Anello frequent visitors. Nick has been with Buck 15 years in concession department. Everyone saddened to hear of death of Mrs. Mark Graham's father at Binghamton, N. Y. Boy and Mrs. Van Sickle expected soon with long-range gallery, knife rack and hoop-la. Have been sojourning in Florida. Frank Mirabito, of Merry-Go-Round, joined force at quarters. John Henry Purtoy, Jockey Roland's "Boy Friday," is fast completing painting of dome.

R. P. McLENDON.

Centanni

(Motorized)

NEWARK, N. J., March 12.—Work at quarters is progressing under supervision of Dick Jennings. A crew of 10 are working on rides and show fronts. Mike Centanni returned from a cruise to West Indies. A new front for *Night in Paris* show is being built. Concessioners booked are John Glynn, candy apple and pop corn; Nick Green, grocery wheel and ham and bacon; Sonny Kelly, bucket store and cane rack; Dick Jennings, wheels; Joe Popp, ball games, and Sausage Louie, cookhouse.

LOUIS KING.

All American

KANSAS CITY, Mo., March 19.—Show now getting all equipment ready. An innovation on show this season will be new ride, the Hurricane, now being built by Perl Deem under direction of Axel Bendtsen, owner of show. John Francis made a special trip from St. Louis to see this ride. Other showmen to see the Hurricane were John R. Castle, Tony Martone and R. E. Haney. Owner Bendtsen and Manager Peterson placed an order for new canvas for show with Baker-Lockwood. They promise something new in style for marquee for

Spring-Quarters News and Gossip

As Reported by Representatives for the Shows

SHOW LETTER WRITERS, ATTENTION! Many Spring-Quarters News and Gossip letters had to be left out of this edition owing to late arrival and carelessly prepared copy. NOTE! All matters submitted for publication should be written on a typewriter, double spaced. Not with pen nor pencil, nor all capital letters typed. Kindly have copy reach *The Billboard*, Cincinnati, by Thursday morning of each week, no later. Your co-operation will be appreciated.—Carnival Editor.

front entrance. Many new fronts will appear on midway. Pete Lley will be back with three shows. Jack Sterling will have side show. Owen M. Dauphinee will have girisquois revue and is building a new unborn show to be titled *Souquet of Life*. Mrs. Dauphinee will have guess your age. Art Kern has contracted as ride superintendent and electrician. General Agent Percy Jones returned from a very successful business trip in Dakotas and Nebrasks.

OWEN M. DAUPHINEE.

Rogers

NASHVILLE, Tenn., March 12.—Show is enlarged, overhauled, painted and ready to move to its first stand here. It has shown for South Nashville Welfare League for the last five years. Charles Swartz is supervisor of work at quarters. F. N. Ogilby returned to this show after five years on another show. He recently returned from a booking trip. H. V. Rogers returned from a visit with his parents in Bessemer, Ala. Persons at

The Billboard can get along without us, but we cannot get along without *The Billboard*. Sally Pennar, secretary, will handle publicity this season and will be *The Billboard* agent. Joseph Cullen will handle special publicity and act as legal adjuster. Enjoy Ballyhoo Bros.' letter every week. What ever happened to Short Hot Amusement Co.? Did Ballyhoo Bros. absorb them? SAILOR BRYAN.

Al G. Hodge

CROWN POINT, Ind., March 19.—Opening, which will be at Terre Haute, Ind., has been advanced a week and work at quarters speeded up. Bob Hallock has route lined up. Manager Tucker will have every unit of equipment painted before opening. A new Chevrolet truck was delivered last week; it is being lettered and decorated by Art Signor. A contingent including Mr. and Mrs. F. Pratt, with pop corn; Graham Davis; Doc Waltz, big snake, and L. L. McAlfee, athletic show, is coming from Hot Springs, Ark., for opening. Henry Dinmore and Sam Goldstein are join-



CHIEF EXECUTIVES OF CETLIN & WILSON SHOWS at recent staff meeting in Greensboro, N. C., are shown here signing the press agent for this season. Left to right, I. Cetlin, business manager; Harry Dunkel, general representative; L. C. Miller, general press representative; George Hirschberg, secretary, and John W. Wilson, general manager. Photo by Harold Smith, Greensboro.

quarters are Charles Swartz; Harry Williams, who has *Tilt-a-Whirl*; S. Stevens, electrician; Bill Crisen and wife, Jimmy Nelson and wife, Mr. and Mrs. Leamon Moore. Staff: H. V. Rogers, owner and manager; Van Cameron, secretary and treasurer; F. N. Ogilby, business manager and agent.

VAN CAMERON.

Alamo

MACON, Ga., March 19.—Trucks and shows have been painted and overhauled and everything in general is ready for road. Lot manager motored down from Stone Mountain, and B. W. McCoy and wife came in from South Carolina and are ready for opening.

W. G. STATON.

Conch & Bryan

(Motorized)

STUART, Ia., March 19.—Work is progressing. Following have signed: A. S. Pogleason, pop corn; S. W. Overfield, candy floss and candy apples; A. B. Jewett, penny pitch and balloon pitch; Cliff Barrett, kiddie auto; Mrs. Roy Gates, girl show; Three Kays, dancing trio; Red Sisters, acrobatic dancers; Bobo Voss, clown; Clem Diebold, midway clown, and Billy Hogan, stinging emcee. General Manager K. Conch is busy calling on committees. Show is due to open in May. More power to *The Billboard*. Some carnivals in America fail to realize how important *The Billboard* is to them.

ing with concessions. Eddie Brenner will have a corn game. Treasie McDaniels will come in from Tampa soon with concessions, and Bill and Betty Harrington, who also wintered in Tampa, will come in with their girl show and nudist colony.

ART SIGNOR.

Barkoot Bros.

TOLEDO, O., March 19.—A small crew is working on trucks at present and work on rides begun. All equipment will not be new, but it will be put in good shape. K. G. Barkoot just returned from a buying trip on which he bought new electric cable. H. O. HOCKETT.

W. E. West

(Motorized)

CHERRYVALE, Kan., March 19.—People are arriving daily. Newest arrivals are the Crawfords, free act, and Bill Pratt, new electrician, arrived from Searcy, Ark., and is busy on transformer wagon. Card from Mrs. Laura Keffer stating she will be in soon. Mr. and Mrs. West have two daughters in school here, Virginia and Maybelle. Girls will remain in Cherryvale until school is out, then join show. Both operate a concession. Writer's Ten-in-One is shipping up and performers are arriving. Pete Holmes and Brownie Payton are here. Moody Cook will join opening week from Searcy, Ark., where he has been working all winter at HiHo Theater. The Whites,

James and Mary, completed their new housecar and moved in. McAlan and Calotta bought and contracted cookhouse for season. BETTY JOHN.

Curl

LONDON, O., March 19.—Manager Curl added a new semi-trailer and ordered all new canvas for shows. Color scheme is circus blue. All show fronts will be painted silver. An eight-car Whip and a Loop-o-Plane will be added to rides. Eddie Doyle is lining up some acts for side show. Mrs. Edwards, wife of general agent, is improving from burns received when a gasoline stove exploded in her house trailer. Mr. and Mrs. Curl will leave Florida soon. Quarters are in charge of Pat Hardin.

DOC EDWARDS.

Zimdars

JACKSON, Tenn., March 19.—Fine weather of past few days. Hundreds of the townfolk have visited quarters inquiring about opening date. Altho workmen are still employed, shows and rides are ready to go. Billposter Kelly started his work with arrival of new paper. Slim Davis replaced W. Terry Martin as special agent. Mrs. Zimdars, secretary-treasurer, is proud of her new office. It is equipped with lounge and electrical refrigerator for refreshments and to provide comforts for committees.

BUDDY MUNN.

Dee Lang

ST. LOUIS, March 19.—Opening of season takes place early in April at Alton, Ill. Rides and most of concessions will be operated by show. Euba Cobb and E. Todd will have concessions. John Sweeney has bingo. Danny Lefbough will have eating stands and cookhouse. A brewer on show is Charles Dekreko with Mirror Maze and his brother, Jean, in charge of Hollywood Theater.

ELMER BROWN.

King Reid

(Motorized)

MANCHESTER Center, Vt., March 12.—A large cage was constructed for a group of mixed animals to be featured as a Friendly Enemies exhibit in the Jungle show. Burt Hardenbrook is now in Hollywood, Fla. Burt advises he will start north April 2 to get his concessions ready. King Reid recently made a visit to New Hampshire in interest of the show. Recent visitors: Ralph Bortell, Broadway Johnnie Cullen, and Mike Walker, of A. & P. Attractions.

ZILDA FINSONAULT.

Imperial

(Motorized)

GRAND RAPIDS, Mich., March 19.—Work started in quarters and all shows and rides will be in readiness for opening third tour of Imperial Shows. Five truckloads of paraphernalia arrived, including show fronts and kiddie auto ride. Saws are buzzing and paint is flying, blacksmithing and everything is going full blast. Governor Payne, general agent, been away booking. Edward A. Hook bought a new streamline *Tilt-a-Whirl* and has gone east looking after a new ride. Bob Kenosian is getting his Merry-Go-Round and Big Ell Wheel in shape. James Smith, electrician, arrived and took charge of electric equipment, which will get a thorough overhauling. Ray Davison, master mechanic, will arrive soon. Harry Zimmer is on job at all times. LEW MARCUSE.

Greater

(Motorized)

MADISON, Ill., March 19.—Greater Exposition is truck show. Work at quarters has taken on new life since arrival of number of old regulars, in addition to new members. John Starkey and wife arrived and took charge of paint department and are putting out some nice fronts. Nathan Carl and George Heavin, of mechanical department, have nearly all trucks overhauled. Some of older trucks were traded in for new ones purchased from Charles T. Goss. George Hicks arrived from Pinella Park, Fla., and is overhauling *Hideho*. Joe Kewer has carpenter department working two shifts and Oscar Francis is busy on electrical work. Roy Faustino arrived from Chicago and is getting *Casa Cubana* Revue lined up. Rehearsals are being held daily in rehearsal hall in quarters. Another building has been rented so rides can be erected and thoroughly overhauled before being taken to lot. Jack

Hardy, who contracted his Vampires of the Ages, arrived and is awaiting shipments of costumes from New York. Jack H. Nation will be in about March 20 with his side shows. Professor Holbert, who has Illusion Show, writes from Kokomo, Ind., that he is playing theater dates and will be in March 23. Robert Crist, night watchman, arrived from Killgore, Tex. Jack Draper and wife in from Tampa. Larry Hall writes that he will be on with cookhouse and concessions. Curly James is on way with two sets of diggers. Sam Benjamin is in to assist on advance and is on road. Opening has been set in April at Granite City, Ill. Contracts have been received from Four Jacks and Five Flying Fishers for free acts. They will be in for opening.
H. W. SMITH.

Clint & Clark

WASHINGTON, Pa., March 19.—Dave Harris and Don Walsh, Mr. and Mrs. Charles Wertman; Mrs. Jewel Huntley and son, Tony; Dink Dwyer and wife were visitors. M. Curry and Houston Shively were added to staff of workmen, making seven men doing painting and renovating. Shipping notice was received, announcing that new dual Loop-o-Plane will be shipped from the factory. Tiny Gouldsberry and family arrived, prepared to frame new Five-in-One with complete new front. Contracts were signed this week, with Ted Keller and Esther-Lester for half and half. New Ponycycle kiddie ride purchased recently. Letter from Johnnie Johnson, bingo operator, states that he is on his way with all equipment, including a new trailer. A letter from Ted Meadows announcing he will arrive March 22 to mount new 75-kilowatt transformer on new Reo truck.
CHARLES C. HUNTLEY.

Byers & Beach
(Motorized)

EAST ST. LOUIS, Ill., March 19.—Management announced signing of Larsen Family Band as a midway attraction. Carl Byers wired from Kansas City that a contract was signed for an outstanding free attraction. Crew in quarters has been increased to 35 and work is rapidly nearing completion. Scene Artist Harry Dreilbelbs with some realistic painting has given new fronts an attractive and novel finish. Harry Beach put final touches on newly framed Minstrel Show and started plans for Funhouse. James Winters, shortly after appointment as general agent, turned in a number of contracts for fairs. Darby Dobson will again be special agent. Visitors: John Francis and Crawford Francis, of Greater Exposition Shows; Vern Korhn, Dodson's Shows; M. E. Wagner, F. Wright and William Rucker en route to New Orleans. DON TRUEBLOOD.

Krekos' West Coast

SAN FRANCISCO, March 19.—All equipment ready and crews waiting to begin loading for opening spot, which is downtown district of Oakland, for a nine-day run. Management of this carnival again launches for 12th year on West Coast. M. E. Arthur arrived from Hollywood, Calif., with a new truck and had it loaded with silks and satins for Side Show or Coney Island Maze as he calls it. Arthur purchased a new tent 120 feet long and has 20 double-deck banners. He has three other shows featuring people in flesh. Carl Holt will present *Géologique La Parisienne* with a line of girls augmented by two comics of West Coast theatrical world and five-piece orchestra. Bull Martin signed school of wrestlers and boxers. George Kocan will have Snake Show, operated by Al Kajan. Manager Krekos returned from a 10-day vacation to Murrietta Springs in southern part of State. Reports he got caught in flood for three days and was without newspapers, lights or phone service. George Kocan has a new set-up for midway cafe. Built a new cafe from top to bottom and purchased semi-truck to haul it. Harry Meyers has 10 men rebuilding and arranging his concessions. Charles and Edith Walpert, of bingo, are to have something new in this line. Louis Leos left for home for final visit before going out for season. Leos lives in Los Banos, where he has an Italian style Venetian bungalow, together with a vineyard, winery and barbecue pit. All of executive staff visited Polack Bros. Circus at San Francisco and were royally entertained by Mr. and Mrs. Irving Polack. Visitors: C. S. Wrightman, owner of the greater Wrightman Amusement Co.; Glen Loomis, business manager and spe-

cial representative; Al Fischer, general agent Clark's Greater Shows, and Phil Williams, general agent Crafts enterprises. Art Craynor has been added to promoting division of these shows. Fred Shirley will again be foreman and chief electrician. Ralph Deering will have entire riding device division. Nick Krekos has been re-engaged for night watchman and trainmaster. Mrs. Fred Shirley, who had charge of quarters commissary department, will be in charge of ticket girls. Bud Carlsen and Whitey Jensen have everything ready on their sky ride. Joe Zetter has a crew of men working night and day getting ride units in readiness. Eddie Harris was a welcome visitor. Charles Youngman is busy building new concessions. W. T. JESSUP.

Cetlin & Wilson

GREENSBORO, N. C., March 19.—Quarters really a beehive of activity as additional people arrived. Mr. and Mrs. Charles Cohen arrived and his men repainting Ride-o. Henry Roeller, of Roeller Sound Equipment Co., was in and signed contracts to furnish all sound equipment as well as street broadcasting equipment. Also to have a booth on midway, where he will make records of patrons' own recordings. All rides have been overhauled and repainted. Another new 24-foot aerial and tractor were purchased for hauling Scooter. Doc Garfield's front is finished and is 120 feet long, modernistic design. New rumba show will be called Helmar Revue. Tony Lewis is doing scenic and lettering of fronts. Lem Gibson is working on all lighting effects for various fronts. Color scheme of white and blue is being carried out for Hall of Science. Duke Jeannette will arrive shortly to remodel interior of side show. Special Agent Eddie Eger started work on advance. Ernest Anderson is building an entirely new and novel idea in water show for Harry Bentum, who will have Bench Bentum's Diving Sensations as free attraction. General Agent Harry Dunkel still sending in contracts. Johnny Moran, of Morris Miller's Shows, a visitor. Entire personnel regrets untimely death of Jack V. Lytle, of Art Lewis Shows.
GEORGE HIRSHBERG.

B. & V.

(Baggage Cars and Trucks)
GARFIELD, N. J., March 19.—Quarters will be opened next week and everything will be started. Leathers diving act, under supervision of Jane Leaver, will be free attraction. Opening will be in New Jersey. Carl Mills writes he received new banners for Side Show and will have a 110-foot banner line. Lou Fisher placed lead gallery and is getting ready. Marie Scott, who has cookhouse and four grind stores, is busy in Phillipsburg, N. J. Making new cookhouse oval design with electric griddle and chromium trimmings on frame. Lou Riley is vacationing in Florida and will have custard machine.
QUEENIE VAN VLIET.

Western States

SAN ANTONIO, Tex., March 19.—Final quarters letter. Management and advance of this troupe believe that agents should be ahead of a show, not back with it. Larry Mullins, who has been handling quarters publicity, writes: "There are a lot of improvements. Show is really going to look nice. Tryout on new Scooter ride was so satisfactory that Jack enlarged it and added two more cars." He framed a *Mollie Revue* for Clyde Davis. He bought a funhouse for Scotty Norton that is a corker. "A new outfit for Nick DeLoe's Pit Show. Bill Carr has entirely changed the Wild West Show. All other shows have been revamped. Bob Mays figured out a new lighting system and show will have some neon. Concessions have been rebuilt to uniform size. Boss went for a bunch of pennants and flags and says every town played will look like a State fair." Business Manager Albert B. Wright writes: "Jack kept Bennie Hyman busy. Bill Tank has worn out two pairs shoes running errands." Jack Huback, general manager, writes: "I spent a lot more money on show this winter than I figured on when I talked to you last December. You guaranteed certain improvements and 'Westerners' back up 'Old Man's' promises. We will have biggest and best-looking show we have ever had. New Scooter ride looks like a winner."

"I rebuilt most of shows and concessions. Our rides, always in good shape, needed only minor repairs and paint. I know you will like new lighting and dec-

INSURANCE

- A:** LIABILITY INSURANCE on your CIRCUS or CARNIVAL Lot, covering all types of accidents claimed by the public, whether faked or otherwise.
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- D:** APPEAL BONDS in case of attachments, without cash collateral on your part if you carry a liability policy with us.
- E:** The best lawyer in each town to serve as your friend and go to the front for you in case of trouble.

Only Agency in United States specializing in insurance exclusively for Show People! Will gladly furnish names for reference, of the many reliable circuses and carnivals now insured through this agency.

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EASY MONTHLY OR WEEKLY PAYMENTS — REASONABLE RATES.
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C. W. NAIL SHOWS

OPENING MONROE, LA., APRIL 14 FOR TEN DAYS.

Auspices Illinois Central Service Twin City Boosters' Club, in heart of city. Want Foreman for Riding Device. Top salary for real Whip Man that is capable of putting up and tearing down and operating Whip. Foreman for Mix-Up. Also Second Men on all Rides. All Rides have been worked over and in A-1 condition. Ride Help that can drive trucks given preference, as we have some new ones. WANT SHOWS—Athletic, Illusion, Snake, Fat Girl or Midget, Working World, Penny Arcade or any small Show with own frame-up and transportation. Also Smith come on. Have some real Fairs and Celebrations booked. Also want Talker for Minstrel Show. CONCESSIONS—Owing to sickness, will sell exclusive on neatly framed Corn Game. Practically all Stock Concessions open, including Ball Games. Write, as may be able to place you. Those who wrote, please write again, as some mail has been mislaid.

Salaries for Ride Men start April 11. Be here by April 10 at latest.

C. W. NAIL SHOWS, 417 Layton Ave., Monroe, La. Phone 4015.

BECKMANN & GERETY SHOWS

WANTED—Ride Foremen for CATERPILLAR, OCTOPUS and AUTO SPEEDWAY. Single men preferred and must be sober and reliable. Can also use Drivers for Caterpillar Tractors. Must be sober and reliable

FOR SALE—5-Year-Old-Lion, used in Motordrome. Fine specimen and healthy.

Address BECKMANN & GERETY, Exposition Park, Route 6, San Antonio, Tex.

NORTHWESTERN SHOWS

Season opens Saturday, April 24, West Vernor Highway near Central Ave. A splendid route follows under the best of auspices, including the annual July 4th Celebration, Adrian. Can place a few more Legitimate Concessions.

FOR SALE—Merry-Go-Round Sidewalk, 120 Ft. by 9 Ft., \$35.00. Small Organ, \$45.00.

F. L. FLACK, Sole Manager, 36 E. Woodbridge St., Detroit, Mich. Phone: Columbia 3200. Will be on the lot after March 29th.

IMPERIAL MOTORIZED SHOWS WANT

SHOWS: Mechanical City, Glass House, Fun House, Illusion, Life or Death, Crime or any other Grand Show of merit, with or without equipment.
RIDERS: Whip, Snake-o, Arabian Skater, Octopus, Loop-o-Plane.
CONCESSIONS: Cook House, Loop Range Lead Gallery, French Cooked, Photos and Merchandise Wheels and Grand Shows. CAN PLACE on some high-class, seasonal Free Act. Address LEW MAROUSE, Best's Hotel, Grand Rapids, Mich.

AL. G. HODGE SHOWS, Inc.
CARNIVAL OF MERIT

WANTED for opening in Terre Haute, Ind., complete Grand Parade, April 2, and balance of season; Indianapolis account disappointment. *Real!* One star High Sensation Free Act, Whack, Grand Shows, Independent Shows. We have surrounded ourselves with the best talent obtainable in Central Indiana and have a real premium route North, East, West, under strong auspices. We invite inspection and extend an invitation to those who were with us last season to come on. Terre Haute, Ind., week April 24 to 26; LaFayette, Ind., week April 11th; then two weeks in Indianapolis, Ind., under the Robert Gaults, two different locations.

W. M. TUCKER, Mgr. — Y. G. MCDANIEL, Asst. Mgr. — BOB HALLOCK, Gen. Agt. P. O. Box 32, Gary, Ind., until March 30th; then Terre Haute, Ind.

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OPENING IN KANSAS CITY APRIL 23 FOR 3 WEEKS, UNDER AUSPICES: THEN MISSOURI, KANSAS, OKLAHOMA AND 7 FAIRS IN ILLINOIS.

WANT SHOWS WITH OR WITHOUT OWN TRANSPORTATION. Will make attractive proposition to those with own Show Equipment. Side Show, Pit Show, Snake Show, Illusion, Mechanical, Crime, Hula or any Shows that do not conflict with what we already have booked. What have you? WILL BOOK OCTOPUS WITH OWN TRANSPORTATION. Will make very good proposition.

CAN PLACE FOREMAN FOR ELI FERRIS WHEEL. Leo Hamilton, write.

FAIR SECRETARIES and CELEBRATION COMMITTEES—We have some open time. Get in touch with us.

Address JOHN R. CASTLE, Mgr., Heart of America Shows, Care Reid Hotel, Kansas City, Mo.

ENDY BROS.' SHOWS, Inc.

WANT PENNY ARCADE, MONKEY OR APE SHOW, MOTORDROME. SHOW PEOPLE to take complete charge of New Side Show. Also have complete Outfits for Darkest Africa, Unborn, Snakeland Illusion Show. FUN HOUSE OR CLASS HOUSE, YOU-DRIVE-IT SPEEDWAY, STRATOSHIP, RIDES-O. Legitimate Concessions of all kinds only. Working Help in all departments, Billposter (will furnish truck), Banner Man, Promoters, Press Agent. WANT Man to take complete charge of new Electric Frozen Custard Machine on Truck.

NOTICE

OUR FREE ATTRACTION.

THE GREAT WILNO will appear daily. Being shot from a cannon over twin Ferris Wheels. We guarantee crowds. Our Celebrations start July 4, and continue to November 1. HAVE FOR SALE—One 6-2 Freeze Custard Machine, beautifully chrome plated, perfect condition. Price \$300.

AMERICA'S MOST PROGRESSIVE SHOW

ENDY BROS. SHOWS, Inc., Funland Park, Miami, Fla.
P. S.—Everybody booking now will be placed in Miami's Gaily Amusement Park, Funland, next winter, and our Florida Fairs.

NOTICE

GOODMAN WONDER SHOW, INC.

OPENING APRIL 16, LITTLE ROCK, ARK.

Wants Monkey Show, with or without front. Also Midget Show. We have beautiful frame-up for same. Will book any other shows of merit that do not conflict. Can use new-style Fun House and meritorious Rides. Outstanding Freaks wanted, office responsible for salary. All people holding contracts acknowledge this ad. Must report not later than March 25. Have much better route this year, and did not have a bad one last year. First-class Candy Salesmen contact Joe Goodman. Address all communications to POST-OFFICE BOX 21, Little Rock, Ark.

WANTED FOR PARADE OF SHOWS

Shows and Concessions. Absolute maiden territory for Wax, Unborn, Diving and Monkey Show. Opening March 26 for three weeks on choice Houston locations, then long season Celebrations and Fairs. Wire, write or phone A. A. LANE or R. W. STEVENS, Houston, Tex.

LAST CALL REYNOLDS & WELLS UNITED SHOWS

OPENING SATURDAY, APRIL 2, TEXARKANA, ARK.

All people contracted or booked report at once. Wanted, account disappointment, Loop-a-Plane, Chair-a-Plane and Kiddie Rides, with own transportation. Answer by wire: no time to write.

BREMER SHOWS

WANT Cookhouse, Shows, 10-in-1, Monkeyland, any Grind Show, Free Acts that can also put on a Tent Show. Showmen, we have tops and fronts A-1. CONCESSIONS—If you are clean we have room for you. Show opens May 15. Capt. Trainer, write. Address BOX 22, Rochester, Minn.

orations on midway. Each man in quarters did his bit." Most discussed question on our show at present is whether Mrs. Rose Marie Huback's niece, Tillie Jones, age 13, who has spent seven summers of her life on our midway, will be back for eighth year. Writer casts his vote for Tillie. She is as well known and as popular in our territory as a movie star.
J. A. SCHNECK.

Rubin & Cherry

ATLANTA, Ga., March 19.—Much construction activity, with scores of workmen supervised by Nat Worman, is going on at quarters. Fronts and much equipment will be new this season. New overhead, revolving lights from eight towers, plus thousands of feet of new neon decorations, embellished with chromium, copper and silver leaf, will make most colorful midway ever had by show. Show in general is tremendously expanding for 1938. ED SQUIRE.

Harris

FINDLAY, O., March 19.—The opening will not be until late in April work at quarters is completed. W. Fryback and Rex Drumm, of Kokomo, Ind., have girl show, nudist colony and animal show. Al and Fay Frohmuth report they will be in soon with their cookhouse, as will Mr. and Mrs. Clea Kent, who are in Florida. Chick Wagner, of Ft. Wayne, will have concessions: C. J. Lovejoy, corn game; Frank Hardin, photo gallery and game rack; F. O. Dubey, cigaret shooting gallery and pitch; C. E. Downs, block pitch, and Mrs. Jack Lee, pitch-till-you-win. Mr. and Mrs. Mack Weaver, who are at quarters, have a new baby daughter, Mary Lee. BESSIE HARRIS.

Royal

BROOKVILLE, Pa., March 19.—Workmen are arriving daily, as much is to be done before opening. Al Wallace and Jack L. Murray are painting and repairing their concessions in Florida. George F. Dorman is coming in from Key West, Fla. Others due soon are B. E. Lichtler, sound truck; R. S. Mettler, pony ride and band; Cliff Patton, who will have front of wild animal show, and Irving Lewis, with his Rainbow Revue and posing show. Shows are being equipped with new canvas and banners. A new 40x30 dark blue marquee with side walls will be used on main entrance. Harry Agne writes from Pulaaki, N. Y., that he and his bingo crew are ready. Jimmy Sakobie is working his way north, playing some fairs in Florida. Bud Foreman, electrician, is installing two 100-kilowatt transformers. B. KLEIN.

Dyer's

OKOLONA, Miss., March 19.—Work at quarters is being rushed. Master Builder Kelly Stempson built all new bingo counters, tables and stools. New truck and semi-trailer have been purchased to haul Big Eli Wheel. Trucks and rides have been painted. Show will play a few spots in Mississippi. Mr. and Mrs. C. F. Roberts and Mr. and Mrs. Kelly Stempson visited Lotta-Hoocy Shows and were entertained by owners and managers. Mr. and Mrs. William Dyer.
MRS. C. F. ROBERTS.

World's

MONTOOMERY, Ala., March 19.—Eddie Bahn, general agent, came in last week-end and spent a day with Max Gruber. He closed up several dates. Troupers are coming in daily. Harry and Rose Cohn, concessioners, are now in quarters. Rose McNealy and Grace Firpo, front-door cashiers, arrived. Joe and Mrs. Mannheimler drove in from Miami. Pannarasemus joined for Norman Wolf attractions. Bob and Peggy Holmes are preparing for opening. E. A. Morris and Benna Morris are beautifying wax exhibit. Don Vinning, who will be in charge of Mrs. Gruber's bingo, is recent arrival. New bingo layout is built, painted and ready. Dave and Peggy Fineman reported their arrival this week. Jules and Connie Armstrong among those present. O. F. Vance, talker on Motordrome, arrived. A. W. Cunningham busy on rides. Eddie Holmes here with concessions. L. T. Lotton came to quarters to work on rides. George Conalser, five years with Krause Shows, engaged as lot superintendent, is working in quarters. Monte Montgomery, Dave Stone and Murray Higgins will help on rides. Pancakes Hewitt running a one-cent rummy. Norman and Etta Wolf have their two shows ready. M. De Loupe likes carnivals. Says his treatment by the Grub-

bergs is magnifique. Madame re-echoes main out. Mrs. Annie Gruber and daughter were visitors from Atlanta. Both made social columns of papers here. Ed Lipman also a visitor.
DICK COLLINS.

Barfield's

MACON, Ga., March 19.—Everything in quarters in readiness to hit road. Manager Barfield is proud of work of painters, decorators and builders. Paraphernalia really is very impressive. New canvas arrived. Especially attractive is new green tent for Leo M. Hietany's revue. Electrician U. S. Wilson completed new system of illumination, assuring a brilliant midway. T. J. Apple advises that his attractions will be all newly painted. Mr. and Mrs. Herbert Waters, special agents of show, were here for a consultation and brought favorable reports from advance. Mr. and Mrs. Otis Bradley visited quarters and booked their pop-corn concession. Other visitors were W. C. Fleming, Ralph Lockett and Buddy Paddock, of Johnny J. Jones Exposition, and R. W. Rogers, of Macon Bros. Circus. All showmen in Macon were deeply grieved over sudden death here of Jack V. Lyles, of Art Lewis Shows, March 13. Mrs. Lyles and son, Martin, were at his bedside.
MRS. PEARL O. BARFIELD.

Blue Ribbon

(Motorized)

PHOENIX CITY, Ala., March 19.—One more week in quarters. Manager Roth is busy day and night looking after work being done. Everything is loaded, ready for opening stand at Columbus, Ga. Pat Brady, chief electrician, has transformer wagon and light towers ready to go. All rides received final coat of paint. Cookhouse finished. Neil Massaro made a trip for his truck and custard machine.

LAST CALL For Cleveland, Ohio

Opens April 16, All City Legs.

Will book or buy Chair-a-Plane for cash. Want Kiddie Rides, Light Plane, Block Wounds and Legitimate Gettin Shows (no racket).

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FERRIS WHEEL AND SIDE SHOW
Can Also Place Whip Foreman.

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J. George Loos, Greater United Shows
Week March 21, Denison, Tex.

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OPENING AURORA, MO., APRIL 2

On account of disappointment have complete Outfit for Athletic and Musical Shows open.
P. O. BOX 174, AURORA, MO.

At Liberty Free Act

High Dive Water Circus for Season.

E. LANDI

675 Northwest 41st Street, Miami, Fla.

WANT

Rides-O, Stratoship and Fun Rides, Funhouse or any Walkin Shows, Circus, Outlaw and Unborn. Legitimate Concessions of all kind: Frozen Custard, Amuse, Fun, Novelty, Candy, Apples and Walrus. High Rides. Can Place Side Rides, also Chair-a-Plane Foreman. Do Walkin Water Wheel Foreman and Mount Man, must be able to drive truck. Show opens late April 16. All address KAUS EXPOSITION SHOWS, INC., New Bern, N. C.

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Wine Cookhouse, CROWLEY UNITED SHOWS,
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Want Dealers for Hala Show with or without equipment. Fun, Custard, Pitch Win and Bowling Alley, including more April 2.
Address P. O. BOX 174, Aurora, Mo.

John Galligan arrived with semi-trailer and new car. His crew is getting corn game in shape. Mrs. Galligan is looking after John Jr. Mike Rosen keeps boys playing hearts, while Clarence Smiley superintends building of his concessions. Week-end arrivals, Mr. and Mrs. A. E. Stein, Harry Edwards, Mr. and Mrs. Don Huber, Jimmie Pierce and Joe Axel and wife, who will be with Mike Rosen. Art Alexander completed one of his new ball games with assistance of Joe MacDonnell. Happy Bumerall and Larry Fitch have all rolling equipment overhauled and are checking over flares, flags and lights. Otis Tyrone has charge of Tilt-a-Whirl and has it spick-and-span from foundation to light strings. Doc Newton, in charge of Loop-the-Loop, arrived. Harry Seidler finished enlarging Show Boat. Pop Wheeler, lot superintendent, purchased a new V-8 truck to haul pop-corn stand and housecar. Glenn was cast over quarters when report was received that Jack V. Lyles had died. Buddy Paddock dropped in at quarters to visit Manager L. E. Roth and many friends he has on show.

JACK GALLUPPO.

Weyls

PAINESVILLE, O., March 19.—Owner-General Manager Ed Weyls is joining General Agent Frank Graves to make a good-will tour of recently booked spots. O. S. Eagleson reports from South Carolina that he has new khaki top with striped side walls for his 80-foot banner line Jungle Show. Eagleson will also have What-is-it show. Mr. and Mrs. Bob Keating write from Birmingham, Ala. that they will soon be heading north. They will have mentalist concession again this year. Mr. and Mrs. Eddie Beano will be in quarters ahead of opening to put in readiness their Hula Show and nudist colony. A trailer purchased and is being revamped to be used for office.

GERTRUDE WEYLS.

Peerless

PITTSBURGH, March 12.—Manager Joe Cramer reports work in quarters as progressing. Everything will be in shape when show takes road at Burgetstown, Pa. in May. There will be many changes in line-up and personnel of show, with pay gate and free act, featuring LaVogel. Myrtle Cooper will have concessions and handle legal end of show thru office. On account of heavy tax General Agent Jack Deal canceled West Virginia spots and will play in and around Pittsburgh. After getting things near completed at quarters Cramer is

Carnival Supply Houses



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The Billboard

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Carnival Department must reach us by Wednesday, March 30.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 19.—Matter of railroad transportation continues to attract spotlight insofar as developments of interest to outdoor amusement industry is concerned.

Within a few days after decision of Interstate Commerce Commission granting railroads increases as was set forth at length in last week's issue of this column, we noted numerous comment by railroad individuals in which they indicated disappointment in being refused their full demands by the I. C. C. and being granted only a portion of relief they sought.

Likewise we noted numerous conflicting editorials on subject, some of which sympathized with position of railroads and indicated that I. C. C. should have given them all that they had asked for, while others agreed with Interstate Commerce Commission, particularly in their warning to railroads that their difficulties were due in part to a much-needed corporate and financial house cleaning. They concurred in suggestion that if such a house cleaning took place some of difficulties which beset railroads could be solved and disposed of.

Meanwhile matter continues to merit considerable interest in Congress and we refer particularly to a recent address by Congressman Truman, of Missouri, in which congressman points out that in his opinion railroads' difficulties arise first, from bad financial management; secondly, from excessive legislation and taxation, and thirdly, from undue competition. Congressman points out that it will necessitate a solution to be worked out by whole-hearted co-operation of financiers, labor, railroad management, shippers and national government upon some common ground.

now having his hotel repainted and redecorated. Writer made a business and pleasure trip to Philadelphia and New York and is back at work at Harlem Casino night spot, where she will be until show opens and will be back in office. Larky Lane has cookhouse ready.

GERTRUDE LA VELLE

Fairly & Little

SPRINGFIELD, Mo., March 19.—Work at quarters is progressing. Only a few weeks before opening. Everything will be in readiness. Dan McGugin, secretary and treasurer, arrived and is busy in office wagon. All work is under direction of J. A. Beem. Electrical department in charge of R. C. Borros. Phil Little spent a week here and is well pleased with looks of everything. Phil returned to his home in Dallas but will be back a week before show opens, which will be early in April. Many visitors stroll around grounds daily and Sunday always finds a string of cars and people sight-seeing. Charles T. Goss and wife, from Standard Chevrolet Co., and Mr. and Mrs. Dee Lang of Lang Shows, spent week-end with Mr. and Mrs. Noble C. Fairly. Many showfolk are making this their home this year as Sell-Sterling Circus and Doug Thomas Shows are also quartered here. Many circus owners and managers visit Springfield Trailer Co. looking over wagons that are being built for Tim McCoy's Wild West Circus and they are well worth looking over. Visitors, Mr. and Mrs. Fred J. Meeker and daughter, Polly Ann; Duane T. Stover, Mr. and Mrs. Knipple, Al Baysinger, C. E. Reynolds, Mr. and Mrs. Jimmy Mortisey and L. Linderman.

M. VAN HORN.

Crystal

CAMDEN, S. C., March 19.—Quarters were officially open March 7. Twenty-five men are at work and more arriving daily. New panel fronts for minstrel and midget shows are nearly completed. New canvas for shows and front entrance will arrive soon. Charles Craig will have charge of cookhouse. Mom Shane and M. Richardson are doing cooking at quarters. Glyn Frey Desizer is electrician, and writer is ride superintendent and has charge of all construction. John Vaday, Harry Benjamin, Johnnie Bunte arrived and are readying their concessions. Warren J. Bunte came in from Ohio after a booking trip.

CHUCK STAUNKO.

CANDIES FANCY FLASH BOXES
 BOXES IN SIZES WANTED AND BETTER CANDIES IN BOXES
 CHOCOLATE COATED OR NON CHOCOLATE COATED (SUMMER)
NEW LOWER PRICES Write your requirements fully, at all inquiries we receive will be given immediate attention by personal letter stating lowest current prices. **WRITE TODAY.**
BETTER CANDIES FOR BETTER SALES AND LOWER COST. Prices for Your Bigger Profits.
WM. C. JOHNSON CANDY CO. (Since 1912) CINCINNATI, OHIO

15 Years Ago
 (From The Billboard Dated March 24, 1923)

Showmen's Legislative Committee was making great progress in its clean-up campaign. Organization received more than 250 pledges signed by carnival, circus and other show owners. . . . Manager C. F. Zeiger and C. B. Rice, general agent of C. F. Zeiger United Shows, returned to quarters in Fremont, Neb., after attending North Dakota fair secretaries' meeting in Grand Forks, N. D., where they contracted grain belt circuit of county fairs. . . . T. A. Wolfe, owner of T. A. Wolfe's Superior Shows, engaged as his publicity engineer and story writer Doc Waddell, who has been out of show business for several seasons doing fraternal work. . . . Colonel E. M. Burk, of Foley & Burk Shows, underwent a second operation at Provident Hospital, Oakland, Calif., March 12.

Dudley-Barrett Amusement Co. opened a week's engagement at Oretina, La., to fair business, and attractions and concessions were up to average. . . . Cold weather and a steady, drizzling rain greeted John Francis Shows' opening at Southwest American Live-Stock Show and Industrial Exposition in Oklahoma City. . . . Al Fisher, well-known general agent, signed as general representative with Billie Clark's Broadway shows. . . . W. K. McCollin, general press representative for Con T. Kennedy Shows, left Chicago for Waco, Tex., preparatory to getting ready for new season. . . . Thomas Secoo and his band were signed by Rubin & Cherry Shows. . . . Ladies' Auxiliary of Heart of America Showmen's Club celebrated its third anniversary with a dinner at Hotel Biltmore, Kansas City, Mo.

Johanny J. Jones Exposition, playing Florida, was enjoying surprisingly good business with Sun Dance Celebration at West Palm Beach, giving show a regular "Garrison" finish. . . . Sam Stricklin, well-known showman and concessioner, joined McCallin Shows at Baltimore with his bird, fruit and chewing gum concessions. . . . Showfolk callers at The Billboard offices, Cincinnati, included Mr. and Mrs. Joe Austin, Neal (Whitney) Austin, Professor Kuntz, Clea Brammel and L. E. Hedding. They were en route to Waycross, Ga., after a successful week's engagement at Eagle's Indoor Circus, Xenia, O. . . . Eating emporium on Narder's Majestic Shows was handed a nifty tribute on its cleanliness and quality of edibles in an article in The Dublin (Ga.) Courier-Herald. Midway restaurant was owned by Mr. and Mrs. George Welch, Cincinnati, and managed by Shorty Brown.

Missouri Show Women's Club

ST. LOUIS, March 19.—At meeting on March 10 Mrs. Grace T. Goss was hostess and there was full attendance of all officers and members. A hearty welcome was extended to Lillian Murray Shepard, who arrived from California. Card tables were donated by Nell Allen and Gertrude Lang. Mrs. Warren Wright became a member of club. Bridge and other games were in order for evening. Winners of table prizes were Peggy Smith, Mary Francis, Jerry Williams, Irene Burke, Mrs. P. Deane and Ruth Vaughn. One of hand-embroidered guest towels, donated by Betty Castle, was raffled and won by Mrs. P. Deane. Lunch followed. Others present were Gertrude Lang, Ruby Francis, Florence Parker, Millicent Navarro, Margaret Maddox, Patricia Moore, Irma Obermark, Norma Lang, Millicent Todd and writer. Reported by Kathleen Niebe.

3000 BINGO
 Heavyweight cards, black on white. Wood machine printed two sides. No duplicate cards. Put up in the following size sets and prices:
 25 cards, \$5.25; 50 cards, \$9.75; 75 cards, \$14.50; 100 cards, \$19.00; 150 cards, \$23.50; 200 cards, \$28.00; 250 cards, \$32.50; 300 cards, \$37.00; Remaining cards sold \$5.00 per 100.

3000 KENO
 Made in 20 sets of 100 cards each. Piped in 2 rows some the cards—out up and down. Lightweight cards. Put set of 100 cards with markers.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

THIN BINGO CARDS
 Bingo cards, black on white, size 5x7. Thin cards such as used in theaters, etc. They are marked or piped in starting and lines discarded. Loads different cards, per 100, \$1.25, without markers. Set of markers, 50c.
 Automatic Bingo Shaker, real class. . . . \$12.50
 Leubner's, white cards \$ 4.14, Per 6. 1.00
 Staining Bingo Cards on card, Extra, per 6. . . . 4.00
 Bingo Card Markers, in strips, 25,000 for 1.00
 Sets for free some cards and markers. We pay \$30 and tax, and over \$100 O. D. shipment. Instant delivery. No checks accepted.

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MAKE \$50.00 A DAY—CANDY FLOSS

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LAST CALL
J. F. Sparks Shows WANTS
 OPEN MARCH 25TH, COLUMBIA, TENN.
 Managers and Girls for Girl Shows, Fred Miller, Billy Frazier wife, World Concessions Manager for Atlanta Show, Book 15-16-1, Big Snake, Illinois Show, Penny Arcade, Penny Push, Custard, Candy Floss and Candy Apple, Penny Gallery, Tilt-A-Whirl Foreman come on. Everybody can't report set later than March 24th, Columbia, Tenn.
 J. F. SPARKS.

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 25 Bonus-Five Sponsored Events, Celebrations, Conventions, Homecomings, etc.
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 ED WEYLS, Gen. Mgr., Billboard, Cincinnati, Ohio.

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 Round Truck and Round Trolley with complete Assortment suitable for Concessions and Fairs. Round Trolley with Expert on Ringing. We will save you Central Bureau money on your advertising by this novel method of drawing the public to your shows. Write us with full information. Refusals not charged.
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Stencils Made to Your Customers Under Your Label. No checks returned. C. O. D. 25c Deposit. One dollar in advance for shipment in any quantity.

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Want Freaks and Novelty Acts of merit at all times.
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Graphologists, Astrologists, Numerologists, Astrologers, Etc. New, interesting and entertaining (100-120) charts with complete instructions. NONE to win the dough! Regular price 50c; our price \$10.00 per 100. Send 25c each or please for money order. Hurry and minimize delay. Write for our list.

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Second-Hand Show Property for Sale
\$10.00 Bengal Tiger Rug, etc. Ready, slightly used.
\$25.00 Merry-Go-Round Wooden Monies.
\$20.00 Stage Goddess of Liberty, Pantomime.
\$ 1.75 Men's White & Black Stage Shoes, all sizes.
\$20.00 Ten Men Subjects Men's Dresses.
WE BUY ALL KINDS OF BUNK KNIVES AND CONCESSION TENNIS. **WEIL'S CURIOSITY SHOP, 20 E. 2nd St., Philadelphia, Pa.**

WANTED
GUN CLUB GALLERIES
Must be in A-1 show and equipment.
HARRY CUMMINGS
Old Orchard Beach, Md.



HOT POTATO is not half baked. He seems to know what he is talking about.—Unkle Jack.

JACK E. GRAHAM cards from Oklahoma City that he will open his side show about April 1 and that James C. McPeak will have the front.

MRS. OAY WILLIAMS cards from Cumberland, Ky., that, after spending the winter with Hazel Rocco on the Art Lewis Shows, she is joining another show.

W. R. HARRIS, general manager Model Shows, cards from Macon, Ga., that E. B. Braden is business manager of the shows and booked for this season.

J. A. SCHNECK, general agent Western States Shows, seems to like Wyoming as he is making Cheyenne his booking headquarters.



OH, WORKINGMEN, LISTEN TO THE DINNER BELL! Here we see Mrs. Francis Scofield and her dinner bell on the side of the workingmen's dining room of West Bros. Shows. Both Mrs. Scofield and this brass ding dong are popular with all the boys in quarters and they are prompt in responding to the call, says Bruce Barham. Photo taken recently by Cliff Barnhart, show's photographer, in Morley, Mo., at which time 30 men were being fed three times daily.

RAY E. MILLIRON letters from North Girard, Pa., that he will again be ride superintendent with Bantley's All-American Shows, making third season.

New for the "Mighty Monarch of Midway Magnificence!" Several carnivals are now entitled to this slogan. Carnivals were never better nor bigger.

LEAVING: Off April 1 for Caruthersville, Mo., to join Sol's Liberty Shows for third season.—Ray Hayette, Bainbridge, Ga.

CYRIL STEIN cards from Milwaukee: "Appeared here at Home Show in Auditorium. Am better known as Maxey, 20th Century mystery or mechanical man. Played to good crowds."

IT IS quite hard to make big men out of very little ones I have observed.—Tom Few Clothes.

EDGAR MAYOTT letters from Red Lodge, Mont.: "Wintered here with my high-diving dog, Cowboy. He was free attraction at Dog Derby held here March 6. Am also directing Red Lodge Band."

O. M. WHITE cards from Centralia, Ill.: "Og boom on in this town, so I opened a cafe here. Been cookhouse operator at fairs and with several shows past few years."

SAM LAWRENCE, general manager of Sam Lawrence Shows, letters from Waycross, Ga., that he is enlarging the show

Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

and thanks *The Billboard* for the services rendered in the past.

TAMPA, Shreveport, Augusta, Atlanta, San Antonio, Norfolk, Little Rock, St. Louis and a lot of other cities are busy places just now as far as the carnival industry is concerned.

JACK HENDERSON called at *The Billboard* office recently and said he was going to manage side show on Brown Novelty Shows and would go to Valdosta, Ga.

ERNEST ASH letters from Ocala, Fla.: "Spent an enjoyable winter here. Leave last of April for Pennsylvania to again be with Mr. and Mrs. Al Wallace's cookhouse."

HE WOULD like to say: Booked again with Gruber's World's Exposition for sixth consecutive season. Hope it will be successful. Best wishes to *The Billboard*.—Harry Kahn, Columbia, S. C.

PLAYED PAIRS: Back in Mottie's camp here after making Port Lauderdale and Homestead fairs with Endy Bros. Shows. Go north soon.—Ralph H. Bliss, Tampa, Fla.

BEN BENO wrote A. C. Hartmann that he booked his free act with the L. J.



E. J. CASEY, Canadian carnival showman, of Winnipeg, Man., who owns and manages the E. J. Casey Shows, formerly titled the E. J. C. Shows. Photo taken by Star Photo Studio, Winnipeg, March 3.

Ijeth Shows and would leave Orlando, Fla., for Birmingham soon. One time some time back he was going to Cuba with Royal Palm Shows. So what?

JUST BECAUSE a man or woman are on the road when the season is on is no reason why they cannot have a permanent address!

F. MAURICE WOOD, secretary Great Superior Shows, letters from Holly Springs, Miss.: "All on the show are snappy and happy, as when the band plays they begin to feel that Happy Days Are Here Again."

J. W. CONKLIN on a recent visit to Los Angeles called on Ed Foley and found him in much better physical condition than when he saw him on a previous trip. Foley, however, was still confined to his room.

AL BRITTLE cards from Altoona, Pa.: "While at Milner Hotel, Williamsport, Pa., recently, saw John and Arthur Nagle, ride owners, and R. E. Hickman, general agent United Amusement Co. I have corn game with this show."

CHARLES HEGBERT YOUNG cards from Gratiot, O.: "Was with Montgomery's rides for several seasons. Will be in charge of rides with Reading's United Shows this season. Home here,

but will leave soon to join at Nashville, Tenn."

MRS. C. E. (PEARL) BARFIELD, of Barfield's Cosmopolitan Shows, letters from Macon, Ga.: "Thank *The Billboard* for its service. Both Manager C. E. Barfield and General Representative Leo M. Bistany hope to have *The Billboard* staff on a visit to 'our midway' some time soon."

GERTRUDE LAVELLE letters from Pittsburgh: "For past four years have been secretary for Joe Cramer and Peerless Exposition. All that I can hear as my name is 'Little Bits.' I think it has become a habit with me to sign my letters 'Little Bits.' Am only three feet 10 inches tall."

PRICE E. PAYNE cards from Albuquerque, N. M.: "Jack Bussell, who had Ten-in-One on Crafts Shows last season, joined Yellowstone Shows at Gallup, N. M., in April. Writer, formerly known as Arizona Price, rattlesnake dare-devil, will not work with 'fixed' snakes. Have taken snake show on Yellowstone Shows."

OTTO STEPHEN, manager Stephen's Shows, letters from Spickard, Mo.: "Will be on road again. Have Parker Carry-Us-All and Big Eli Wheel. Have played in Iowa and Missouri for eight years. I find that it pays to have a clean outfit and to enforce the 'square deal' at all times and as a result nearly all my dates are repeats."

SAW ROYAL AMERICAN: Attended Royal American Exposition's big opening here February 26. It is the brightest and cleanest of all midways I have seen. Popular prices prevailed and all rides and shows were kept fairly busy considering the cool weather. With location near dog track engagement was bound to be a success.—Willard J. Oakley, Miami.

VIRGINIA KLINE wrote Editor Hartmann from Salem, Ore.: "Oregon is almost impossible for shows. In that State they are very strict about everything. Guess I will have to drive 50 or 60 miles this summer to see a show. Abner K. Kline went to the Orange Shows, San Bernardino, Calif. Every Aircraft Corp. will have a new ride to demonstrate there."

BOB DAWSON cards from Bayard, N. M.: "After being in business on the West Coast for some time I have the road fever again. Clowning on many of the big carnivals. Broke in the business with Walter Knight on the late Harry Dore's Water Circus. With Morris & Castle Shows after Harry Dore and C. A. Wortham died. Was also with Harry Calvert. Been thinking of Billy Billings."

The season is on. Send in your routes weekly and keep *The Billboard*, Mail Department, Cincinnati, O., posted as to your weekly movements. When a service is free, the least that some could do would be to respect it.

MERRICK H. NUTTING, business manager Garden Bros. Circus, letters from Toronto: "Readers will probably remember me as formerly being connected with the following shows: American, Endy, Frank J. Murphy, Johnnie Wallace, Cetlin & Wilson, Bob Morton, Bill Rice and Milton Holland. I have always been acquainted in Canada from Coast to Coast. During past four years with Conklin Shows I covered the territory thoroughly from Halifax, N. S., to the Rocky Mountains."

MRS. NOBLE C. (VIOLA) FAIRLY letters from Springfield, Mo.: "Things are going fine around quarters of Fairly & Little Shows and all are happy. That word 'happy' means a lot. Last letter from our son, Paul, was that he had been sick and was out of school for two weeks, but is better. He will leave Munich, Germany, July 10 and get home

Moves on a 1 1/2 Ton Truck



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about the 20th. Paul won a two-year scholarship out of Peabody Conservatory of Music, Baltimore, for Munich University. He is studying piano and voice.

OUT THE BILLBOARD IN MEXICO: V. E. Thompson lettered from Hot Springs, Ark.: "Back from interior of Mexico. After taking a few baths here will go to Aurora, Ill. Have balloon and parachute exhibition bookings from Coast to Coast this season. They will be seen at some places where they will be new to some young Americans. The Billboard can be obtained every week in Monterrey, Saltillo, Tampico, Vera Cruz and Mexico City, Mexico, and the copies are most welcomed by those in show business in that country. My trip to Mexico was a profitable one."

ROY GOLDSTONE cards from North Little Rock, Ark.: "Here is some data on the Royal Midway Shows. Show is transported in two baggage cars and 12 trucks. Staff: Roy Goldstone, general manager; J. T. McClellan, assistant manager; J. Bill Carner, general representative; Dan Brewer, secretary of the operating incorporation; Mrs. Maude Keel Williams, press and advertising; R. B. Thompson, electrical superintendent; Marshall Gibson, ride superintendent, and Mrs. J. T. McClellan, Social Security secretary. We operate this show on strictly business principles. All concessions use and put out merchandise."

ED SQUIRES letters from Atlanta: "This is my initial letter to Our Midway. During the 1937 season I was assistant to Jack E. Dadsell on Royal American Shows and I sure received a real schooling with him. Jack will not be with Royal American this season. They are fine folk and have a swell show. However, I am going to put my experience and efforts into Rubin & Cherry Exposition this season. Recently pulled into Atlanta and found that R. & C. are working full steam ahead at quarters. I used to live in Fort Thomas, Ky., so writing to Cincinnati seems like old times. Best of luck to The Billboard."

ENNIS JOHNSTON letters from Richmond, Va.: "Tommy Higgins arrived here from Lakeland, Fla., with 10 men and opened the cookhouse at World of Mirth Shows quarters. He was ready to serve meals in three days after arrival; however, he did not start serving until March 7. Started feeding 16 men when first opened, but now have 42 on the list. Tommy has been busy buying equipment and the crew has been repairing and painting. Higgins will have something new in carnival cookhouses when the season opens. Expect to have all ready before we leave here for the fair at Jacksonville, Fla., in April. After that we will return to Richmond. World of Mirth crew has done a lot of work since the weather got milder."

SHOWLAND is a good title for a carnival—Waddy Tit. Seems that we recall that someone used Showland once upon a time—Ukiah Jerk.

FRANCES WILSON letters from Dayton, O.: "Jack H. Nation will have the side show and a pit show with Greater



HARRY POLISH FISHER, who in partnership with Al White has contracted with the Ideal Exposition Shows to handle the concession midway this season. Fisher has been in show business for over 30 years and has served as legal adjuster and assistant manager for a large number of shows east and west. Past few seasons he has been on the Pacific Coast with shows in and around California. Last season he was on the staff of the Mighty Sheesley Midway in an executive capacity. He is rated as a great story teller and is generally known as the "King of the Jackpotters."

Exposition Shows. He has booked the following acts: N. J. Nerglund, escape artist; Keystone, magician; John McKinney, fire eater; Grover Stephens, musical act; Pearl Vermillion, blade work; Floeste Dahl, Buddha, and Mongo, glass dancer and torture act. I have been with Nation for eight years. Will handle snakes and have charge of the inside. Original four-legged boy will be in the annex. This is not an illusion. Blackie Seamaner will handle the front, assisted by George Smith and John Wagner on tickets." Frank Coleman is listed as business manager for Jack H. Nation's attractions.

BILL SNAPP wrote Frank B. Joerling, manager St. Louis office of The Billboard, from Joplin, Mo.: "Received so many replies to my recent advertisement that I will never get them all answered. Been doing a lot of work on Snapp Greater Shows and have a lot more to do. Bought a new Octopus ride and two Diamond T trucks. Going to keep down to 10 rides. Have some good falls booked starting in July at Taylorville, Ill., so all we need is a good break in the weather. Snapp Bros. Shows title has not been used for nine years and so far as I am concerned there has not been any for 11 years. Opened Merry-Go-Round, Dodgem and Tilt-a-Whirl on a downtown lot and doing nice business. We always open some rides before the regular season and keep them going for a month. Been doing this for years."

L. C. Miller Pick-Ups From C. & W. Shows

GREENSBORO, N. C.—Cooper, owner of Moulton Rouge show on midway last season, is in Cuba rounding up real Cubans for a rumba show this year. . . . Rumor had it that Mickey Walker, former world's middleweight champion, had been signed as feature attraction in new Athletic Arena. John W. Wilson stated: "We have contacted several former world's boxing and wrestling champions." . . . Frank Masick is again superintendent of construction. Frank has been with show so long he's considered a fixture. . . . Neal Hunter returned from home to quarters and will take up his former duties as traffic manager. . . . Fred Utter has given up his position as night manager of a Greensboro (N. C.) hotel to resume work as chief electrician. . . . Charley Cohen, bingo man, is back. . . . Soapy Glue says that some suckers are really carnivals and some carnivals are really suckers. . . . Harry Dunkel, general agent, has been among "forgotten men" this winter. That is, forgotten by everyone but office. Judging from list of dates Harry turned in, he can still make some of younger g. a.'s turn more than handprints to catch up with him. . . .

L. C. (Ted) Miller, press agent, purchased an Ecor trailer from James O'Dell. Trailer will be used as a publicity office and place to entertain visitors. Sound equipment and a Philco telephone system will be installed by Broadcast Service Company. . . . Vivacious Mrs. I. J. Cettin and delightful Mrs. John W. Wilson returned to their homes and husbands in Greensboro, N. C., after spending several months of gaiety on Miami Beach. . . . Red Onion thinks one can go to the dogs without going to Florida. . . . John W. Wilson and L. J. Cettin, co-owners of Cettin & Wilson Shows, have been looking at new Buicks lately. . . . Doc Garfield, known as the man without a skull, has rebooked his show, Hall of Science. Doc had one of his most successful seasons last year and will start this year off with a new car and a semi-trailer job. . . . Mrs. Dela Carrell has placed her Caterpillar again on shows. Mrs. Carrell is wife of animal show operator, Leo Carrell. . . . Edgar Eager reported for duty. Eddie, or Prof. Eager as he is sometimes called, is considered one of the best of front-line promoters. . . . Calling L. H. (Doc) Cann maker of men. L. C. (Ted) Miller, your protégé will soon be coming out of hibernation and will be looking for you to give him his 1938 instructions. Or did you give him enough in Chicago? . . . Duke Jeannette will be back with Ten-in-One, and in addition he will have two fat people and a troupe of midgets. Duke was named "Robert Taylor" Jeannette last season. They look very much alike. . . . James O'Dell gave his aged father and mother a vacation in sunshine of Florida this winter.

NOTES FROM Max Gruberg's World's Exposition Shows: A wedding will soon take place on show between G. P. Vance, talker on Motordrome, and Polly Hall, sister of Mrs. Bill McNealey. Hall works for Mrs. Elsie Wolf on Equine attraction. . . . Noma Estelle, mentalist, entertained Lions Club last week at Montgomery, Ala., at their weekly luncheon. She was immediately engaged to appear as one of stellar acts at their production of Rip Van Winkle to be given for benefit of blind at Auditorium March 24-25. . . . Samson, whose cannon set lasted exactly two weeks on Gruberg organization, paid Dick Collins one of the biggest compliments, according to Dick, when he wrote Max Gruberg from England: "Collins is not an Englishman, he is a damned American at heart." "That is absolute truth, as I well know," says Max—Dick Collins.

NOTABLES MEET

(Continued from page 45)
quarters of Downie Bros. Circus, Model Shows and Cosmopolitan Shows, where much activity in preparations for early openings were evidenced in all. Warmth of late afternoon sun found most of them seated on front of Central Hotel; gathering resembling a small convention. An atmosphere of sadness was cast over group at death of Jack V. Lykes, general agent of Art Lewis Shows, who died in Macon hospital early in morning following an automobile accident. Jack was well known to all present, who expressed their condolence to Mrs. Lykes and family, attended by Mrs. C. E. Harfield preparatory to leaving for Tarboro, N. C., where Lykes family resides. All members of outdoor show field in Macon that day stood by ready to lend whatever assistance possible. Reported by Ralph Lockett.

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JOY AND BILLY STREUBY, children of Tony and Boots Streuby, of the Four Queens of the Air, high act with Ideal Exposition Shows, which is presented and managed by William Glick. Photo taken last season in Rome, N. Y., by Edward (Smobol) Stader, show's staff photographer.

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Roasts and Toasts From The Pacific Coast

By HOT POTATO

SAN FRANCISCO.—Lou Berg, well-known showman and tent builder, is now making good in Honolulu, T. H., in a new venture, Venetian blinds.

Walter D. Nealand came west in 1931 and was with A. O. Barnes Circus awhile. Later he transferred to John T. Wortham Shows, where he was known as Dr. Walter Nealand in charge of Lew Dufour's medical exhibit at night. "Dr." Nealand wore sideburns, white surgeon's topcoat, a stethoscope around his neck and looked the part of an eminent M. D. Daytime found him busy with press work.

Red Onion wants to know what carnival first installed cash registers in concessions. That is too far back. But a well-known California beach concession owner last summer got around not having cash registers in his concessions by having all the agents wear bathing suits while on duty. Not a bad idea!

J. Edward Brown, first "Clown Prince" of outdoor showdom, is still in Southern California and a daily visitor to the PCSA clubrooms.

These names appeared on last roster of C. A. Wortham No. 1 show in 1922, last season Wortham's World's Greatest was out: Clarence A. Wortham, sole owner; Walter F. Stanley, general manager; Homer Jones, assistant manager; George Robinson, general agent; Harry Sanger and B. L. Lohmar, contracting agents; Roy E. Ludington, David Cohen and Joe Scholibo, special agents; Jack Haden, secretary-treasurer; William F. Floto, publicity manager; Charles Jamieson, band leader; Harry Beach, trainmaster; Jack Rhodes, master mechanic and lot superintendent; H. Currington, electrician; Dad Leon, scenic artist, and Rufus Lashley, head porter. How many are alive today and where are they?

Dr. M. B. Rutherford, former side-show manager and orator, is now affiliated with AFA circus division. Doc is busy trying to line up the West Coast carnivals in the actors' union if possible to work out a plan. Jack Wortham is reported handling promotions in California.

Noted first words: "Who is the bee-eater?" "What's the call?" "Is this my location?" Famous last remarks: "Didja pay the check?" "Douse the gini!"

Thirty Years After In the Golden State

By WALTER K. SIBLEY

LOS ANGELES.—Have not met up with a single flea since I have been out here. They probably left for new fields to conquer after finding average Easterner too hard to drill.

As most of the gold is buried in Kentucky, none of it is in circulation here. Silver dollars have passed out with 10-gallon hat and high-heeled boots. To return to gold, I believe there is more flowing gold here than anywhere else in the world. Thirty straight miles of oil derricks from Huntington Beach to Venice or thereabouts. Thousands upon thousands of these great towering structures give out a golden stream day and night. It must make the great pioneers, Hearst, Flood, Huntington, Mackay and others, turn over in their graves if they can see what they missed when they were digging for minerals.

Oranges and tangerines are still as cheap as they were three decades ago and just as spongy unless one pays New York or Chicago prices for prime fruit. Most cafeterias are very swanky and still serve very best quality food at extremely reasonable prices. Busch Sunken Gardens have disappeared. Pasadena is now a thriving city with modernistic buildings and all hustle and bustle of a great city.

A complete tome would be necessary to adequately describe marvelous changes that have taken place in this great California in last 30 years. All of above things I have noted as I ran.

Flotsam and Jetsam

Fine hard roads all way from Fort Worth, Tex., to Los Angeles, the some of them are just hung on mountain sides like giant shelves, with a drop of thousands of feet if one makes a mistake. Saw plenty of billing for Siskand Bros.' Shows in Yuma, Ariz. Mostly all buildings of late San Diego Exposition have been left standing. Most beautiful setting for a fair.

Four good beach resorts for metropoli-

tan Los Angeles are Long Beach, Ocean Park, Venice and Santa Monica. Of these four Long Beach looks best for business. Silver Spray Pier, at Long Beach, and most of riding devices on this pier are in last stages of disintegration. In other words, whole outfit seems to be falling apart with the exception of Miller-Melville Skooter. A few of the shows noted in a hurried trip thru this resort—Susanne, a girl show; Boy Turning to Stone; Reckless Rows, Motordrome; Gorilla, Octopus Show, pit show and a show called Bare Facts. None of them very fine frame-ups. Nate Miller and Bill Peyser at Long Beach. J. Ed Brown in living at Elks Club, Los Angeles. Mrs. J. Ed was called to Albany, N. Y., where her sister was ill.

Great citrus exhibition, Orange Show at San Bernardino, has a Showmen's Day, on which day clays comes in from four points of compass.

Automobile tags here \$2, consequently, no Georgia tags in evidence.

Here 10 days and did not meet a movie actor.

Pacific Coast Showmen's Association has fine quarters in Grand Theater Building on South Broadway.

With all of the tourists' camps that I have seen here and on the way, Ollie Trout's, in Miami, has them all beat.

Restaurants: Saw three Brown Derbys in Los Angeles. Al Smith must have left his hatbox here.

Only one place that I have ever been in where there are more ancient automobiles than Los Angeles—Paris, France. Hasta luego!

stenographer at the Evert Aircraft Company, is enlarging her vocabulary. One of the truck drivers sent in his expense account with the item \$4 for extra help laughing. Of course, she learned later it meant tearing down, but she thought it easier to say so.

Finally received some of the very good pictures taken by Floyd Newell in Kansas City at Christmas time.

Glad to hear that Annette Sheesley is recovering from a tonsil operation. Also glad that I could return her fountain pen she lost at the Chicago convention. It's a fine Parker pen, and I found it there but could not find the owner till recently.

Los Angeles

LOS ANGELES, March 19.—Mr. and Mrs. J. W. Conklin and son, James, left for Chicago after a 10-day stay in Southern California. While here "Patty" contracted feature and new lighting effects for the Toronto Frolaxland; also contracted to handle a girl revue, which, according to "Patty," will be outstanding. While here "Patty" was visited by his brother, Frank, who has greatly improved in health and leaves April 1 to join the Conklin Shows.

Carl Foreman arrived from Chicago and will be associated with Jo Glacy with West Coast Shows. Ed Smithson succeeds Joe de Mouchelle, who was temporarily special agent of Golden West Shows. Latter goes with West Coast Shows. Hilderbrand's United Shows,



WHILE RESTING IN A CAMP IN ST. PETERSBURG, FLA., THIS WINTER: Fred Reckless, high pole performer; Dave-Devil Oliver, high diver and his dog, and Red Colton, concessioner. Oliver played in West Palm Beach, Fla., last week with a carnival.

Annette Sheesley Gets Her Fountain Pen Back

By VIRGINIA KLINE

SALEM, Ore.—Mr. and Mrs. George French, of French & Zeigler Shows, spent a day with me last week. They have a keen new bright-yellow car that looks very prosperous. Mrs. French had to go on to her home in Tacoma, Wash., to look after her daughter, Shirley Ann, who was born on Snapp Bros.' Shows 15 years ago. George went down to National Orange Show at San Bernardino, Calif. He still looks like a young man, but when he gets to talking about the days when he was the secretary on the show when Tom W. Allen and the late Clarence A. Wortham were first together, you realize that he is older than you think he is. One thrill, George says, the boys on these truck shows will never have is when the railroad shows used to make a home-run move. The boss bought just so many tickets to haul one car and the boys had to hide out from the conductor so the performers and women could ride home to winter quarters. The thrill came then when you got home and could unbend and eat in comfort after several days in a cramped position eating lunches.

Mrs. Ethel Hunter, the bookkeeper and

after San Gabriel, had a very good opening at Compton, Calif. Joe King in from Chicago. George Haley and Harry Seber motored to San Francisco on business. John Dobbert back in carnival game with concessions on Golden West Shows.

John R. Ward recently purchased several huge snakes for the new show that will be added to those now being operated. Harry Hargraves has practically all the Venice Pier equipment ready for spring opening. Thomas J. Hughes Enterprises, latest new show in this section, has opened quarters on South Main street. Roscoe Nabonne, master-builder at the midway show shop, is a brother of Mrs. Johnny Branson, of Jones' show. Among others associated with Hughes are Ben Schafer, in charge of electrical and sound department; Harry Sussman, in charge of studio rentals and bazaar equipment; Jake Reynolds, in charge of stage and radio production. Jimmie and Vic Johnson, scenic artists, are decorating the front to resemble a typical exposition front. Frank Mason and M. Keenan are with Golden West Shows. M. E. Arthur left for the North. The 30th Century Shows have the Italian Fiesta date on North Main street.

GOLDEN STATE

(Continued from page 45)

transportation, and M. Walker, assistant; George Itamer, utility; Phil Williams and K. Pickard, general agents; C. C. Banker in advance.

Shows: Ten-in-One. This show is a brand-new outfit put together with idea of creating eye appeal. Top is 150 by 20. Sidewalls are wide, alternating red, white and blue stripes. Top is khaki. Pit has elevated walk-around and separate spots for each attraction, front of each arched with many colored lights. Covered ball platform of khaki. Forty-eight spotlights set as reflectors for banner line. Banners are black and white, sketch style. Mike for each attraction. Ticket boxes with makes and public-address system at each end of top. There are four carbon lights to flood front. Ticket sellers and takers in uniform. Staff: William E. Hobday, manager; Mrs. William E. Hobday, treasurer; Eddie Stewart, front man; James Murphy and Walter Whaley, ticket sellers and openings. Show carries own designer and dressmaker.

Attractions: Hugh Tooman, knife and battle at thrower; Albania, human pin-cushion; Arthur Larsen, fire-eater and magic; Le Bange, hypnotist; Jolie Trade, fat woman; Lydia Weidin, illusions; Pearl Belyea, Twisto; Lorella, iron-tongue man; Tony Aprates, tattoo artist; Agafia, torture board. Annex: Lou-Lucille, sex oddity; Gladys Dale, nurse; Harold Weedon, public address.

Athletic Forum, Ed Kanthe, manager and wrestler; K. O. Waller, boxer; Jim Downs and Sergius Apollon, wrestlers; Toughy Tom Mays, boxer; Jo Miles, tickets; Mrs. Kanthe, treasurer.

Wall of Death, Mr. and Mrs. Swede Elenberg, Mike Carns, Eloise Paul and Jerry Desmond, riders; M. McGrath, front; Skakeland, Fred Foley, manager; Mile Toy and Jo Gasparri, inside; Arabian Nights, illusions, Prof. Genaro; Mme. Corine and B. Flood, inside; Follies Bergere, girl revue, M. C. Miller, manager; Ed Coyle, front; Sam Hadad, flag-colet; Ali Hassan, drums; Nell Storey, Princess Eulalie, Mercedes Flores, Billie Hayne; Jack Deis, front.

Rides: Merry-O-o-Round, Warren Grimes, foreman; Ed Smith, assistant; Bill Julian, platform; Thelma Hansenmeyer, tickets; Heyday, George Hafer, Aldridge, foreman; William Thomas and Jo Silvers, assistants; Hazel Bowers, tickets; Baby Auto, W. S. Hansenmeyer, foreman; W. A. Simmons, assistant; Mrs. Manilla Lambert, tickets; Scooter, Buster Denhart, foreman; Harold McBride, Eddie Jennings, assistant; Oia Hansenmeyer, tickets; Heyday, George Hafer, foreman; O. B. Bowers, Al McCarthy, assistants; B. Lewis, tickets; Loop-o-Plane, Harold Lewis, foreman; Dick Lynch, assistant; Grace Haer, tickets; The Octopus, Clarence Hansenmeyer, foreman; Don McMath, assistant; Ellen Lindsey, tickets; Gyroscope, N. C. Eller; Martha Winters, tickets.

Concessions: Cookhouse, new khaki top; Paddy Ryan, manager; Earl Park, chef; Bob Clifford, griddleman; Bill Hawthorne and Sim Painter, countermen; Jo McMahon, kitchen helper; Sam Thorn, cashier. Outside bunch: Jake Himebath and Harry Curtain, Cigaret Store, Lucille Zimmerman in charge; Ray Williams and Merna Garrett. Tip-Tin-Over, Lerot Belyea and Gordon Williams, Rugs, John G. Ragland, Bill Stone and Minnie Thomas, Blankets, Mrs. John G. Ragland; Pearl Keis, Roe Jordan, agents; Balloon Store, Everett White; M. Tallman and George Steiner. Long-Range Lead Gallery, Cecil Ward, Hick Jarvis and H. Budde. Photo Strips, Ethel McDonald; Norma Gams and Walt Deering. Roll-Down, Phil Stopeck; Herschell Taylor, H. D. Majors. Hoop-La, Elva Rockwell; Lonnie and Edith Rockwell. Ball Game, Edna Shoes and Tommy Torres. Short-Range Lead Gallery, Harry and Dorothy Crimmins. Watch Store, Mr. and Mrs. Buck Brandon. String Game, Steve Polkinghorn; Tommy Asak, Mart Garner. Snow Moss, Philip Bertoni; Patricia Garrity. Pop Corn, Jack Lindsey and Lee Boston. Long-Range Lead, C. Bailey and Thelma Ormsby. Ball Game, Larry Dunlap and Don Barton. Ham and Bacon, Joe Sanner; Ed Boyer, M. Senn. Pennant Store, B. Pennant and F. Snyder. Penny Pitch, Sally Keace; M. Stoval, Gayle Case.

Visitors: Jo Glacy, Max Harry Bernard, Charles Dodson, Mr. and Mrs. Edna Sherman, Mr. and Mrs. C. H. Worden, Louis Franco and C. E. Moore. Show moved to new lot on east side of San Diego, a virgin spot. Owner O. N. Crafts spends time between his various shows.

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WANT one more sensational Free Attraction. If you can draw people, can give you a full season's work. In answering quote lowest salary.

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WILL PLACE legitimate Concessions. No exclusive except Bings, Custard, Cook House and Crab, Pop Corn and Candy Apples, which are sold exclusive.

WANT one more Flat Ride, also Loop-o-Plane and Kiddie Airplane Swings.

WILL BOOK any Show of merit, with or without own outfits. Especially want small Motorhome, Mechanical City, Monkey Circus and Big Snaks.

CAN PLACE high-class Pony Ride. Address

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General Manager.

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WEST BROS. SHOWS

OPEN CAPE GIRARDEAU, MO., MARCH 31.

WANTS Good Flat Show, Umbro Show, Motorhome, Mechanical City.

WANTS Stock Concessions. Will sell X on Photo Gallery, Candy Floss.

WANTS Ride Help all Rides. Come on.

WANTS Sensational High Free Act or Cannon Act.

Sam Liberzits wants Mike Man and Agents for Corn Game.

Fair Secretaries Note—Have one open week in Minnesota.

WANTED American Reader for Midy Camp, worked out of office.

BOX 67, Marley, Mo.

LAST CALL - K. G. AMUSEMENT SHOWS (Motorized)

SHOW OPENS MARCH 28, FT. SMITH, ARK.

CAN PLACE a Ten-in-One, Crime Show, or any good Show with drawing power. Concessions that work for stock only. Fresh Custard open. This Show will carry five Rides and have a good route through Oklahoma; then North. All people contracted with this Show report Ft. Smith not later than March 28. HAVE FOR SALE—Good condition, JONES' Mix-Up, Jones' Seaplane Kidd, Jones' Train. All address

K. G. AMUSEMENT SHOWS, Ft. Smith, Ark.

Heart of America Showmen's Club Starts 1938 Membership Drive

KANSAS CITY, Mo., March 19.—Letters sent out by Heart of America Showmen's Club this week, thru Secretary O. C. McOlinis, announced official opening of club's 1938 membership drive. Four prizes have been posted by President Abner K. Kline, and R. E. Haney is serving as chairman of membership committee, with Harry Altshuler assisting.

First prize in contest will be a gold life membership card. Second prize will be \$50 or a 10-year paid membership, third prize will be \$25 cash or five-year paid membership and fourth prize \$10 cash or a two-year paid membership. None of awards will be transferable.

Dues for first year for a new member are \$7. Members of HASC lost no time this week in starting a wild scramble for honors. The Kansas City Journal-Post is giving campaign publicity, and interest in undertaking is great.

President Kline, who serves as representative of Eyerly Aircraft Corp. when he isn't busy managing destinities of HASC organization, is devoting much time to campaign and is evincing unusual personal interest in its outcome. The drive will not be officially concluded until December 31, when 19th Annual HASC Banquet and Ball is held on New Year's Eve in a downtown hotel.

Notables on Committee

On the club's membership committee are, in addition to Chairman Haney and Vice-Chairman Altshuler, Roy Marr, Floyd H. Newell, Jack Moon, J. W.

Laughlin, J. L. Landes, John Francis, Elmer E. Velare, Curtis J. Velare, Mel H. Vaught, Noble O. Fairly, Charles McShan, Phil Little, Crawford Francis, Ralph Rhoades, B. W. Wadsworth, Louis Stucky, H. V. Peterson, W. R. Snapp, T. J. Tidwell, Al Baysinger, G. Y. Zeller, Max Goodman, P. E. Layman, Jack Hubbard, J. W. Conklin, W. A. Gibbs, Fred Beckmann, Barney H. Gearty, Sam Solomon, E. Arndfield, Axel Bendixen, Tony Martone, John R. Castle, Sam Benjamin, H. J. Brown, C. O. Buton, Charles Bruno, Jake Brizendine, Sammy Carrola, F. P. Dodson, Henry Duncan, Harry Duncan, Frank Delmaire, Theo Forstall, Victor Brancato, Mario Brancato, Charles T. Ooss, J. W. Harris, W. Hale, Henry Hakan, Jim Hart, L. C. Clifton Kelly, Morris Lipaky, Col. Dan MacOugin, Paul Parker, Buster Shannon, George Kogman and Percy Jones.

Interest in club and its various activities is on a high plane and first two months found big things planned for 1938. Many of members and auxiliary ladies who wintered here have left a soon will be leaving for circus, carnival and other outdoor activities. Clubrooms in Reid Hotel have seen hundreds of showmen come and go during winter months.

Mrs. Myrtle Duncan, wife of Harry Duncan, reports Ladies' HASC Auxiliary to be "just as busy as men folk." She said today auxiliary would experience its most successful year in 1938.

Line o' Two of News

BUTLER, Mo., March 19.—Mrs. Maude Keel Williams, special agent Royal Exposition Shows, left here this week for Little Rock, Ark., to start her work for the season.

CHICAGO, March 19.—Robert R. Kline arrived here last week from Birmingham, Ala., to perfect his plans for the launching of Kline's Greater Shows in this sector under his management.

PITTSBURGH, Pa., March 19.—Mr. and Mrs. Buddy Terry announced here last week that they booked their concessions with the Bright Light Exposition Show, making second season.

MACON, Ga., March 19.—R. E. Stewart, agent Model Shows, announced here this week that he booked the shows for Putnam County Fair, Eatonton, Ga., which event will be held in October. Model Shows are set to open the season here next Saturday, Stewart also stated.

CINCINNATI, March 19.—H. L. Bush, manager of Dolly Dixon, midget, will leave here Monday for St. Louis to join the Greater Exposition Shows, Bush stated Thursday.

JACKSON, Tenn., March 19.—Gene Padgett arrived here this week from New Orleans to join Elmdare Greater Shows with two girl-show attractions. Padgett reports that while going into Mobile, Ala., en route that the party was in a car wreck in which two girls and himself were hurt and that he suffered a wound in the shoulder that required 14 stitches.

FERRY, Ia., March 19.—Gaylord White, general press representative World of Mirth Shows, is here for a short stay prior to leaving for Richmond to take up his duties with Max Linderman.

PORTSMOUTH, O., March 19.—Bert Roberts (Ramona-Rae), past four seasons as annex feature with T. W. Kelly's Side Show on World of Mirth Shows, has signed again for this season. New wardrobe has been made.

ST. JEAN, Que., Can., March 19.—King Reid, representing attractions bearing his name, arrived here this week from Vermont on business. He found plenty of snow and some floods. Reid, commenting on weather, said: "Looks like outdoor show openings will be much later here than in some New England States."

BAINBRIDGE, Ga., March 19.—Walter Lankford, director Lankford's Band, announced here this week that he booked for season with the J. J. Page Shows.

PROVO, Utah, March 19.—Monte

Young, of attractions bearing his name, is here assembling and readying his carnival for coming tour and expressed himself to a reporter for *The Billboard* that he is very optimistic as to prospects for business.

WASHINGTON, Pa., March 19.—C. D. Clark announced here Tuesday that he closed contracts with Ted Keller for appearance of Esther-Lester as a feature of Clint & Clark Shows for season. An entirely new set-up, including tent and front, has been ordered for this attraction.

SARASOTA, Fla., March 19.—Mr. and Mrs. J. R. Edwards and party of relatives from Wooster, O., were recent visitors to the quarters of Ringling-Barnum Circus here.

SYDNEY, Australia, March 19.—Arthur Greenhagh, of Greenhagh Attractions, arrived here from Los Angeles February 21. The show and features will be presented on midway of Royal Agricultural Show here opening in April. Will Westwood, glass blower, is now touring various stands in Australia.

WILKES-BARRE, Pa., March 19.—McLaughlin & Reithoffer Shows, of this city, are making preparations for an early opening of season in this section. Management stated that a good year for outdoor shows appears as assured.

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for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bings in the
**WHOLESALE MERCHANDISE
Department**

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FRED C. BOSWELL SHOWS

Opening Season Bookley, W. Va., First Week in

May

WANT Shows of merit. Prefer Shows with own outfit or will furnish same to reliable showmen.

Mr. Engstrom, Mark Williams, write, "WANT

Edgar Merry-Go-Round, Ferris Wheel, Quietus or any flat ride not existing. What have you

lost opening for Red Cookhouse, Bings, Oriental

Pop, Cans, Legitimate Concessions only. Book

Best carnival territory in America. WANT

six-tone Followed Band, Round Truck and Ice

Act. WANT General Agent, Percy Martin write,

WANT Business Manager, Secretary and Let Book

Address all mail and wires to
FRED C. BOSWELL, Mgr.,
Princeton, W. Va.

Validity of Touring Show License Laws

By Leo T. Parker, Attorney at Law

WHEN considering the validity of State license laws and city ordinances it must be remembered that a license fee is not considered a tax. A license fee is for the privilege of doing business, whereas a tax is for the purpose of raising revenue. Therefore, while a city council cannot legally charge one class of persons one tax and another class a different tax, yet it can charge different license fees for granting privileges to different kinds of business owners.

For instance, in the leading case of Boston vs. Shaffer 9 Pick (Mass.) 415, a city was authorized under a State statute to license theatrical exhibitions on such terms and conditions as may seem just and reasonable. The city council passed an ordinance requiring the operators of certain kinds of amusement places to pay \$1,500 annual license. The proprietor of a show appealed to the court on the contention that the State law was void, first, because it gave the city council authority to require payment of license fees decided upon by the council and, second, because the tax related specifically to places of amusement and the council could not legally charge one class of amusements less than that charged other classes. However, it is important that the higher court held the license law valid, saying:

"If this were a tax the objection would be valid, but the price to be paid for the license is of the nature of an excise on a particular employment. The levying of an excise has been practiced in regard to other occupations, and the constitutionality of it has never been doubted."

Excessive License Fee

Obviously a city ordinance is void which provides excessive license fees for the privilege of conducting a legitimate business.

For example, in Brunk vs. State 6 S. W. (2d) 553, an ordinance was passed in a Tennessee city making it unlawful to sponsor or operate a street carnival or tent show without first obtaining a

permit, for which a license fee of \$50 was required and \$5 a day for each extra police officer needed to maintain good order. In holding this ordinance void the court said:

"We are inclined to the view that the city of Memphis is without power to enact an ordinance fixing a fee of \$50 for a permit to pursue the occupation of operating a tent show or carnival within its limits."

Various courts have held that if an ordinance is a police measure the amount charged as a license fee should in some measure correspond to the cost of issuing the license and the additional cost of extra police service that might be required because of the character of the business. Moreover, any person or firm which pays an unlawful license fee may get it back.

For example, Zeldman & Pollie vs. City of Ashland, 50 S. W. 557, discloses that a city passed an ordinance which made it unlawful for anyone to "put on" any fair or carnival within the city without first paying a license of \$1,500 a week in advance. The Z. & P. carnival applied for and obtained a license by paying the \$1,500 and operated within the city for one week. Later the carnival filed suit against the city to recover the license fee paid upon the ground that the ordinance was void. In holding the city bound to pay back the \$1,500 the higher court said:

"It is 10 times higher than license fees for other public entertainments of a similar nature. The evidence heard by no means convinces us that the extra cost of policing that might be produced because of the operation of the street fair would in any wise approach the sum of \$1,500, the amount charged and fixed in the ordinance in the case."

Discriminatory Law

It is important to remember that unless the courts have ample evidence that traveling shows require special supervision a law is discriminatory and void which requires payment of higher fees by traveling shows in one location that may be paid if they use other locations.

For instance, in Ballew vs. State 200 S. W. 1044, a Texas law was held invalid which fixed a graduated tax on theatrical shows traveling from place to place. The tax was based, in part, upon the population of cities in which exhibitions were made. The law further provided that no tax be imposed on traveling shows giving exhibitions for private profit in regular and established theaters. In holding the law void the court said:

"This, in our opinion, is a capricious, arbitrary classification, and without good reason for the difference. The show is the same, whether exhibited in a licensed theater or elsewhere."

Traveling Show Excessive Fees

Of course, many courts uphold excessive license laws on the ground that either a State or city may do anything under its police power necessary to uphold or protect the morals, health and welfare of citizens, and in many instances certain kinds of places of amusements are subject to excessive license fees on the plea of "police power." Obviously, many laws of this character, while passed under what is claimed to be the police power for the purpose of protecting the public health or welfare, are, in reality, passed from other motives. The courts determine the purpose of a State statute by reference to the language employed. As to whether it violates the United States Constitution is determined from the legal effect of the statute when put into operation, and not from their purposes enumerated in the law. However, usually the higher courts hold valid State laws intended to protect rural districts, which have little or no police protection.

For example, in Hale, 116 So. 369, it is stated a State law provides that all traveling shows, circuses, etc., in country places should pay a license fee of considerably higher than fees required of shows operated regularly in towns and cities. In holding this ordinance valid the court said:

"It may be that the Legislature takes common knowledge that they likewise move from place to place, where oftentimes the people are without police protection or the fact of publicity and censorship common to cities. This is a sufficient basis on which to rest the classification."

When considering the validity of State

and city license laws the courts recognize that municipal officers are charged with protection of the lives, health and property of citizens, maintenance of good order and quiet of the community and preservation of public morals. Also the courts hold that the peace of a community, quiet and happiness of the family, influence of example upon young and old, public morals have no money value. For these reasons certain laws have been held valid which provide for license fees so high that proprietors of certain kinds of businesses cannot afford to pay the license fees and therefore are compelled to quit operation. However, this rule of the law applies only to classifications of business which, while they are tolerated, are recognized as being hurtful to public morals, productive of disorder or injurious to the general public, such as operation of dance halls in connection with saloons without adequate police protection, immoral places, shows operated as blinds for dishonest gambling places, pool halls which are operated in a manner likely to degenerate into a trysting place for idlers and a nidus for vice. Of course, all of these kinds of business may be operated in a manner not detrimental to the morals, health and welfare of citizens, under which circumstances excessive license and taxation laws will not be tolerated by the courts.

Public Officials' Opinion

Some courts have held that if a license fee is not apparently excessive it may be held valid if in opinion of the law-making body it is reasonable.

As illustrated in Duluth vs. Marsh 71 Minn. 248, the higher court held that a license fee of \$125 for six months for places of amusements and theatrical performances was not unreasonable or

(See VALIDITY OF TOURING page 45)



15 used house trailers \$45.00 to \$269.00 at our Sarasota branch. Must be sold at once. Covered Wagon with broom, \$249.00; De Luxe, \$395.00; Schult, \$155.00; Silvermoon, \$399.00. Many others at

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HARRIS-TRAILERS, Troy, Ohio
DISTRIBUTORS
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New 1938 Models, New and Used 37 and 35 Trailers in Stock.
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Pick your trailer as you would a home. Every possible thing you need and want for grand living in a small way you'll find in the popular Kozy Coaches.

There's plenty of room to stretch out and be at ease. Living necessities are conveniently and compactly arranged. All kinds of luggage space is provided, full length

wardrobe, etc., and the beds are truly something to rave about. And now Kozy Coaches are built on an all-steel electrically welded chassis to prevent sagging, eliminate side-sway, assure quiet operation and perfect alignment.

Before you buy any coach see the Kozy. Send for brochure—"You've Ahead with a Kozy Coach behind."

KOZY COACH CO. 409 E. MICHIGAN AVE., Kalamazoo, Mich.

Geek, Grease Monkey or Owner

HE'LL USE A SCHULT TRAILER



The majority of folks who work with carnivals and fairs use Schult Trailers for the convenience of home while traveling. The ease of living and the money they save means more comfort and a larger roll at the end of the season.

A popular item among the nine Schult models is the combination house trailer and concession vendor pictured here. Comfortable quarters for 2 persons. Over 22 feet of awning covered counter space makes it ideal for a lunch wagon, skill game, etc. Hundreds of these jobs are bringing easy money with less work to owners all over the country. Investigate now. Take along this trailer when you join your show this summer.

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WILSON TRAILER & BODY CO., Sioux City, Ia.

Miami Circus Draws 65,000 At Nine Shows

MIAMI, March 19.—Hamid-Morton Circus, here on March 7-12, had record attendance of 65,000, it was reported. With nine performances there were three turnaway nights, with capacity on other nights and at matinees. Bob Morton directed the fast-moving show. Band was directed by Joe Battle, with local musicians. George A. Hamid came from New York for part of the engagement. Samuel W. Gumpertz, here for the opening, left for his home in Sarasota.

Assistant Chief of Police Forest Nelson and Homer Hill, of the fire department, were well pleased with the show and financial returns, the circus being staged for benefit of the Fire and Police Pension Fund. Among outstanding acts were Harold Barnes, tight wire; Carlos Carreon, Liberty horse act; American Eagles act, five-people bicycle thriller; Flying Sensations, Merrill and Bobby, Mary Ellen Kestrow and Miss Hamilton.

Several rides of Eddy Bros.' Shows on the midway did big business, the Boomerang getting top money. Tex Sherman, who directed publicity, will leave for New Haven, Conn., to direct press for a H-M circus there.

Downie Bros.' Circus elephants were among features and several Downie Bros.' Circus acts were under supervision of Charles Katz, assistant manager. Record take was made with opposition from Royal American Show. Legion show on the beach, Oesu Catholic Church Carnival and a Coral Gables church show.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Ruback Contracted Again in Cheyenne

CHEYENNE, Wyo., March 19.—Jack Ruback's Western States Shows has again been contracted to furnish midway at 41st Annual Cheyenne Frontier Days Celebration. Last year show was held four days and five nights, but due to biggest attendance in history, this year's event will be extended to five days and six nights.

Committees are enlarging grand stand and parking space and have erected a building to house antique vehicles and paraphernalia used in parades and to present a special show. On committees are N. J. Hofmann, Robert D. Hanesworth, Art Trout, L. R. Townsend, Jim Storey, E. A. Saeger, Harry B. Henderson Jr., W. A. Carson, William A. Fairchild, Walter F. Nelson, John C. Pickett, Charles Hughes and J. L. Goins.

Night show dance will be handled by Cheyenne Legion Post with Charles Swank's Orchestra furnishing music. John Grady and S. C. Smith will have grand-stand privileges and Carl Bailey will have night show refreshment contract. Spanish War Veterans' Post, in charge of Ed W. Hirst, will be in charge of midway tickets.

States Fete Set-Up Ready

ST. PETERSBURG, Fla., March 19.—At the 10th annual Festival of States Celebration here, sponsored by the Festival of States Committee, set up within ranks of the Chamber of Commerce, big features will be Golden Jubilee Spectacle at Round Lake Park and the States Parade. Fireworks will open the program, which will include Musical Festival, with 300 voices; Queen's Review, with all States represented, and coronation ball. Oldtimers' afternoon will be known as Commemoration Day. There will be a parade of kiddies in costume and featuring pets. Russell L. Rowland is managing director and John B. Rogers Producing Co. will stage the spec, with Robert Bancroft directing. Thearle-Duffield has fireworks contract.

Profit Reported in W. Va.

WEIRTON, W. Va., March 19.—Sponsored by Weirton Steel Co. Employees' Security League, a 15-act unit of Barker Bros.' Circus in the Arena here on March 10-12 made a good profit despite bad weather, reports Fred C. Coakley. Show played to a packed house at Saturday children's matinee. Blomberg's Alaskan Huskies were used as street bally and half-sheets, ones and threes were used to advertise. Newspapers carried front-page stories four days and plenty of inside space was used. Coakley left here on March 13 for Waldamer Beach Park, Erie, Pa., to begin his second season as promotion director.

Badger Fete Funds Denied

MILWAUKEE, March 19.—Because of protests by some civic organizations, county park board disapproved request of Milwaukee Midsummer Festival Commission for \$25,000 to aid in 1938 financing. Commission was granted its usual \$5,000 rotary fund by the city and has \$1,185 left from profits of festivals previous to 1937 but requested an additional \$25,000 if the event were to be carried on without revenue-producing features.

HELP This Department by Telling Committees About It.

Pros Aid School Circus

SAGINAW, Mich., March 19.—In the world's largest school circus, seventh annual, held here yesterday and today, about 300 students of South Intermediate School performed and all other students and teachers served in some way to promote the show. Professionals also took part. Proceeds are used for school activities and welfare work.

Shows Booked at Salt Lake

SALT LAKE CITY, March 19.—Gus Backman, manager of Covered Wagon Days Celebration here, contracted Western States Shows for the 1938 event. Last year the Yellowstone Shows were here. Part of main streets were roped off and the midway was one of the biggest paying features. Bodeo went to Lee Kramer, who has a five-year contract. There will be free acts and a parade.

Shorts

FIVE vaude acts will be presented at second annual National Home Show in the Hippodrome, Nashville, Tenn., sponsored by the Real Estate Board. Booth reservations are heavy, and a carload of FHA displays will be installed. E. N. Williams is again director.

ANNUAL celebration of Kittanning (Pa.) Central Labor Union is expected to draw more than the 35,000 who were on Armstrong County Fair grounds at the 1937 event, said Secretary Luke Brett.

ELKS' Indoor Circus, to be produced by O. H. Tyree, assisted by William H. Finkle, in Birmingham, Ala., has endorsement of Chamber of Commerce, city commissioners and leading civic bodies.

JUNIOR Chamber of Commerce, Hastings, Neb., had Arlie Simmonds' Band, Jewel LaMarr, Pan Meriman, Louis and Scherrie and Thelma Mitchell for annual Show of Progress Celebration on March 18-19, date handled by Ole Graham, of Gus Sun office.

W. GRADY WHITMAN was reappointed director general of the ninth annual Mountain State Forest Festival, to be held this year in Elkins, W. Va. It will be his second year in charge of the autumn event.

FOR fifth annual East Palestine, O., Street Fair, sponsored by the American Legion Post, George Kirtley is chairman, assisted by Lawrence Hessler, Brown Lawrence, Henry Adhridge and Bruce Fouts.

NORTHWEST Territory Celebration Commission, having changed the date on its invitation to President Roosevelt to ceremonies in Marietta, O., members believe the President's appearance is now almost certain. George Bonnet, ambassador from France, has accepted an invitation to attend. A legislative bill has been introduced authorizing an additional \$10,000 for the celebration.

WESTERN New York Blossom Festival, Leroy, will be held in a natural amphitheater on sloping east bank of the Oatka River, said Chairman Grover Lapp, of the general committee.

COMMERCIAL Club, Bayfield, Wis., voted \$400 toward annual two-day Strawberry Festival, to include a pageant and parade, said General Chairman Arthur Flieg.

KILONIS PUTS

(Continued from page 44)
arrangement will prove a boon to organizations operating in New England which desire merchandise on a consignment basis.

Kilonis and Riley held several conferences and set their future plans definitely. Kilonis left for Manchester, N. H., to start work in quarters to complete reconditioning of trucks, rides and

other show equipment, which started some weeks ago.

Kilonis is well known in outdoor show field, having during past six years operated John D. Kilonis Shows and last year presented New England Amusements. Riley is known thru New England to church and fraternal organizations and for past 12 years has been connected with a wholesale house in Boston.

Kilonis and Riley report that within past few weeks a number of very satisfactory committee contracts have been closed, including one in Manchester, N. H., for opening stand of big unit. Reported by Marie Riley.

BECK AND THOMAS

(Continued from page 44)
of Fairly-Little Shows, wintering here; Al Baysinger, of Baysinger Shows; Pete Lindemann and Joe Kennedy, of Sells-Sterling Circus; Rich Barnsdale, Mari Goodwin and Jack McFarland.

Springfield is becoming known as show headquarters of Onarks. Shows wintering here: Fairly & Little, Sells-Sterling Circus, Miller Bros.' Circus and Dog Thomas Shows, while plant of Springfield Wagon and Trailer Works resembles one of old-time circus quarters with all wagons and seats being built for the new Tim McCoy Wild West. Reported by Jean Beck.

BUCKEYE STATE

(Continued from page 44)
Count Zanlo reported business as good. Manager Joe Geller returned from a booking trip. Lowry Sisters were featured on local Radio Station WAMU, along with Andy Gump.

Many Laurel officials were out for opening. Merchants and officials of city have made show people feel as tho this city was their home. Reported by Kenneth W. Franklin.

WANTED

FARMERS AND MERCHANTS INDOOR FAIR WEEK APRIL 23, HENDERSON, KY.
Five Acts write E. H. GRAY, Henderson, all shows, write P. A. BIRD, all Henderson, Ky.

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JULY 2-5-6.
WANT RIDES, INCLUDING KID RIDES.
Write CARL HARGROVE,
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SHOWS AND RIDES
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APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

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Vaudeville or Circus Acts for week
April 4. Can use few high-class
Demonstrators on Home Appliances.
Address

NATIONAL HOME SHOW

E. N. WILLIAMS, Real Estate Board,
Noel Hotel, Nashville, Tenn.

WANTED

FIRST-CLASS CARNIVAL
The Coakley Fire Co. desires First-Class Carnival
for Annual Fourth of July Celebration, to be held
week of June 27-July 2, inclusive. Want the biggest
and best Carnival we can get.
COALPORT FIRE CO.,
Care Fred J. Mohr, Coalport, Pa.

WANTED

High-Class Sensational Act for Free Exhibition at
Fis Park, Terre Haute, Indiana, full week of June
25th. Give references. Write
C. L. SHIDLER,
Chairman, Elks Club, Terre Haute, Ind.

MILFORD STREET FAIR and HOME-COMING

MILFORD, IND., AUGUST 10, 11, 12 and 13.
Rides, Shows, Concessions wanted. Address
EUGENE W. FELKNER, Sec'y., Milford, Ind.

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APRIL 26 - 27 - 28 - 29 - 30

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WANTS SHOWS, RIDES AND LEGITIMATE CONCESSIONS

GEO. D. SUCHANAN, Chamber of Commerce, Ruskin, Florida.

"The South's Greatest
Country Fair."

CONVENTIONS

ALABAMA Birmingham—O. A. R. of Ala. Apr. 23. M. D. ...

ARIZONA Phoenix—Order of Odd Fellows. Apr. 15-20. ...

ARKANSAS Camden—Un. Spanish War Veterans. June 4-6 ...

CALIFORNIA Los Angeles—Royal Order of Jesters. June 6 ...

IDAHO Boise—Knights Templar. May 15-20. D. P. ...

ILLINOIS Aurora—O. A. R. of Ill. June 7-8. Clara P. ...

INDIANA Ft. Wayne—Un. Spanish War Veterans. June 5-7 ...

MISSOURI Jefferson City—Knights Templar. May 15-18 ...

In the Convention List appear only the dates of these meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:

American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templar, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farmers and Home Organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Fireman and Outdoor Advertising Associations.

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ACTS, SONGS AND PARODIES

SINGING ARTISTS OF THE SCREEN, RADIO, Stage—Latest Song Hit, "My Sweet Pasadena Rose." Copy 25c. **JOSEPH CURIN**, 1807 S. Carpenter St., Chicago, Ill. ap2x

AGENTS AND DISTRIBUTORS WANTED

AGENTS—500% PROFIT SELLING GOLD LEAF—Letters for store windows. Free Samples. **METALLIC CO.**, 439 N. Clark, Chicago. 11nx

AGENTS—TO SELL PATENTED HERB TONIC—Scientific product, sure restorer, big profits. **THE EUSTER HERB CO.**, Box 703, Middletown, Ky. x

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Uniforms, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, Dept. 43, 4922-25 Lincoln, Chicago. x

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J. x

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 9. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 30. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

CARTOON BOOKLETS, PHOTOS—BIG ASSORTMENT, \$1.00. Samples 25c. Agent's price list for a stamp. **A. WICKESSE**, 114 12th Ave., Newark, N. J. x

EXPERIENCED SUBSCRIPTION MEN WANTED. Attractive club these national farm magazines; very liberal proposition. **PUBLISHER**, 715 Shaker Bldg., Kansas City, Mo. ap23

LORD'S PRAYER OR TEN COMMANDMENTS on a Penny. Sells on sight, with Good Luck Cards, complete, \$4.50 gross. Samples 50c doz. **PERKINS**, 4327 Delaney St., St. Louis. x

MAKE YOUR OWN PRODUCTS—EARN AMAZING PROFITS. Money-making formulas furnished. Write at once for descriptive circular. **POPULAR MECHANICS PRESS**, 14-200 East Ontario, Chicago. x

MAKE MORE MONEY—ON THE SIDE IN YOUR spare time. Independent way to get the low-down. Small capital starts you. Steady income. Literature free. **MILTON PUBLISHERS**, Dept. 2a, Box 772, San Jose, Calif. ap2

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting in business, home office. No outfits. **ILITE**, 214 Grand St., New York. mh26x

PERFUME BUDS — COST 1c EACH. SELL 5c. Particulars free. Samples 10c. Agents, street-men, demonstrators. **MISSION**, 2328 W. Pine, Los Angeles, Calif. mh26x

SALESMEN—SELL "MAYFAIR" ELECTRICALLY Lighted Boats. Attractive wholesale prices. Write for full particulars. **M. POSNER**, 3203 Oxford St., Philadelphia, Pa. x

SELL BY MAIL — FORMULAS, BOOKS, PICTURES, Novelties, Signs, Bargains! Big profits. Particulars free. **F. ELFCO**, 438 North West St., Chicago. 11nx

"SURE VISION" KEEPS EYEGLASSES, WINDSHIELD free from steam. Sells 15c, 35c; costs 90c, \$1.50 doz. **SONNEBORNS**, 602 Pine Theatre, Philadelphia, Pa. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free. Direct buying method valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. ap2x

WORK FOR YOURSELF — MAKE PLENTY money. Get what you want. Have dependable income. Send 10c for "Opportunities." **Camden, N. J.** ap2

ANIMALS, BIRDS AND PETS

ACQUIRABLE—ELEPHANTS, MONKEYS, Chimpanzees, Kangaroos, Parrots, Macaws, King Cobras, Python, Boas, Baby Turtles, Large Turkeys, etc. **LINDEMANN**, 63 W. Eleventh, New York. x

ALL KINDS ANIMALS—PARROTS, REPTILES for Shows, Large Texas Diamond-Back Rattlesnakes with Horns, fixed safe or hot, only \$5.00 each. Bob Cats, Silver Badgers, Young Dyk Parrots, \$7.95 each; \$5, \$10, \$15, \$25 Mixed Dens of Fresh Snakes cheap; 25 choice large and medium sized Collared Neotomas, \$15.00 each. Live arrival guaranteed. Illustrated folder on request. **ZOOLOGICAL SUPPLY CO.**, Laredo, Tex. x

ALLIGATORS—SNAKE DENS, LARGE \$10.00; Water Snakes, \$3.00; Medium, \$3.00. Price list. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. ap2x

ANIMALS — BIRDS, MIXED FIXED DENS Snakes, Boas, Dragons, Iguanas, Monkeys, Parrots, Macaws. Also Parakeets for whom **SNAKE KING**, Brownsville, Tex. ap2

ANIMALS, BIRDS AND REPTILES—IMPORTED by **MEERS BROS. & WARD, INC.**, Box 8, Oceanville, N. Y. Rockville Center 5006. Write for price list. x

CIRCUS MICE—BUY NOW AND GET FULL-GROWN Mice. Have several thousand fine, large Mice. Solid colors, \$10.00. All spotted, \$12.00. **HOWARD JONES**, Palmetto, Fla. x

DENS LARGE FRESH SNAKES — RATTLESN, Bulls, Whips, Kings, etc. \$15.00. Also \$10.00 Dens. **ELLISON MITCHELL**, Collecting Naturalist, St. Stephen, S. C. ap16

DONKEY BALL EQUIPMENT—COMPLETE FOR Night Games. Will take House Trailer or Automobile as part payment. Write **BENNETT MORRIS**, Belfton, Ky. x

DONKEYS (BURROS)—SELECTED FOR BASEBALL Play, Polo Play or children to ride on. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex. x

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FOR SALE—THREE DOG TEAM, BEAUTIFUL Alaskan Huskies, well trained. Lead Dog; also two Leaping Greyhounds. Address **CIRCUS**, Forest Park, Dayton, O. x

LIVE ARMADILLOS—PERFECT SPECIMEN AND Good Feeders. Each, \$2.00; Pair, \$3.50. All sizes. Prompt delivery. **APLET ARMADILLO FARM**, Comfort, Tex. ap23x

MICE—FANCY COLORED, MICKY MOUSE Shows, price list. **WHITE ANIMAL FARM**, Pine Point, Me. x

MEXICAN DOUBLE YELLOW HEAD PARROTS, \$9.00 each; \$75.00 doz. Snookum Bears, \$12.00; Jawlines, \$15.00; Faces, \$30.00; Badgers, \$5.00; Wild Cats, \$7.00; Chinese Dragons, large, \$7.00; Black Iguanas, \$2.00; Rattle Snake Dens, \$5.00; Harmless Snakes, \$10.00 doz. Wire **NATIONAL PRODUCTS COMPANY**, Laredo, Tex. x

MONKEYS, PARROTS, CHIPMUNKS, LOVE- Birds, Finches, Parakeets. Largest importer on the West Coast. **SOUTHERN CALIFORNIA BIRD & PET EXCHANGE**, Bell, Calif. Write for complete price list. ap2x

PLENTY SNAKES — ARMADILLOS, IGUANAS, Gila, Dragons, Alligators, Horned Toads, Chameleons, Monkeys, Prairie Dogs, Coati-mundus, Guinea Pigs, Rats, Mice, Parakeets, Wild Cats, Ringtail Cats, Peafowl, Hawks, Owls. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. ap29x

SPIDER MONKEYS, GREEN IGUANAS, CHINESE Dragons, Boas, Ocelots, Coat Mounds, Young Panama Parrots, Bee and Half Moon Parakeets, Love Birds, Finches, Canaries. Lowest prices. **BIRD WONDERLAND**, Van Nuys, Calif. x

ZOOLOGICAL GARDEN—NOW UNDER CON- struction. Is interested in obtaining a number of wild animals. **SCHNITZELBANK RESTAURANT**, Stratford Ave., Bridgeport, Conn. ap2

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

GET EVERYTHING YOU WANT IN LIFE— Learn how. Amazing details, purple stamp. **BUTTERWORTH**, 274 DeWitt Ave., Belleville, N. J. x

PLAY SWING PIANO — MY SELF-INSTRUC- tion Book makes it easy. Postal brings free folder. **AXEL CHRISTENSEN**, 780 Kimball Hall, Chicago. ap9x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. **BALDA ART SERVICE**, Oshkosh, Wis. ap2x

BUSINESS OPPORTUNITIES

POP CORN MACHINES — NEW MODELS. Ceared Kettles, Griddle Stoves, Tanks, Burners and other Concession Supplies. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. ap30x

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YOU CAN PROFIT \$200 TO \$300 A MONTH— Your own business; no inventory; no selling. Details free. **FACO**, 605-1A National Bldg., Cleveland, O. x

CARTOONS

SHAPPY CARTOON BOOKLETS, NOVELTIES, Games. Sell like wildfire. Free wholesale price list. Samples 25c. **T. WOLRAD**, 128 Lexington, New York. 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 CONDITION—BALLY BUMPERS, GENCO Rollers, Handballs, miniature miniature Skeeball, A.B.T., Auto-Dart, Archers, Winners, Flash, Whirl, Bank and Dart, some with tape or tickets, \$10.00 each game. Deposit required. **KLOTZ SALES**, 17 Wellhouse Bldg., Atlanta, Ga. x

BARGAINS—SLOTS: JENNINGS CHIEFS, FACE Comets, Mills Blue Fronts, Coosenecks, Escalators, Columbus. All latest serials. Mills Flasher, Jennings Liberty Bell Flat Top, Pace Races. Make offer. **AUTOMATIC SALES**, 2470 Broadway, Toledo, O. x

BARGAINS—MILLS BLUE AND RED FRONT Nickel Mystery G. A. Venders, Serials \$19.00 to \$52.00, \$37.50 each. Third deposit. **EDWARDS**, 2003 Pender Ave., Wilmington, N. C. x

BARGAIN—10 SEEBURG RAY-O-LITES, SERIAL numbers above 1500. First-class appearance and working condition guaranteed. Make us offer on all or part. **RAY-O-LITE OPERATOR**, Plymouth Bldg., Cleveland, O. x

BROWNIE JACK POT — LIKE NEW, \$45.00; Ray's Trick, like new, \$112.50; Track Time, like new, \$125.00; Pop 'Em, ticket model, \$39.50; Airway, \$35.00; Cargo, \$45.00; Chip Baseball, \$45.00; Green Front Q. T., \$45.00; Blue Front, \$35.00; Slot Machines, \$19.00; Advance Cigarette Venders, \$19.50; Penny Pusher, \$7.50; Cent-A-Smoke Dividers, \$9.50; Rail Spots, \$12.50. All kinds of Coin Operated Machines, nearly new and used. 1/3 deposit with order, balance C. O. D. **LEHIGH SPECIALTY CO.**, 2d and Green, Philadelphia, Pa. x

CLOSE OUTS—7c AND 25c MILLS FUTUR- ties, Serials 400,000, \$55.00 each; 2 Seeburg Duck Shoots, \$150.00 each; 3 World Series, 1936 models, \$140.00 each; 2 Rock-A-Balls, 14 ft., \$85.00 each; Western Races, Daily Race and Sunshine Derbies, \$5.00 each. One-third deposit with order. **STARK NOVELTY CO.**, 1510 W. Tuscarawas St., Canton, O. x

CLOSEOUT—25 COUNTER GAMES, \$25.00; 15 Mills Jackpot Machines, closing out at bargain. Send for list. **E. K. V. MACHINE CO.**, Pikeville, Ky. x

COUNTER GAMES, VENDING AND SLOT MA- chines. All makes for sale cheap. Send for list and state kind interested in. **A. L. KROFF**, Tuscaloosa, Ala. ap2

DUX, \$30.00; GENCO FOOTBALL, \$22.50; Ling-Up, \$40.00; Chico Derby, \$22.50; also Wurlitzer Skeeballs and 1c Cigarette Machines. State your wants. **EASTERN**, 350 Mulberry, Newark, N. J. x

DUX, \$27.50; STONERS RACES, \$25.00; SILVER Flash, \$32.50; Equelite, \$18.00; Gallinger Dominoes, like new, \$100.00; A.B.T. Targets, \$7.00; Wurlitzer Skeeballs, \$35.00. Price list free. **MUNYER**, 555 W. 157th, New York. x

EXHIBIT ELECTRIC EYES — TICKET AND Automatic Payoff, \$15.00; Gingers, 5c play, \$17.00; Jennings Grand Stands, perfect, \$22.50; Jungle Dodgers, perfect, \$35.00; Exhibits Targette, \$45.00; late Automatic Pay Tables, \$10.00 up. **HOUTZER NOVELTY CO.**, Elkhart, Ind. x

FOR SALE — LATE ROCK-O-BALL ALLEYS, with Visible Immediate and Daily Score Recorder, Juniors and Seniors, \$75.00 each. Half cash with order, balance collect. **BULLION** Station "O", Box 118, New York. x

FOR SALE—15 BOWLING GAMES, INCLUDING Skunk Balls, Bowlettes, Ruff-o-Balls, and Rolla-Score at \$25.00 each (untested); also 20 One-Ball Machines, \$5.00 to \$50.00. Write for list. **BASCH NOVELTY CO.**, 139 Franklin Ave., Scranton, Pa. x

LAST CALL
Classified Advertising Forms

for the big, annual

SPRING SPECIAL issue of

The **Billboard**
Close in Cincinnati **WEDNESDAY,**

MARCH 30

"rush your copy and remittance—Today"

25 OPERA PLACE

CINCINNATI, OHIO

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

BARBECUES — INTERIOR AND EXTERIOR Models from \$145.00 up. PIERCESTOYER & MFG. CO., Dept. B, Columbus, O. ap/ix

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M. P. ACCESSORIES & FILMS

CIRCUIT OPERATORS—WE CAN RENT SOUND FILMS. Guaranteed Complete Programs. All type features, best of shorts, \$15.00 per week. MERTZ FILM SERVICE, Virginia, Ill. mh26

FOR SALE—35 SOUND ON FILM FEATURES. Comedies, Cartoons. Examination allowed on express deposit. REGAL, Care Bank, White Bluffs, Tenn.

MOTION PICTURE EQUIPMENT—SPECIALS in Portable, Supplies, Accessories. Send for big free catalog. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York City. ap/30x

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RELIGIOUS SPECIALS FOR LENT—SILENT OR Sound, 15MM-35MM. Christus (story of Nazareth, Marthe in Hell, Mary Magdalene, Jean of Arc, Brother Francis, Shepherd Seven Hills, Blessed Virgin. Rental; Silent, \$10.00; Sound, \$15.00, \$25.00. Outright Sale; Silent \$10.00; Sound, \$25.00. Ref. \$25.00. CHURCH FILMS, Box 524, Cincinnati.

ROAD SHOW SOUND SPECIALS—WESTERN. Actions, Features, \$15.00 up. Write APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. ap/9

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereoscopes, etc. Projection Machines repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. mh26

ISSUE, PASSION PLAY—4 REELS, SILENT, \$25.00; 5 Reels, Sound, \$60.00. Other film bargains, projectors, etc. Lists B-76, GPO, New York.

PERSONALS

FLORIDA DIVORCE ATTORNEY — COPY OF New Ninety-Day Divorce Law, \$1.00 DAVID A. FRANK, Attorney, 1546 W. Flagler, Miami, Fla. ap2

PHOTO SUPPLIES AND DEVELOPING

BEAUTIFUL ENLARGEMENTS — 8x10, SILK Finish from Negative, 35c; 8 for \$1.00. From Print, 25c extra. FREEDMAN PHOTO, 227 E. 119th St., New York City.

NEW AND USED 4-FOR-10c PICTURE MACHINES at bargain prices. All supplies carried in stock. Immediate shipment. Lowest prices. PHOTO MACHINE SUPPLY CO., Box 714, Louisville, KY.

REGULAR \$275.00 STRIP PHOTO OUTFIT — Makes 3 for dime; also 3 for quarter size photos, \$100.00 complete. HASSAN, Box 971, Parkersburg, W. Va. ap/9

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. ap2x

4-FOR-DIME OPERATORS! READY SOON! A new horizontal 1 1/2x2 outfit at a price that will astound you! Don't buy any outfit until you receive our announcement! Write for information. MARKS & FULLER, INC., Dept. BC-11, Rochester, N. Y. mh26x

SALESMEN WANTED

SALESMEN — SELL BUSINESS STATIONERY. Book Matches, Advertising Gum Tapes, Advertising Pencils, Swift Moulding, Labels, Sales-books, Pricing Sets, Business Cards, \$1.50 thousand, 35% commission daily. Free sales. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. ZA, Chicago. x

SELL AMERICA'S COMPLETE LINE BUSINESS Necessities. Book Matches, Sales Books, Printed Forms and hundreds of Advertising Specialties. Low new prices. Commissions advanced. Complete outfit free. FEDERAL, AD-301, S. DesPlaines, Chicago. x

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SENSATIONAL MONEY MAKER—SELL CELLULOID Advertising Buttons to clubs, fraternities, conventions. Send for circulars, prices. M. PRICING BUTTON CO., 124 White St., New York. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting full time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago. ap/9

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BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. mh26

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. SCHELL SCENIC STUDIO, Columbus, O.

TENTS—SECOND-HAND

SIDEWALL BARGAINS — 7.68 OZ. DRILL Hand Reared, clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. KERR COMPANY, 1954 Grand Ave., Chicago. ap/9

14x24 CORN GAGE—NEW CANVAS, Complete, Wiring, Shelving, etc., \$250.00. Used one week. 30x50 Tent, Khaki, used five times, \$175.00. SIGMUND BROS., Keokuk, Ia. x

35x85 SQUARE OBLONG KHAKI TOP ONLY—Used two seasons. Good condition. Few patches. Preserved, \$75.00 cash. HUGH REGAL, White Bluffs, Tenn.

THEATRICAL PRINTING

BETTER WINDOW CARDS FOR LESS MONEY—That's our whole story. Cards for all occasions, \$3.00 per hundred. TRIBUNE PRESS, Fowler, Ind.

THEATRICAL CUTS ARE OUR SPECIALTY. Prices reasonable. Let us quote you. Our Art Department is at your service. MANNING ENGRAVERS, Greensboro, N. C. x

WINDOW CARDS—14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

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125 LETTERHEADS—8 1/2x11 and 125 ENvelopes, four lines printing, \$1.00. PELECATI, 652 W. 184th St., New York.

200 6 PLY 14x22 WINDOW CARDS, \$4.00, 1,000 Ticket Sellers' Reports, \$3.50; 250 Letterheads, Envelopes, \$3.75. DOC ANGEL, Ex-Trouper, Leesville, Va.

WANTED TO BUY

EVANS LARGE BLACK AND RED WHEEL—Must be in very good condition and cheap. Describe fully. VIRGIL G. CASTETTER, Centerville, Ind.

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WANTED TO BUY—TRICK BICYCLES. STATE lowest price—condition, dimensions. CIO. ENNIS, 54 N. Fitzhugh St., Rochester, N. Y. ap2

AT LIBERTY ACROBATS

COMEDY ACROBAT—JOIN ACT OR TROUPE. A-1 Stunts. Can talk, dance, clown. JORDAN, Belmont, Chicago.

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AERIALIST—Would like to join a High Aerial Act. Can do Trapeze, Rings, Feet and Musical Grinds. Age 21, weight 180 lbs. BERNICE STANKEVICH, 54 Villanova St., Trenton, N. J. ap/9

AT LIBERTY AGENTS AND MANAGERS

GENERAL AGENT—KNOW South, North Central States and West Coast Territories. FRID GRANT, 406 E. Monroe, South Bend, Ind.

ADVANCE AGENT or Theater Manager—18 years' experience. A-1 person, suitable for actives or street shows. All Ohio. Monthly, Radio or Street Shows. All Old Bands, Seasonal Shows, Novelty Acts or any outstanding box-office attractions. Reply full details, photos, for quick action. Address: BOX C-454, The Billboard, Cincinnati, O. mh26

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ADVANCE AGENT—Can teach 40 weeks route. Theater and Nine Clubs immediately for large or small Stage Shows, Variety, Hilarity, Radio or Street Shows. All Old Bands, Seasonal Shows, Novelty Acts or any outstanding box-office attractions. Reply full details, photos, for quick action. Address: BOX C-454, The Billboard, Cincinnati, O. mh26

PRESS AGENT—Years of experience, available to a few selected acts to secure personal press representation. Will accept nomination for New York City only. Willing to cooperate either on straight salary or low fixed salary, plus percentage of salary earned. BOX 847, care Billboard, 1564 Broad- way, N. Y. mh24

AT LIBERTY BANDS AND ORCHESTRAS

CHARLIE WALTHERS AND HIS "SMOOTH," Sophisticated, Swing Orchestra, featuring electric steel guitar and specialty entertainers, now booking future, week-night and week-end engagements in New York and New Jersey only. Heavy attraction, 6 to 10 men, having completed engagements in ballrooms around New York, including 8 week-ends at High Hat Club. For information write 623 West 170 St., New York City.

FOUR OR SIX-PIECE ALL GIRL ORCHESTRA—Completing eight months' engagement April 15. Ages 18-24. Pictures and recordings furnished on request. Union. WINIFRED McDONNELL, 301 Fifteenth St., Bismarck, N. D. mh26

PROFF BAND — OPEN FOR CONCERT AT Parks, Circuses, Virginia Fair, LEWIS & PROFF, 711 Juniper, Quakertown, Pa. mh26

At Liberty Advertisements

16 WORD, CASH (First Line Large Black Type). 16 WORD, CASH (First Line and Name Black Type). 16 WORD, CASH (Small Type) (No Ad Less Than 16).

Figure Total of Words at One Rate Only.

ROY SANDER'S SYLVANIANS DESIRE SUMMER location, 11 men now on location. DEL EDWARDS, 1017 N. 9th, Reading, Pa.

TEN-PIECE ORCHESTRA—AVAILABLE APRIL 15, for location job. Have been organized for over three years. Just completing eleven-month location job. All young college boys, accomplished musicians. Have own arranged two vocalists, complete modern library and all orchestra equipment. N. D., 105 S. Spanish, Cape Girardeau, Mo.

THE BOSTONIANS—AVAILABLE APRIL 15T. Ten Man Society Combination. Three brass, three sax, four rhythm. Ideal for smart summer spots. Agents, managers contact DWIGHT DOCKERTY, 313 Allison St., Brighton, Mass.

TOP-NOTCH TEN-PIECE BAND — SMOOTH, sweet or swing out. Plenty personality and what it takes to pack them in. State all, ask all. Only reliable managers and bookers. Contact RAYMOND DAAR, 14 Collaton St., Buffalo, N. Y.

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AVAILABLE IMMEDIATELY — Post Non-Voice Singing and Commercial Band. Three Saxes, two Brass, four Earhorns. Band organized just two years. All men young, clean, single and sober. Leader of fine musical arrangement, harmony, good vocalists, fronts, P. A. uniforms. We have our own streamer-cum-parade bus. Have played all top centers. Write LEADER, Box C-449, care The Billboard, Cincinnati, O.

ORGANIZED TRIO—Available June 1st. Piano, Sax, Trombone, double two Violins, Clarinet, Hot, Arrangements or New England only. Dan and Steve Smiths. Write BOX 459, Cincinnati, O. mh26

OUTSTANDING SEVEN-PIECE ORCHESTRA—Piano, Drums, Trombone, 3 Saxes, Girl String Band who is feature singer. Vocalists and plenty double and solo floor show specialties. One star floor show. Clean and well rounded only first rate club, ball or resort job. On present job six months. Must give two weeks' notice. Very commercial and a real money maker. Contact ORCHESTRA LEADER, Box C-461, Billboard, Cincinnati, O.

AT LIBERTY CIRCUS AND CARNIVAL

OPEN FOR CIRCUS OR CARNIVAL—RAY TEMPLE, Half and Half. Well educated, no high. Communicative. Max Fadden, Magician and Lecturer, also at Liberty. Unreliable managers lay off. Talgarth Hotel, 1924 Prospect, Cleveland, O.

GLOWN—General Clowning and Clown-Is. Good Walk Around. Wonderful one of the best. Steamers used and cheap. JOE BURETLEAD, 68 Welton St., Bensalem, N. Y.

PAUL-PAULINE—Sex Sensation. Beautiful wardrobe and look. Young, reliable. Photo requests. Reliable manager. All in One letter. PAUL, P. A. PAGE, 835 N. State, Baltimore, Md.

PRODUCERS OF LAUGH — Years of experience. Best of Acts. All white wardrobe. Lots of real talent. Do anything. Three regular Clowns. Address: HEDICHAJ'S TRIO, Billboard, Chicago. mh26

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YOUNG MAN—15, inexperienced, wants reliable position with a Circus or Carnival that offers advancement. Pleasing personality, neat, honest and dependable. Circus Fans' Association member. Any 10 only reliable references considered. Write all in letter. EDWARD SIMONS, 246 Peoria Ave., Fordwood, Ill. E.

AT LIBERTY COLORED PEOPLE

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RANDOLPH'S FAMOUS Dark Wanderers of Brownation of Chicago, at Liberty for summer engagement. Plenty of features and novelties. All clean-cut, reliable, A-1 musicians. Best of references. Will on anywhere. Write CHAS. T. RANDOLPH, 628 Argyle Ave., Baltimore, Md. mh26

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY APRIL 2—J. BURTON FLESNER. General Business or Leads. Age 25. Wardrobe, experience, specialties. Rep. circle or stock. J. BURTON FLESNER, Winston-Salem, N. C.

AT LIBERTY MAGICIANS

AT LIBERTY—MAGICIAN AND ILLUSIONIST. Two Men, one Lady. Suitable for club, fairs, celebrations, theaters. Will consider proposition with Carnival Illusion Show. Any reliable offer. Reliable agents write. A. M. Balfour writes, we have a new act. Have transportation, sober, reliable, wardrobe. MOELLER & CO., 508 Iowa Ave., Iowa City, Ia.

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A-1 MAGICIAN and Knight of Honor. Two Men, one Lady and Judy with P. A. System, 3 Men and Spokes in Show. All well known, reliable, respectable, responsible shows, clean or conventional. Write or wire all to PROF. PONCE DE LEON, 452 W. 164th St., Apt. 10, New York 32, N. Y. mh26

DALINI—Magician and Knight of Honor Artist, and with Madame, Extra, Meritless, Superior, the Chuck and Rag Performer Artist. Seven changes of each. Open for engagement with any kind of suitable. Estimate and book all classes. Rate on terms. Address DALINI, Magician, Knight Bone, Minn. mh26

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 9. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 30. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FEATURE MENTAL AND MAGIC ACT—Sustained Master, night club, hotel. Private readings. Appearance and presentation above average. Single best proposition. PRINCE YORK, The Billboard, Chicago. mh26

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THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 9. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 30. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

LECTURER—Young Man, owns Grand New Travelling 15MM. Traveler and equipment. Serious association with high-class only. Lecturer of stellar work. Clean cut. Salary only. Write KLY, Box C-447, Billboard, Cincinnati. mh26

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CAMERAMAN with Production experience with all equipment to shoot motion pictures. Rate \$150. Clean, easy equipment. Address DAN J. BERGIO, 26-22 86th St., Long Island City, N. Y.

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ALTO SAX ORTENO Clarinet—Experienced, no take off. Union young. RUSSELL ADAMS, 518 Crafts Ave., Honesdale, Pa.

BASS FIDDLE AVAILABLE June 1st—Double Violin. Hotel, club, theater, dance. On anywhere. Young, reliable non-union. No board-room proposition. BOB KINNE, Box 96-K, Fort Myers, Fla.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

Don't Miss

This Feature:
**The Outlook for
Outdoor Bingo**

By JOSEPH CSIDA
in the
**Spring Number
of The Billboard**

Balloon Workers Hail New Gas

NEW YORK, March 19.—A development which is destined to make the coming outdoor season a bigger and better one than ever for balloon workers on outdoor spots was announced this week by Raymond Warny, of the Toy Balloon Co.

Development is a new type of non-inflammable inflating gas called "New Balloon Gas" and intended to replace the too expensive helium and the too dangerous hydrogen. Gas was developed by Toy Balloon after long research and experimentation, started as the result of the company's belief that the time would come when use of hydrogen in toy balloons would be prohibited throughout the country.

Discussions with a number of large concessioners who use balloons in great quantity bear out this belief and these same concessioners welcome the new-type gas. Many concessioners feel that the best balloon hally possible is the one in which the concessioner blows up his balloons quickly and with a great deal of "assessing" and flash right on the midway. Danger in the use of hydrogen for this purpose is obvious and prohibitive expense of helium eliminated that gas. New-type gas permits concessioners to get all the flash and hally as outlined, because the gas has been proved by any number of tests, to be positively non-inflammable and is inexpensive enough to permit its use by any concessioner. Last important factor is that it is put up in the regulation tanks generally used for shipping helium and hydrogen.

BINGO BUSINESS

By JOHN CARY

PLENTY STIRRING IN THE BINGO BUSINESS around town these days. Supply houses are warming up for a big outdoor bingo season. E. S. Lowe, J. L. Fox, of Schultman; Bill Block, Joe Beck and Max Schwartz, of Masco; Milton Lieberman, of Fralich; Joe Walsh, of Harlicker; S. Couture, of Warwick, and William Holt and Jack Greenapoon and all other manufacturers and distributors go on record as saying they expect a really bang-up bingo season.

AND THE ORGANIZATIONS RUNNING THE GAMES haven't been asleep either. Dorothy Packman, of the George A. Hamid office, in her capacity as president of the Ladies' Auxiliary of the fast-moving National Showman's Association, rushes thru a report on the ladies' first bingo party March 14 (a night when (See BINGO BUSINESS on page 64))

A Young Man's Fancy

In the spring a young man's fancy turns to thoughts of what the hell is happening to the world. In Austria men and women blow their brains out because the country they love is taken from them. In Russia 18 humans are lined up against a wall and shot. In China Japan strives for peace (oops, we mean piece) . . . a piece of said China. In Spain fellow countrymen commit unspeakable atrocities against one another. In the United States (the good old lucky United States) people are still out of work and business is dull, and we're coming to the beginning of a new outdoor season.

What did manufacturers, jobbers and distributors who supply merchandise to concessioners, bingo operators and other workers think about the coming season? That was what we wanted to know and that was what we went around to question the boys about. Surprisingly, the unanimous opinion—despite the highly touted recession, despite the general woes of the world—was that the coming outdoor season would be the best in the last 10 years. More merchandise will be used. More money will be made, and there will be more healthy activity than there has been in a decade.

Why? That was what we wanted to know, too. The answer was that bingo has created a public taste for playing games for merchandise prizes. A taste which concessioners of a bygone era had built up and later concessioners had killed by introducing strictly money games. Another part of the answer was that the public, in a sad and troubled state because of general affairs, will welcome the relaxation and entertainment brought to them by concessioners and outdoor shows.

It was surprising enough to learn from the supply men that they were looking forward to a big season. But it was even more amazing when we talked to a number of the boys who are going out on the road this spring and summer to earn the money to pay their rents and feed their families. Concessioners, too, look for as successful and financially profitable a season as they have seen in a decade. They don't count on much of anything that is happening to business generally to help them. Their attitude is that they (with the spirit of the true showman) are going to make it a big season. They are going to do this by passing out better and more merchandise than ever before. They are going to do it by using their hally to the fullest extent. Hard-earned, badly needed dollars will be invested in up-to-date, perfect performance public-address and amplifying systems. Spielers' voices will ring out clear and sharp with the note of optimism which bigger business men than our concessioners could use to good advantage to drag the nation out of the doldrums. Customers will be drawn, like steel filings by a magnet, to their stands if the concession boys have anything to say about it.

Another means which concessioners intend to use to boost their business is that of giving greater attention than ever before to the matter of proper merchandise display and lighting of displays. Judging from the plans outlined by a number of alert concessioners, merchandise displays on midways this season will rival the finest work done by expert window and counter decorators of leading chain and department stores.

All in all, it looks like we really can look forward to a happy, healthy and prosperous outdoor season. Despite what's going on in Austria and Russia and China and Spain. The concession boys are going to make the recession take a recess.



JOE CSIDA

Don't Miss

This Feature:
**Merchandise
Trends in Show
Biz**

By JEROME S. GOTTLIEB
in the
**Spring Number
of The Billboard**

Big Year for Detroit Bingo

DETROIT, March 19.—Bingo business here has had a prosperous year, conversation with operators this past week indicated. An estimate of business done was made for The Billboard by George Schnurle, probably the largest operator in the field, who calculated that gross figures exceeded \$1,000,000 in Detroit alone. Situation here appears to compare favorably with any city in the country.

Much of the local activity has been centered in churches, which have had veritable waves of bingo, which has become a regular weekly feature in many cases. Other organizations also have sponsored bingo parties, usually on a regular weekly schedule as well.

Speaking of the immediate future Schnurle said: "Store bingo is the coming thing. . . . The name bingo has got to be kept clean. If it isn't, nationally known stores would not want to use it—and the name means a lot everywhere in itself."

Conditions here have generally favored clean operation, as far as could be learned, with few, if any, complaints coming in. Prize giveaways have been fairly and generously handled, and customers are steadily coming back for more. Depression conditions are the only apparent serious threat to game's continued local popularity.

Profit Pointers

FOR DIRECT SELLERS

By MAYNARD REUTER

Two profits are always better than one, so why sell one product when you frequently can sell two? Some veterans in the business are staunch believers in that creed and consequently are strong for what they term combination selling. By that is meant when you sell a product to a customer, always try to sell another article of a similar nature at the same time. For instance, at this time of the year when housewives need house-cleaning supplies, sell a polishing cloth along with a bottle of furniture polish; wallpaper cleaner along with a cleaning compound or upholstery cleaner; a moth spray and sprayer together with moth cakes. Other possibilities are razor blades with a hone or practically any kind of a shaving preparation; automobile polish with window cleaner, etc. Try it, you'll find most customers will really appreciate your suggestions. Instead of making one sale and one profit, you will make two sales and two profits.

Here's a thought which seems worth considering. In presenting your product, do you stress what it will do, or are you in the habit of telling how it is made and who uses it? People want to know something about the product they buy, but fundamentally they are interested in what the product will do for them. Put the greater stress upon how the product will benefit the purchaser and sales will be easier. Paint a vivid word picture of the time it will save and its many uses, and you are bound to get results.

Every sale is similar to scoring a run in a baseball game. To score a hit or get on first base you must get the attention of your prospect. To get to second you must change that attention into interest in your product. To get to third that interest must be changed to desire or getting your prospect to really want what you are selling. To score and get that order you must do the most important thing of all—ask for the order. Just like many a winning run is left stranded on the bases, so many an order is lost because the salesman doesn't ask for it.

A soda clerk in a Midwestern drug store is reported to have doubled his profits on malted milks by holding an egg above the shaker and asking the customer, "One or two, please?" Either way the customer answered, the druggist made an extra profit. There is nothing new to applying this principle of suggestion to direct selling. Some members of the clan have been using it for years. The method usually employed is to ask the prospect at the close of the demonstration, "Do you want one or two of these, Mrs. Jones?"—or, if the articles are to be delivered later, "I can bring these articles to you Monday or Tuesday, Mrs. Jones, which will be more convenient?" The secret is to keep the prospect's attention focused on making the minor decision of "one or two" and not to give her a chance to reply until you feel she's going to answer your question directly.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Ray Greenblatt writes that invariably when he ran into a town that was closed the cause behind the shut-down was money boards. He found that money deals were more predominant in these towns than merchandise deals, and that where merchandise was being used it was only to help local tobacco and confectionery jobbers. Items such as pipes, pens and candy were featured, and there were but few of the other items popular in sections where money boards were not so strong. "My personal feeling about the salesboard business," Ray says, "is this: If operators stick to merchandise instead of money deals local authorities would not crack down so quickly. It is the latter deal which authorities are trying to discourage, and operators cut their own throats when they run them." He goes on to say that Albany and Troy are wide open (See DEALS on page 64)

SPRING SPECIALS

- RAZOR BLADES—Double Edge, Blue Steel, Packed 50, Per 1000, \$2.25
- RAZOR BLADES—Single Edge, Packed 50, Per 1000, \$4.00
- AUTOSTROP TYPE BLADES—Packed 50, Per 100, 40c
- SHOE LACES—Imported, 27 Inches, Black, Green, 25c
- BOBBY PINS—Packed 12 to Card, Green, \$1.20
- BOBBY PINS—Packed 25 to Card, Green, \$2.40
- TODDY BRUSHES—Colgate's Wood, Good quality, Green, \$6.25

BENGOR PRODUCTS CO.

376 BROADWAY, NEW YORK, N. Y.

DIRECT SALES
A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.
STUFF

By WALTER ALWYN-SCHMIDT

Note to Rose H. Petzold: There is plenty of work now for store demonstrators. Chain stores use good operators on a share basis. A letter which will probably reach you before you read this column follows. Please write again and let me know how you are getting along.

C. M. Thomas, Peoria, Ill. Yes, this looks like a good idea. I think you will get a good reception in country houses and you might get an order from me if you should come my way.

Plenty of letters these days from direct sellers who have been out of the field for a while and are now anxious to return. If you are willing to work there is plenty to do. You have good stuff to select from and there is a fair supply of novelties. Keep your stock varied and make a regular number of calls each day.

I'm still waiting for news from trailer men. Met Bill Chase and wife on the road in his luxurious trailer outfit. He plans to get some good tourist-camp location with souvenirs this summer. Chase is making part of his own stuff but finds it useful to buy stock articles, which he decorates. In between he makes local calls, selling shirts and other men's wear.

If you have a permanent address leave your business card behind when you make a call. This is especially important when you handle an article for which there is a repeat demand, which business is often more profitable than a direct sale.

Office supplies, letterheads and business cards make surprisingly good house-to-house articles. I know a man who makes a three-figure-a-week income selling them. By the way, S. G., what has become of you? I have not seen your raincoat and large hat in my office door for some time. Also among the missing is Jack Horwitz. Write in, boys.

Direct Sales Executives' Club had its monthly meeting March 8 at the New York Advertising Club. Felix Wolaky was in the chair. Those present included J. M. Rosen, E. M. Fuller, William Gordon, Joseph Rosenblum, Leonard Gutman, Charles Silver, Charles Kaufman, G. A. Rumpf, M. M. Appelby, A. W. Johnson and William Stroth. The speaker was the conductor of this column.

Note to manufacturers: Many direct salesmen are rearranging their lines. Please answer all inquiries promptly.

And here's a suggestion to salesmen. Do not blame your line if you should find that you are not doing all the business you would like to do. There are plenty of reasons why business might be slow in your district and your line probably is the least of them. Before changing it contact your manufacturer. If the line is wrong he is sure to have heard from other representatives and he will be able to make suggestions on how you can sell more.

March weather so far has been favorable to direct selling, at least in the eastern section of the country. Frost is almost out of the ground and the roads are getting better. Now is the time to make more farm calls. Don't delay much longer or your customers will be busy plowing.

Claire White wants to know what I think are the best articles to handle for a busy farm woman who wants to

make a little extra income to help her boy thru college. I couldn't say which is the best, but it seems to me you should select an article that is a repeater. What you need is a steady trade with an item that is used up in the course of time and which your customers may want again. Look over the advertisements in *The Billboard*. Get some literature and make your decision after you have read a number of offers. Try several and see which gives you the best results.

Jep Jepsen, super-salesman, says: "It's all right to touch it, but don't let it touch you."

Business has picked up somewhat during the last two weeks. Judging from what I hear, good spots are Texas, Georgia, Virginia and Southern locations generally with certain reservations. Kansas seems to be active, and fairly good news comes from Minnesota. New York is spotty.

VALIDITY OF TOURING—

(Continued from page 55)
in excess of the legal police power of the city council. The higher court upheld this ordinance, altho proprietors of places of amusement argued that the fee was entirely too high for the privilege of doing business of this nature and in consideration of lower fees being required of owners of other kinds of businesses. The court explained that the amount which may be charged as valid license fees depends to a great degree upon what the state legislature and the city council believe to be reasonable in consideration of the particular kind of business.

Obviously, since the operation and exhibition of a circus in a city results in greater activity of police officers, fire department employees and sanitation officials than is caused by operation of other businesses, the city council may charge more for circus license fees than for licenses to operate other businesses. On the other hand, the courts will not permit a city council to impose unjust and unreasonable expenses, charges or restrictions on any class of business owners.

For example, in *Waters vs. Leech* (1840) 3 Ark. 110 a city ordinance specified a city tax of \$20 a month on every circus, show, menagerie, theater or exhibition. The ordinance provided further that it was the duty of a city police officer to attend each performance and the proprietor should pay him a fee of \$2.50 for each attendance. The higher court held valid that part of the ordinance requiring payment of \$20-a-month license fee, but that the fee for police officers was an indirect tax and repugnant to the city charter and therefore void. This court explained that a municipality must pay its police officers and that it cannot compel business owners to pay salary or wages of any municipal employee.

Various Reasons of Validity

The courts may consider all elements when deciding the validity of a license law, and altho the particular kind of business affected is not objectionable, the law may be valid for practical reasons.

For example, in *Park vs. Morgan* 60 So. 347 a city license law provides that all small shows, exhibitions and the like, either theatrical or vaudeville, exhibiting in tents shall pay \$25 a day. This law was held valid, and the court said:

"It may be that shows and performances of the latter kind require more and stricter police regulation; that they invite a different class of people to congregate, and that the moral and intellectual influence of such performances is not on a plane with more permanent ones conducted in a regularly constructed theatrical building. The question of fire protection may also have had influence."

In other words, the court held that while shows given in tents are not immoral, the elements of fire protection and street police regulations justified the high license fee.

YOUR BIG OPPORTUNITY!!



VANITY FAIR, the Wunder Sales System. Large, complete, multi-colored Sales Exhibitor, \$50.00. Sales Table, Table in a Box, \$7.50. N.O. SLANES, 1707 F St. Pull request book. Africa, Weight, 15 lbs. Each by dealer for \$8.00. Closing out limited quantity for \$2.50 per cabinet. Price below production cost. This price is in lots of 10 or more. RUSH ORDER AND DEPOSIT TODAY, with shipping instructions.

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A NEW WINNER

Legal Everywhere in U. S. A.

Be the first in your territory and clean up with this new smash hit that pays out with amazing speed. Pick your tie and pay what's under seat. 1¢ to 25¢. No higher. Everybody plays. Comes packed in 2 beautiful assortments with tailor-made ties in box. Deal Takes in \$2.50. Sample Deal prepaid, \$1.35. 6 or more Deals, \$1.25 each. Write Today.

S & K SALES, Inc.
102 N. Broadway, St. Louis, Mo.

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FOR PRIZES

Novel, flashy numbers for your bingo games, wheels and merchandise boards.

Ash Trays - Humidors, Trays and Cigarette Servers are available in polished copper or Burgundy finish. Also a complete line of aluminum cooking utensils.

See your local novelty jobber. To secure his name address a card to Dept. 633.

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ALUMINUM CO.
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MERCHANDISE FIRMS

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AN ACTIVE BUYING MARKET AWAITS YOUR MESSAGE

ADVERTISE IN

The Billboard

SELL TO CONCESSIONERS PREMIUM AND PRIZE USERS PITCHMEN, DEMONSTRATORS COIN MACHINE OPERATORS SALESBOARD MEN BINGO OPERATORS

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Merchandise Department must reach us by Wednesday, March 30.

Extra Value! **\$2.25** Each



5 for \$10.50

5 for \$10.50

No. 88 9283—Ladies' Bracelet Watch. Elegantly Styled 15 1/2 L. Chrome case in assorted engraved designs with beautiful link bracelet in mesh. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and wonderful premium item. Save money NOW by ordering five Watches for \$10.50.

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223 W. Madison St. Chicago

BREAKING ALL RECORDS

EASTER WEEK WILL TOP ALL SALES

Wally Crosses and Chains

1000 Gross in Stock at all times

ORDERS FILLED SAME DAY

ATTENTION OPERATORS

Our Prices are the Lowest in the United States on Crosses and Chains. Prices from \$12.50 to \$15.50 Gross. Mail Order for Samples.

Mails and Sales Personnel Furnished. These are Genuine Wally Crosses and Chains. OPERATORS Always Book Return Sale. EVERY WALLY CROSS GUARANTEED. OPERATORS Exit from 10 to 100 Gross Weekly.

WRITE TODAY BEFORE IT'S TOO LATE

WALLY CROSS AND JEWELRY CO.

Wholesale Only. 1102 Broad St., Augusta, Ga. 25% Deposit Required.



WALTHAM POCKET WATCHES

—18 Size, 15 Jewels, Reconditioned Movements, Yellow Kryptonite Case, Each \$2.75

—18 Size, 15 Jewels, reconditioned movements, Yellow Kryptonite Head Case, Each \$3.50

of 2. Samples 50c Each. Special Prices for Large Quantity Orders. Send for Watch and Diamond Catalog, 20% Deposit, Balance C.O.D. PLYMOUTH JEWELRY EXCHANGE, 163 Canal St., New York.

ELGIN—WALTHAM & KAMPOEN WATCHES \$1.75 UP
In New Chromium Cases, all sizes. Satisfaction guaranteed or money refunded. **5 USED BURNING POCKET AND WRIST WATCHES.** American and Swiss, our assortment, at the Special Price of \$1.75.
B. LOWE
Wolverine Hotel, Detroit, Mich.

\$100.00 PER WEEK Guaranteed!
as a steadily reduced pay raise. Our new plan will give you an \$100 per cent profit with the new Line O-Pass coin lighter. Business operators have you to year with no additional investment as outlined later. Good 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. 18 Aurora, Missouri

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

THERE MAY BE . . . some good spots for low pitchmen and street workers in the province of Alberta, Can., beginning about May 24 and lasting thru the summer. A series of celebrations and stampedes is planned, scheduled to run from one day to a week. Various cities in the province have already set dates, among them Lethbridge, Raymond, Hussar, Dorothy, Ojetchen, Carbon, Hand Hills, Osm, Sundre, Carstairs, Ocar, Calgary, Peace River and Hycroft. Banners, streamers, caps, balloons, badges, buttons, pins, flags, hatbands and other novelties will in all probability be in demand on the streets.

WHERE ARE YOU . . . Harry Corry? Pipe in and give us the good word.

PITCHMEN'S SAYINGS: "A man asked me how I lost my legs. I told him I lost one in a railroad accident and walked the other off looking for a job."—Sherry Treadway.

DOC H. A. WILLIAMS . . . is reported to be working to fair business in a Milwaukee chain store.

RAY HERRERS . . . blazes from Detroit that since leaving New York he has made Pittsburgh, Cincinnati, Indianapolis, Cleveland and the Motor City and advises the boys and girls to stay clear of the motor-car metropolises unless they can exist on coffee and doughnuts. "I visited my friend Earl C. Curtiss here," says Ray, "and I plan to leave soon for South Bend, Ind., and St. Louis, where I expect to spring a new deal. Say, Buffalo Cody, are you still among the living? Pipe in."

DON'T EVER get the idea that you are above your business, because you may some day realize that your business is above you.

JEFF FARMER . . . who has been inactive for the last three months due to injuries sustained in an automobile accident, scribes from Union City, Tenn., that he is up and at 'em again. He adds that almost all spots in Carolina and Tennessee are open.

RICTON . . . "Barnum of the sticks," pipes from Seville, Ga., that business in that territory continues good and that he recently purchased new canvas for his show.

THE LAST DEPRESSION taught many lessons. Don't lose sight of them in these recession times.

"HAVE RETURNED . . . to Arkansas from California," pencils Blacky Cummings from Little Rock, Ark. "Worked a few towns in Texas en route here. Comanche can be worked on the first Monday. It turned out good for me. Henly and Throckmorton are both

good Saturday spots, while Graham and Breckenridge were just fair. Warren and Monticello, Ark., are fair Saturday spots. Plan to go into Missouri from here. Suffered from the flu and low blood pressure for 10 days, but I'm okeh now. I sure enjoy hearing from the boys and girls in the profession thru the Pipes department of The Billboard. Keep on piping in. It's the only way we can keep in touch with each other."

PLAY YOUR CARDS for all they are worth this season. You save your dough and I'll save mine and I'll see you in Florida next winter.

"HERE'S A THOUGHT" . . . scribbles Tom Moore, veteran pitchman, from Los Angeles. "Pipe your grouches and turn them back to gladness."

J. DALEY . . . wigwags that business in Missouri hasn't been so good due to the inclement weather prevailing there for the last several weeks. He adds that he's heading for Chicago and several Midwestern towns.

FOOLISH CLAIMS and misrepresentations of your product may get you a few extra bucks, but such methods mitigate against the profession, to say nothing of the fact that the spots where these claims are made are usually killed for repeat business.

DOC A. E. (BILL) FISHER . . . tells from Blenheim, S. C., that he opened his med show there March 9 for a two-week stand to a good spending crowd. He adds that business and weather since then have been good. Bill says he would like to read pipes from R. H. Nelson and wife.

KID SMITH . . . is doing all right by himself working the Lord's-prayer-on-a-penny in St. Louis, according to reports from that sector.

IN PITCHDOM, like any other profession, youth must succeed age. It must, however, have the ability to succeed after a fair trial. If the youngsters are unable to show that they are adapted to the business they should be told, that they will not kill their chances for the future. We wonder how many of them have been taught to be capable pitchmen in the last several years.

CHIEF OWEN REDFEATHER . . . after a long silence, blasts from St. Louis. "Chief Running Buffalo, Little Wolf and I are making the Mound City our headquarters and working school dates to good results. We worked the corner of Broadway and Lafayette last week and took in plenty of shekels. The captain of the Seventh Ward here is an old-time pitchman and he and I have been having a lot of fun reminiscing."

"HERE'S A BIT OF . . . info from the big town to let the old red and rug-cleaner workers know that the old Barnum & Bailey is being put on in a big way right down on Herald Square in a prominent spot in the R. H. Macy store," letters P. H. (Doc) Coates from New York. "It looks like old times

REMINGTON

The New SPRING-O-MATIC Pen.
A Life Saver for Pen Workers.
JOHN F. SULLIVAN
455 Broadway, NEW YORK CITY.

ELGIN & WALTHAM

WRIST WATCHES \$3.95

In New Cases.
Send for Circular, showing the Biggest Bargain in Rembrandt Watches and unexcelled Diamonds in the country.
H. SPARBER & CO.
126 North 7th Street, St. Louis, Mo.

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PLUNGERS—Special \$18.00 PER GRO.
PENS • PENCILS • COMBOS
GRODIN PEN CO., 396 Broadway, New York City.

REX HONES Now Less Than 3c Each
\$4.25 a Gross
Send \$1.00, S. C. O. O., Plus Postage.
Each line in heavy silver box, rounded ends. A real fast-writing, abrasion stone of good quality. Wonderful demonstrator for Exhibitors. Complete sets are available on ACT QUICK. REX-HONE MFRS., 1500 Wm Madison, RR-3, Chicago, Ill.

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16 N. Union St., Dept. B, Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

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Special Custom Photo, Silver Stamping. Complete set of 10 Imported Photos, also 5 Specialty Custom Photo and a 200-Page Book called the Country Printer's Catalog. Every page contains unique captions, and other data and stories. Complete set, including everything mentioned, will be sent for \$1.00. We pay the postage. Samples 25c. Send each stamp or note to BELLA BOK SALES CO., 1141 Broadway (Dept. B.S.), New York City.

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Use G.P.I. Quality Preparations. A complete medicine show, private label and 100 Special Line. Immediate service. Unbeatable prices. Wholesale catalogue on request.
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Manufacturing Pharmacists
127 E. Spring St., Columbus, O.

ACE BLADES

FACTORY PRICES. FREE DELIVERY.
Details FREE. (Samples 10c).
ACE BLADE CO.
37 South Avenue, Dept. 100, Rochester, N. Y.

The only Pen just like a Barber, is another Barber. Streamlined Ballpoint Shaper. . . . All Styles. Combination-Plungers Vacuum-Clean. Fountain Pens (not Shakers).

JAS. KELLEY, The Fountain Pen King.
487 W. 2nd St., CHICAGO, 180 W. Adams St., 1054 Mission St., San Francisco, Calif.

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DIRECT FROM THE FACTORY
Mountings from 1 1/2 x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular. . . . Miniature samples 25 cents, postpaid.
THE GROSS PHOTO SUPPLY CO.
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THE WONDER FLUTE

SPELLS OPPORTUNITY FOR YOU
This little musical gadget is worth its weight in gold. It will bring the rains pouring in. A Cyclone Seller and a whirlwind charm to Clean Up. Send Dime for Sample and Details.
JAY ENTERPRISES
1107 Broadway, New York City
ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

OAK HYTEX BALLOONS
Supreme in Quality and Variety
AT LEADING JOBBERS
The OAK RUBBER CO.
RAVENNA, OHIO

NEW CROSSES!!

Ideal for PROFITABLE PRE-EASTER PROMOTION!!! 20 EXCLUSIVE DESIGNS, consistent STYLE and QUALITY, 14-KT. GOLD finish on NEWEST HYTEX ACID-PROOF chain. Send \$1.00 for complete NEW HYTEX catalog. IMMEDIATE DELIVERY. Also showing latest RINGS in WHITE STONE and CAMEO. Gold and Rhodium. Send \$2.00 for 25 samples.
New Catalog. OLYMPIA NOVELTY CO., 307 5th Ave., New York, N. Y.

PEN WORKERS

SPECIAL LOW PRICES ON JUMBO PENS AND COMBOS.
Write for Latest Price List
PENS—PENCILS—COMBOS & SETS.
SUPERIOR PEN CO., 15 Beekman St., New York City.

Wall Cleaner and Window Washer
Sample 35c
RADIO STROPPER CO.
SANDWICH, ILL.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE
Write us your needs.
ARGO PEN-PENCIL CO., Inc.
220 Broadway, NEW YORK CITY.

CHewing GUM 22¢ BOX
RETAILS FOR \$1.00.
Each box holds 20 Full Size 8c Packs of Factory Fresh Gum! Major Display Boxes help you to get quick 100% to 200% profits. Be our distributor! Send \$10 for sample box (free post). GREAT FIELD SALES AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 6th and Mt. Pleasant Aves., Newark, N. J.

Big Profits!
Own your own business, starting \$250.00. (Check, Social Security Tax, N.Y. & Pa. Taxes, license, with name and address, 25 cents.)
HART MFG. CO.
511 Duane Street, Brooklyn, New York.

PUL-IT TOPS
PULL PROFITS
and volume sales insure 100%—300% PROFIT!
Here is a money-maker for Pitchmen, Streetmen, Demonstrators, Fair Workers and Stores if there ever was one! PUL-IT TOPS are a distinct novelty—the unusual spinning action making them irresistible to children of all ages and grown-ups as well. On the midway, at street corners and doorways, or in stores, they easily attract buying crowds—all you do is hand them out.
BRIGHT COLORFUL APPEARANCE MAKES THEM A GOOD SELLING FLASH
Packed 24 Tops in an attractive display box—a 10c seller that gives you a good margin. Can be sold for a quarter. A little fast seller like this will help you get your roll early this season. Rush your order today for a trial gross—ONLY \$4.20, plus a small amount for shipping. Cash with order or 1/3 deposit, balance C. O. D.
PIQUA GENERAL SUPPLY CO., Piqua, Ohio
Box 618-BB.

SAMPLE
1 DOZEN, 60c.
1 GROSS, \$4.20.
10c
PIQUA, OHIO

Don't Miss
This Feature:
Validity of Pitchmen License Laws
By LEO T. PARKER
(Attorney-at-Law)
in the
Spring Number of The Billboard

again, with Doc Leighton running the show with the liquid rug cleaner and the long-handled brush ably handled by Bill Jones and good assistants. They are reported to be cutting up some real jackpots, too. Once again rug cleaner is under the big top and topping them all with a genuine ballyhoo bang."

HAVE YOU BEEN looking forward and preparing for the new season which is about to start? Recheck your plans carefully, seek out and rectify possible flaws. Be business men and women, not just tourists.

PROF. ART NELSON . . . who has been teaching the boys the art of poker playing in six easy lessons, is in need of a few lessons himself, according to reports from the boys in Cleveland.

JAMES SHROPSHIRE . . . and wife are working med to huge tips in Grayson, prosperous agricultural town in Kentucky, according to George Miller, "Ammy and wife," says George, "report exceptionally good business since they started working county court days in Eastern Kentucky. Grayson is a good spot and open to clean workers on a \$2.50-per-day reader. Price is okay, tho, as the town hasn't been worked for some time.

RELEGATE THAT CHILDISH jealousy and pernicious envy to the background. Unless you bring your business ingenuity and co-operation to the fore very few worth-while results can be accomplished.

MEG SHOWFOLKS . . . hibernating in Florida will soon be speeding northward to get their outfits ready for the opening of the new season.

FRED McFADDEN . . . is still holding forth in a Cincinnati chain store with his jewelry layout. He has just concluded his sixth successful week there.

SHORTY HILL . . . scribbles from Pocatello, Ida., that he has been working sales and grating meets in that territory with pens to good returns all winter.

IS YOUR TALKING apparatus in shape? Yes, will then all you need is some energy.

ACCORDING TO REPORTS . . . from Dayton, O., Tom Kennedy, of gummy fame, closed his demonstration after two days of successful business there when the local constabulary refused to permit the use of a p.-a. system in a store window.

MICHAEL (MICKEY) LOMBARD . . . wigwags from Dayton, O., "Worked Huntington, W. Va., to fair results recently with corn punk but have changed

DREXEL BLADES
 Day 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, New York City.

963% PROFIT
 Install Vending Machines in Taverns, Night Clubs, Dance Halls, etc. New machines cost you \$3.00. MONEY-BACK GUARANTEE.
KAPLAN
 8-1019 S. Koster, Chicago, Ill.

ORIGINAL Slip-Not-Ties
 New Spring Line, \$2.50
 Old, Postpaid, Fast Sellers, Everywhere. Send for Sample Order and be convinced.
 Free Catalog.
GILT-EDGE MFG. CO.
 13 N. 13th St., Phila., Pa.

ELGIN & WALTHAM REBUILT WATCHES \$1.75
 7 Jewel, 18 Size, in S. H. Engraved Cases, etc.
 Send for Price List, Money Back if Not Satisfied.
CREDENT CITY WATCH MATERIAL CO.
 115 N. Broadway, St. Louis, Mo.

BE THE LIFE OF THE PARTY
FUN-MAGIC—MYSTERY.
 Over 500 Articles in 100-page Book. Send 25c for SOCIAL WHOLESALE Catalog. (Revised and Free Order), or better still, send \$1.00 for 50 Sample Items.
V. R. PAYNE, 25 Cardinal Pike, New York, N. Y.

New Series of Legal Opinions

In this issue, in the Carnival Department, is the first of a new series of legal opinions of special interest to such showmen as circus owners, carnival operators, attraction managers and pitchmen, showing how to avoid litigations and giving advice on how to win suits. One of these articles will appear in the last issue of each month.

The author, Leo T. Parker, is a well-known writer and lawyer. His career has been varied and interesting, including ownership and management of a show; manufacturer and salesman of automobile accessories; commissioned officer in the United States Army; general contractor; in 1922 was admitted to practice law before the Supreme Court of Ohio; in 1925 was made attorney and counselor of the United States Circuit Court of Appeals for the Sixth Circuit, and in the same year he was registered to practice as an attorney before the United States Patent Office. In addition to studying law he graduated as a machine designer in 1923. Since 1924 he has compiled numerous legal opinions which have been published nationally.

over to liquid thread and plan to open in a local chain store here soon. Natives inform me that the National Cash Register shops and the Grigalade plant are working two days a week. I'm not looking forward to a killing but will pipe in conditions for the next issue. How about some pipes from Shorty Grace, Tasha Buddha and Eddie Leonard?"

HOT TIP: On May 15-21 the Post Office Department will inaugurate National Air Mail Week, commemorating the 20th anniversary of the air mail service. National and State headquarters have planned various events for the purpose of demonstrating the efficiency and value of air mail service. Air shows are always good crowd getters. Forty-six thousand cities, towns and villages are expected to stage some sort of event during the week and a good hustler purveying novelties and the new airplane bites should coral a fat bank roll.

SLIM GORMAN . . . and Dr. Gough have been corralling some heavy dough working sheet at the grating meets in Wyoming and Idaho, according to reports from that neck of the woods.

PROF. JOHN J. WAGNER . . . is reported to be conducting a miniature Macy's in Dayton, O. Among other things he's working his usual horoscope flash, dream books, lucky charms and fortune-telling cards.

WHAT TERRITORY will you make this season? Have you already picked it out or are you going to wait until the last minute and then wind up with a series of blank spots? Plan your itinerary now.

DOC LEE REEVES . . . and wife have returned to their home in Tifton, Ga., after enjoying a vacation in Texas. Doc plans to return to his old territory in Pennsylvania this season.

FRED CROUNSE . . . and Lester Kane, erstwhile soap worker for 15 years or more, are working herbs in a Chicago chain to reported good takes.



HERE'S HOW RUTH ALLISON, better known as "Queen of Blossom Time," looked while resting after her picture and cutter demonstration in a Schenectady, N. Y., chain store last week. Ruth has just concluded her sixth week in the spot.

PROMOTE CROSSES! BIG SALES—BIG PROFITS
 A promoter's dream come true! That's how tremendous Cross sales and huge sales are going over now. Exclusive, unpenetrated looking styles for demonstrators only.
 Write for Catalog No. 21 showing newest styles in:
 ● CROSSES ● WHITESTONE RINGS
 ● CAMEO RINGS ● ENGRAVING ITEMS
HARRY PAKULA & COMPANY
 9 N. Wabash Ave., CHICAGO, ILL.

Pitchdom Five Years Ago

Frank Clink, of sheet fame, was bobnobbing around San Antonio. . . . Doc Casper was working fruit lag in Chicago to fair business. . . . Pat Stock Show at Fort Worth, Tex., turned out to be a total blank for Tom Sigourney. . . . D. F. (Hoot) McPartland was passing out razor paste in Waterloo, Ia., to swell results. . . . There wasn't much dough to be had in Fort Wayne, Ind., according to Bill Ellis. . . . W. S. Ruffing was still hibernating in Hartford, Conn. . . . Larry Velour purchased a new speedboat and named it Margie. . . . Raymond Lamar, veteran pitchman, was wintering in Fort Wayne, Ind., and preparing for a tour of Southwestern States. . . . Steve Busso, exercisers, was still drawing 'em to the NHA store near 44th street, New York. . . . Tom Kennedy and the Walnut Kid concluded a four-week engagement in Flint, Mich., with sharpeners, gummy, glass cutters, eradicator and paddles to good business. . . . Joe and Eva Kraus returned to their home in Brockton, Mass., after spending the winter at Miami Beach. . . . Roy C. Thompson was working perfume deals in Florida to fair-to-middlin' business. . . . Billy (Jiggs) Finnegan was staging some old-style Healy & Bigelow shows in Maryville, Tenn., to lucrative takes. . . . Charles McRoberts, H. C. Wiggins, H. R. Lewis, Ben White and Royal Dusty Rhodes were corralling the folding dough working the fair week in Jacksonville, Fla. . . . W. G. Bernard advised that if the depression lasted much longer he would quit eating meat and become a vegetarian and live on the vegetables and fruit he cuts up during his peeler pitches. . . . And now some New York notes: Irving Goldy (one-man band) made his bow at the cigar pitch store on Sixth avenue near 44th street. . . . Ike and Mike were not finding the going so easy at their pitch store on West 42d street. . . . Tom Barrett was still holding down a corner on Greenwich street. . . . Cronin and Murray were working sharpeners. . . . Archie Smith and Jack Fay left town to work a food show with peelers. . . . Sam Cook and Joe Stedel returned from a two-week stand in Washington. . . . Al Treadway returned to town after a tour of Pennsylvania. . . . That's all.

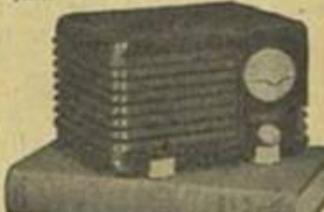
MEMORIES: Remember when Ed Frink made a little town near Litville, Wash., and met Riley Fry, who conducted a saloon there? It seems that this Fry falls had a Chinese cook named Wing, who cooked for the lunch in the day time and took their money at night playing poker. Riley had a friend in Litville and he would run up on the train two or three times a week. If no passenger train was he'd hop a freight. One day a man came into the saloon and asked the Chinaman where Riley Fry was. He received the reply: "Riley Fry went to Litville on a flight train."

WELCOME VISITORS . . . to the pipes desk last week were R. H. Arnold and Harland Ransom, both of whom are working a chain store in the Queen City. Arnold has wallpaper cleaning pads, while Ransom is working sharpeners. They report that business has been okay thus far.

AL GOLDSTEIN . . . is corralling some long green with his jam store on State street, Chicago, according to reports from the Windy City.

TRIPOD OPINIONS: "If you can put it over you'll collect. The paying public plays no favorites where pitchmen are concerned."

"HERE ARE SOME . . . notes about the city that Schlitz made famous," scribbles Jack Benawalk from Milwaukee. "There is only one pitch store here and Frank DeGrau, Al Leach and Doc Herman A. Williams are working it. Maulenbauer is demonstrating razor straps in windows and David Winnesap is purveying corn punk. Several demonstrators may be found working chain

NO MATTER HOW YOU LOOK AT IT
 Here is the HOTTEST and most UNUSUAL Sales Board Idea in the Past Five years!

 Three weeks ago we said, "This 'World's Finest Board' is an absolutely new premium item. . . . entirely different. . . . and best!" Orders and orders from Operators all over the country, planning and wiring for MOIR and HILBY of them, in definite proof that here is the hottest, most unusual Sales Board Idea in five years! One trial will convince you, too. Write for details, NOW!
EVANS NOVELTY CO.
 846 W. DIVERSEY, CHICAGO, ILL.

BIG PROFITS! AMAZING NEW BUSINESS
 Sell to Stores
 Did you make \$50 last week? If not, investigate this opportunity to get into a Big-Fry business of your own. Show merchants ideas that increase sales, profits. Handle National City Advertisers List for the goods. Put up on self-help. Counter Display daily necessities. Included is Larson's America—approved by Good Housekeeping Bureau—and famous Tooty Grand Eraser Blades. FREE! Look tells how you can build big profits from home.
World's Products Co., Dept. 288-G, Spencer, Ind.

14 Kt. GOLD FINISHED CROSSES ON
 Guaranteed Acid-Proof Chain. A Different Popular Style. Hand-polished front and back. SEND ONE FOR SAMPLES. SATISFACTION GUARANTEED. Complete Line of Jewelry for "knock-out" demonstrations.
L. B. MOSE SEAD & NOVELTY CO.
 42 West 33d Street, New York City.

TUK-A-WAY RADIO
 Smallest AC-DC RADIO MADE
 CAN BE TUCKED AWAY IN YOUR SUIT CASE WHEN TRAVELING, OR IN DRESSER DRAWER.
 L. D. 4 1/4" Wide; 4 1/4" High; 5 1/4" Long. Weighs Only 3 1/2 Lbs.
 ● Latest Oval Face Double Function Pilot
 ● Precision Built
 ● 2" Dynamic Speaker
 ● Selective—comes in all stations.
 ● Volume will easily fill a large room.
 ● Built-in aerial—no ground required.
 ● Monocyclic Cathode ray tube with water-proof and washable material.
 ● Pilot Light—on a h o p s
 ● 4-cm net in use.
 ● Colors: Red, Green, (6 Lots of 10)
 Brown, Blue and White.
\$6.95
 SAMPLE, \$7.70 EACH.
AGENTS and SALES-CARD OPERATORS
 Can Make \$15 on Each Card.
 Write for Sample Salescard.
FREDMORR, INC.
 110 W. 42nd ST., NEW YORK, N. Y.

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



NAUGHTIES 12 Designs or NUDES

GLASSES 10c Each DECALS \$30.00 per M

Make Sales and Profits. SELL ON SIGHT. All the Regs. NONE - CLUB and BAR.

TRADE STIMULATORS UNITED SALES & SERVICE CO. 225 N. WELLS ST., CHICAGO.

good workers have collected plenty of soft dough working doorways and corners with either the run mender or danner. Get to work now, boys and girls, because now is the time for a good hustler to start off the spring season right by happing onto a bank roll.

HAVE YOU... looked over the Letter List? There may be mail advertised for you.

JACK (BOTTLES) STOVER... pipes that he is somewhere in Ohio exchanging handshakes with the natives and listening to his partner, Billy (The Kid) Dietrich, rave about how good it used to be in the Buckeye State.

HURRY YOUR DEMONSTRATION and 9 times out of 10 your product won't "take." Impression is what counts.

LOU SPOFFORD... of flukem fame, who has been hibernating in Chelsea, Mass., this winter, blasts that his pitching days are over and hereafter he intends to raise chickens on his farm.

FAULTY TECHNIQUE is improved only by constant practice and technique in Fitchdom is just as important as technique in an orchestra.

Dallas

DALLAS, March 19.—James Hamiter, owner of Hamiter Circus unit, which has wintered in Dallas, left recently for East St. Louis to purchase additional motor equipment for his proposed spring opening.

Among Dallas showfolk who trekked to Lorado and Brownsville, Tex., for fiestas were Margaret Pugh and Ralph V. Ray. Bud Lynn, of Hooop-La fame, is taking out his own carnival this season and plans an early opening.

Red Egan, operator of several four-for-a-dime picture studios in Dallas, recently opened another studio in colored section of city. Recent issue of The Dallas Dispatch carried a half-page story and a group of pictures of the James Hamiter Circus unit.

Among recent visitors to Tom Morris' four-for-a-dime studio were Jockey Day, J. D. Cook, Herman Palmer, Ludy Illions, Buddy Ryan, Jack Lindsey, Tex Chambers, Carl Atkins, Carl Kennedy and R. Egan.

Tex Chambers joined the Homes Shows at the Houston Fat Stock Show with a number of concessions.

Jack Lindsey is returning to Crafts 20 Big Shows in California with corn game for second season.

stores. Also in town are Doc Medbury, Deacon Jones, Doc Goldstein and Mickey Romanelli. Johnny Vogt left recently and headed for Chicago. Town is closed and hostile to the pitch fraternity, and the boys have formed an organization to be known as the United Showmen of America, Inc., to protect pitchmen, carnival workers and others who may need a little help in getting located.

FAMOUS LAST WORDS: Where's your back, or don't you have any?

EDDIE DIEBOLD... is still clicking in a Lancaster, Pa., chain store.

GEORGE W. PETERSON... scribes from Minneapolis that he has been working with Pete Kortez World's Fair Museum, which opens a 90-day stand in Duluth, Minn., March 25.

THINGS WE NEVER HEAR: Our firm will sell to only pitchmen, demonstrators, medicine showmen, novelty salesmen, etc., in the future. We are cognizant of the fact that these fellows are the chief reason for our success.

GUY PETERSON... is reported to be clicking with the sheet in Houston and environs.

THOMAS VAN CAMP... pens from Schenectady, N. Y.: "Business at shops and factories here isn't so hot. Doc Woods has been on the sick list for the past 10 days.

HUSTLER'S TIP: "If there ever was a made-to-order item it's the run mender. Workers purveying the items would do well to get an early spring start.

TUCKER-LOWENTHAL Rebuilt Watches. MADE RIGHT, PRICED RIGHT. Write for Catalog. TUCKER-LOWENTHAL, INC. 5 SO. WABASH AVE. CHICAGO

PHOTO MEN! Out in on our sensational new line of Photo Jewelry. J. N. HUGHES CO., Box 47, East Side Station, Providence, R. I.

MONARCH Dry Shaver. THE GREATEST BUY IN ELECTRIC RAZORS, AS FINE AS THE BEST. J. J. STONE DISTRIBUTING CO. ST. LOUIS, MO.

APRIL FOOL HOT PEPPER CHEWING GUM. A hilarious joke. The more they chew it, the bigger it gets. SPOOKY SPIDER. SPOOKY. SCARY. SHOOTING ROISY WATCH WIND-UP. SNAKE ITEMS. READY NEW BARBECQ AND PASTY-SACK GLASSES. 12 Different Designs in White, Wine or Highball Glasses.

Spring Is Here, Tra La! By BOB DOEPKER. With the dawning of the new season for outdoor workers we set down a brief outline of our predictions and ideas pertaining to business possibilities for all in Fitchdom. Don't be too sure that the people in your audience are enraptured with what you are telling them and don't think that because they laugh at your jokes and appreciate your music that they are not measuring you at all times.

Coupon Workers SPECIAL \$12.50 a gross assorted. This is our regular assortment formerly sold at \$16.50 a gross. Sample assortment 75c. Orders shipped same day received. BENSON SPECIALTY CO. 347 Plymouth Bldg., Minneapolis, Minn.

Heart of America Showmen's Club. Reid Hotel. Ladies' Auxiliary. KANSAS CITY, Mo., March 19.—Annual pot-luck dinner was given the men by the auxiliary last Friday in the small dance hall of the men's clubrooms.

Artie Brainerd thanked the ladies in behalf of the men for the occasion. Mrs. Holme, manager of the Reid Hotel, was present as guest of the clubs and she was pleasantly surprised as to how "show people" entertained, it being her first time to mingle with them. She promised to co-operate in every way possible. HELEN BRAINERD SMITH.

PHILADELPHIA, March 19.—Business at museums just fair past week, principally account wet and rainy weather and seemingly lack of money for this class of entertainment. South Street Museum has in pit Billy Cornell's colored revue. On platform Billy Eton, clown rubber man; Nell Johnson, bag puncher; Zo-Zo, African pygmy; Miss Camille, mentalist. In annex dancing girls.

George W. Kerestes was in city during week. Left for Max Gruber's Shows, where he will have his rides and other amusements. Jimmie Stimpson, who had minstrel shows with various carnivals for a number of years and who now operates a colored show under canvas, was in city purchasing material for his show, which will open shortly.

Charles Tashy, operator of girl shows, was in looking up attractions for his two shows. Mike Conti, connected with Frank West's Shows, passed thru city en route to Norfolk.

DETROIT, March 21.—R. L. Lehmer, general representative of Hennessey Bros. Shows, has accumulated a new membership in his string. He has been elected a "barker" of Detroit Variety Club under the non-resident clause. Lehmer has been with shows under various titles, playing Michigan State Fair. He recently remarked, "I go with wagons and other equipment," apropos of various shows under essentially continuous management, culminating in Hennessey organization, which is due back here again in September.

World of Pleasure Shows opened its season Saturday, continuing for 16 days under auspices of Zion Post, American Legion. Two Mace, well known in carnival field, Harold McElroy and Ed McIntyre, are looking forward to a very good season, with a number of new surprises on the books in addition to last year's repeat stands.

International Showmen's Association

MARYLAND HOTEL

ST. LOUIS, March 19.—All officers present at Thursday night's meeting, including President John Francis, Treasurer Dee Lang and Secretary Vernon P. Korhn. Important business was the report of the subcommittees to the chairman of the executive committee and the members of the club on the progress made for the annual ball to be held March 26 at DeLoto Hotel ballroom.

It was an enthusiastic group that received the news from executive chairman Tom Allen that ticket sales and ads in the Year Book were going very over the goal set by him and his associates. Elmer Brown reported the floor show as something that will be above expectations. Charles Goss has arranged a dance and musical program which he promises will be new and novel. Leo Lang and his associates reported a big advance sale of tickets. The Missouri Show Women's Auxiliary pledged the sale of 200 tickets, and Catherine Oliver reported the sale of 33 tickets and pledged the sale of 25 more. It was expected that 1,800 guests would be present, but from indications there will be about 2,000.

Missouri Show Women's Club did itself proud in preparation of the buffet lunch served at the joint St. Patrick's celebration. The ladies furnished eight beautiful and tasty cakes and a large variety of luncheon foods, and from the enormity the members gave the commissary, Dave Carroll, publicity director for Dodson Shows, suggested that we hold a marathon the next time. Hall was decorated in green and white, and all members were supplied with green hats, clay pipes and other St. Patrick favors.

Mayor Dickman, Senator Michael Kinney and Alderman Harry Isarel, co-owner of the Maryland Hotel, dropped in to pay their respects, highly complimented the showmen on the good time afforded them and agreed that it was one of the outstanding St. Patrick celebrations in the city. Several newspaper representatives from the local papers were also present as guests of the club. All in all, it was an outstanding affair and will be long remembered. **VERNON P. KORHN.**

RECREATIONAL

(Continued from page 41) who had done business with him. He and his brother, Joseph, came from Switzerland as youths and by hard, honest toil worked up from the bottom. They were mechanics and did work for others in their machine shop. Machine work for the Philadelphia Toboggan Co. and for Dentzel was done by these brothers for years and accounts for their introduction to amusement business. Bob was one of the executors of the Billy Dentzel estate. Another fine tribute to Luse's integrity by one who knew him so well and for whom he did so much work over a period of many years. Herbert Schmeck, of the Philadelphia Toboggan Co., who came into contact with this junior member of Luse Bros. almost daily at portions of each year, pays as high a tribute to our Bob as any man in our industry. Surely here was a man. For more than 20 years the writer knew this man, has bought 150 cars from Luse Bros. and always found Robert doing more than he agreed to do. Only last spring, voluntarily and at his own expense, he went to Montreal to see that our new Skooter was started right. He practically passed out in the harness. Some say it was a pity he did not retire to enjoy his well-earned and not too modest fortune. To him worth-while accomplishment was life and he ever sought to improve his products.

Launched by Misfortune
It was a misfortune that launched these machinist brothers on a career of manufacturing for themselves. They were employed to build the Gadabout car for the inventor. The car had four controls, which were too much for the public to master, and the car was too ponderous for practical and pleasing operation. It did not catch on and Luse Bros. were stuck with 35 of the cars that the inventor never took. Going thru these experiments taught them the great possibilities of a much lighter car with friction drive and with which the patron could go places instead of struggling to get somewhere. This lighter car that

stood up and did the trick brought the brothers fame and fortune. They never ceased to improve and produced a car in which they could justifiably take great pride.

When Robert appeared in Chicago about 1921 with John Stock and a Gadabout he was not nationally known, but thru their own Skooter car Bob became internationally known. From the modest Luse Skooter on percentage basis in Woodside Park, Philadelphia, the name and fame spread until today the sun never sets on the Luse Skooter. Likewise his star will never set, as he belongs to the immortals in our industry. This is the third of the old guard taken from Philadelphia. Henry B. Auchey, founder of Philadelphia Toboggan Co.; Billy Dentzel, of the third generation of Dentzel carousels, and now Robert Luse have gone to join the advance guard of A. S. McWigan; L. A. Thompson, Thompson & Dundy; Fred Ingersoll, D. S. Humphrey and W. E. Sullivan, of the Ell Bridge Ferris Wheel. It has been a privilege and inspiration to know them.

Robert Luse has two sons, Raymond and Robert, and one daughter, Florence. His wife preceded him in death a few years. He leaves his children his half of a fine business, a comfortable fortune and an honorable name to be valued above great riches, which should inspire them to carry on as he would have them do. His brother, Joseph, in poor health for 10 years, survives. Joseph has two sons, Richard and Joseph, in the same firm.

BURGESS NEW

(Continued from page 40)
assistant treasurer, and C. A. Feltman, secretary.

Directors for three years include Philip Calenares, William Dau, Mary E. Dillon, Alfred Feltman, Arthur E. French, Nathan Handwerker, William F. Mangle, David J. Martin, Gabriel B. Mason; two years, Henry Meyers, Albert C. Myers; one year, Julius Berkovits, Julian I. Berghoffen, Charles J. Keen and George L. Ortega.

In his farewell address Mr. Klein reviewed work of the Chamber in the past two years, citing efforts to acquire full-time, auto parking on Surf avenue and activities to reduce assessments to lower costs of acquiring title to public beach property and drives against peddling, street loudspeakers and hallyhoo abuses.

WALLACE BROS.

(Continued from page 43)
box, Athletic Arena, Billie Wolfe, manager; Tex Thorpe, wrestler, and Emil Poesen, boxer-wrestler, Hawaiian Show, John Thompson, manager; Bert Woods and William Smith, tickets. Panita, feature dancer, Minstrel Show, Jas. Hayden, manager; Will Edredge, producer; William Floyd, S. Moore, Teddy Wells and Bluch Mellison, comedians, Dennis Blanchard, Lucius White and Lawrence Fulton, musicians, Lois Reed, Corinne Wells, Edwina Smith, Rena Sullivan and Eula May Bilbo, chorus. Monkey Speedway, C. A. Clark, manager; Victor Hunt, Floyd Stewart and T. A. Winfree, assistants.

Concessions: Cookhouse, William Wallace, manager; John Jacobs, chef; Edward P. Malone, assistant. Chef: E. L. James and John White, waiters, and Solon Smith, dishwasher. Penny Arcade, A. E. Walsh, manager; Henry McAnnally and David Athey, attendants, Corn game. Mr. and Mrs. Abe Frank; Robert Miller and Paul Williams, clerks. Eric Diggers, A. E. Walsh, manager, and Jack Walsh, attendant. **Concessioners:** Edward Welch, Mrs. Dorothy Farrow, Mr. and Mrs. Edward Cole, Harry Kimmel, Mrs. Bert Woods, Mr. and Mrs. Thomas Nugent, John Scott, Mr. and Mrs. D. I. Hall, Margaret Miller, Herman List, Gordon Adams, Mike Zaborowski, F. J. Branigan, Mr. and Mrs. Arthur Sorrell, Photo gallery, Mr. and Mrs. J. W. Clyde, operators; D. C. Teall, clerk. Free attraction, Fearless Falcons; Orville La Rose, manager; 100-foot aerial trapeze act. Show is transported in 2 baggage cars and 10 trucks. Reported by Walter B. Fox.

ROUTES

(Continued from page 31)
Kaiser World's Fair Museum; Minneapolis until Apr. 15; Meravia, Madison; Scottsbluff, Neb., 23; Torrington, Wyo., 24; Wheeland 20; Lusk 20; Casper 23; Stratton, S. D., 23-20; Rapid City 21; Spearfish Apr. 1, Morris, Conn. Show; (Nevada) Statesboro, Ga., 21-24; Florida, Madison; Milford, Mass., 23; Brockton 24; Framingham 20; Taunton 20; Attleboro 20; Manchester, Conn., 20; Wilmamantic 31; Norwich Apr. 1; Prince Henry Show; Pountain, Minn.



GOLDFARB INTRODUCES TO CONCESSIONERS ★ OPERATORS THE NEW DUMMY DAN
In Full Dress Suit, Full High Hat, White Shirt, White Vest, White Gloved Hands, Polished Black Composition Shoes.
A KNOCKOUT FOR STYLE AND VALUE.
3 SIZES—SAME DAY SHIPMENTS
No. 104—21 Inches...Dox. \$ 8.00
No. 105—27 Inches...Dox. 16.20
No. 106—32 Inches...Dox. 24.00
1/3 Deposit Required, Balance C. O. D.
Send for Other Descriptive Circulars Featuring Shell Lamps and Novelties.
GOLDFARB NOVELTY CO.
"The House of Service"
20 WEST 23rd ST. NEW YORK

BE SMART---Get the Habit
QUICK SERVICE—NEW FLASH
CONCESSIONERS
CARNIVAL—PARK—NOVELTY MEN
READY FOR ACTION—RIGHT AT YOUR DOOR
CATALOG READY SOON—GET ON LIST NOW
ACME PREMIUM SUPPLY
3139 OLIVE ST. LOUIS, MO.
ONE-DAY SERVICE

MODEL SHOWS WANT
For Macon, Ga., in City Park; Athens, Gainesville, Rome To Follow—Motordrome Riders, Minstrel People, Side Show Acts, Monkey Drome or Speedway; Concessions, wire. Featuring Fearless Greggs, Cannon Act. Open March 26, Two Saturdays.
W. R. HARRIS, Mgr., Macon, Ga.

Nelson's Show; Arabi, Ga., 23-20; Oakfield 21-Apr. 2.

- CARNIVAL**
(Routes are for current week when no are given. In some instances possibly mailing points are listed.)
Barfield's Cosmopolitan; Griffin, Ga., 26-Apr. 2.
Barber's Big City; 118th & Oakville sta. St. Louis, Mo., 26-Apr. 2.
Blue Light; Woodstock, N. C.
Blue Ribbon; Columbia, Ga., 26-Apr. 1.
Blue Ridge; Whitwell, Tenn.
Brown Family Hides; New Britain, Ga.
Brown Novelty; Valdosta, Ga., 26-Apr. 2.
Buckeye State; (Pair) Fort Gibson, Miss.; (Pair) Forest 26-Apr. 2.
Burdick's All-Texas; Liberty, Tex.
Burke, Harry; Independence, La., 21-Apr. 2.
Campbell's United; Waynesboro, Ga.; Thomson 26-Apr. 2.
Crescent Am. Co.; Colquitt, Ga.; Dalton, Ala., 26-Apr. 2.
County Fair Show; Austell, Ga.
Crawley 20 Big; (Pair) San Bernardino, Calif., 21-27; Monrovia 29-Apr. 6.
Crowley's United; Corsicana, Tex.
Dale's Expo; Bay Minette, Ala.
Don, Eric; Grand Falls, S. C.
Dyer's Greater; Natchez, Miss., 25-Apr. 2.
Evangeline; Mansfield, La.
Florida Expo; Denmark, S. C.; Ellenton 26-Apr. 2.
Gruber's World's Expo; Montgomery, Ala., 26-Apr. 2.
Great Southern; Grove Hill, Ala.; Thomasville 26-Apr. 2.
Great Superior; Ripley, Tenn.
Greater American; North Little Rock, Ark.
Greater Expo; St. Louis, Mo., 26-Apr. 2.
Greater United; Denton, Tex.
Hester's Amusements; Washburn, Ga., 26-Apr. 2.
Beth Nova; Fort Deposit, Ala.
Heth, L. J.; North Birmingham, Ala.
Hypodrome; Camden, Ark.
Hyde, Eric H.; Columbia, S. C., 26-Apr. 2.
Jenkins; Pontiac, Mich., 26-Apr. 2.
K. G. F.; Smith, Ark., 25-Apr. 2.
Large, N. P.; Minter City, Miss.
Lawrence, Sam; Waycross, Ga., 26-Apr. 2.
Lewis, Art; Augusta, Ga.
McKee; John; Davis, Okla.; Pittsboro 26-Apr. 2.
Minor Amusements; Pechaboula, La.
Model; Macon, Ga., 26-Apr. 2.
Modern Expo; Moultrie, Ga.; Outhbert 26-Apr. 2.
Pan-American; Pine Bluff, Ark., 26-Apr. 2.
Rainbow Am. Co.; Mospar, Miss.
Rogers Greater; Nashville, Tenn., 26-Apr. 2.
Royal Midway; North Little Rock, Ark., 26-Apr. 2.
Scott's C. D.; Alabama Am. Co.; Bay Minette, Ala.; Brinson 26-Apr. 2.
Shawley; Midway; Washburn, Ga., 26-Apr. 2.
Shawley, Dr.; Paris, Tex., 21-27; Clayton, Okla., 26-Apr. 2.
Shelburne Bros.; Silver City, N. M.
Smith's Greater Atlantic; Augusta, Ga., 26-Apr. 2.
Southern Attrs.; Alapaha, Ga.

"The Showmen's Insurance Man"
CHARLES A. LENZ
See Ad on Page 47

WANTED DIVING GIRLS & WATER CLOWN
20 Weeks Near New York City—40 Fairs. Good Amateurs Considered. Send Photos and Full Description—age, weight, height, what you do.
JIMMY JAMISON
26-27 20th St., Astoria, L. I., N. Y.

- Sparks, J. F.; Columbia, Tenn., 25-Apr. 2.
State Fair; Phenix, Ala.
Texas Longhorn; Carthage, Tex.
Top Top; Waynesboro, Ga.; Thomson 26-Apr. 2.
Valley; San Marcos, Tex.
Wallace Bros.; Decatur, Ala.; Decatur 26-Apr. 2.
West Coast Am. Co.; Meigs Park, Calif., 26-Apr. 2.
Western State; Crystal City, Tex.
Williams, B. B.; Wynwood, Okla.
Worl, R. H.; Navy Yard, Charleston, S. C.
YMCA, Ass. Co.; Salsburg, Ala.
Zanders Greater; Jackson, Tenn.; Dyersburg 26-Apr. 2.
Zeiger, C. F.; United; Phenix, Ala.

CIRCUS AND WILD WEST
Barney Bros.; Benson, Ariz., 23; Nogales 26.
Barnes - Bells - Photo - Robinson; San Diego, Calif., 26.
Mix, Tom; Texasiana, Tex., Apr. 2.
Patterson Bros.; (Austrian) Portland, Ore., 21-Apr. 2.
WPA; (National Guard Army) Patterson, N. J., 23-27; (34th Army) Brooklyn, N. Y., Apr. 1-3.

- Additional Routes**
(Received too late for classification)
Bernhardt, Noble; Jeanne; (Golden Gate) San Francisco 21-23.
Daniel, R. A.; Madison; Nashville, Ind., 23-24; Alexandria 23; Portland 20; Hugo, Ill., 23-20; Altamont 20.
McNelly Variety Show; Fishing Creek, Md., 21-26.
Miller, Al H.; Show; Smithville, Ga., 21-26.
Morgan-Johnson Show; Soperville, Tex., 24-26.
Orchids on Parade; Atlanta, Ga., 21-26.
Princess Edna Show; Hockley, Tex., 21-26.
Valentine Flyers; Carthage, Tex., 21-26.
Walker Show; Phenix, Ga., 21-26.

Golden West Starts Tour

Will Wright launches own carnival successfully—to go on rails later

LOS ANGELES, March 9.—Will Wright, for many years in executive capacities with carnivals, stepped out this season as owner. A record of 11 years with Conklin's All-Canadian, five years with Leavitt-Brown & Higgins, several seasons with Beckmann & Oerety and past two years as manager of Crafts Golden State Shows, has this experience reflected in the fine set-up of Wright's Golden West Shows. Selecting a virgin location in city of Glendale, Calif., shows near center of city easy of access, had a splendid opening Monday, March 14. Midway was filled with a spending crowd, with all attractions getting money.

Show will become a railroad show and was built to specifications of owners, and for that reason loading space has been one of principal ideas worked out. Transformer, especially built, carries two 37½-kw. units loaded on a low truck. Sound truck, with new ideas, is brilliantly lighted. Office car is special built. Midway at night blaze and no holding out on colored lights. Date was sponsored by American Legion Post 137, and a committee worked hard to put show over.

Jo DeMouchelle, temporarily with the show, waiting to join West Coast Shows, had all rides covered with advertising banners. He will be succeeded by Ed Smithson.

Staff: Will Wright, owner and manager; Frank J. Kennedy, assistant manager; Mrs. Will Wright, secretary and treasurer; Don Hasdenbaugh, chief electrician; and Tommy Sowers, assistant; Jack Lacey, lot superintendent; Ed Smithson, special agent.

Rides: Eli Wheel, Jo Davis, foreman; Jim Novarro, assistant; Dorothy Davis, tickets. Aeroplans. D. Radenbaugh; Mrs. E. Tomer, tickets. Merry-Go-Round, Dan Pringle, foreman; Sterling Davis, assistant; Myrtle Dawes, tickets. Kiddie Autos, Mike Rogentino, foreman; Nellie Whitty, tickets. Chairplans, A. S. Ellis, manager; William Ellis, foreman; William Mercier, tickets. Loop-o-Plane, Robert Favinger, foreman; Myrtle Davis, tickets. Mix-Up, T. Farnsworth, foreman, and Harry Jesmer, assistant; Arda Thayer, tickets.

Shows: Ten-in-One, M. E. Arthur, owner; Rudy Jacobs, manager; Roger Willis, front. Attractions: Mlle. Jacobini, illusions; Mateo, human ostrich; Nalrobs, iron-tongue woman; Tagora, Morro pygmy; Paulette, "electric marvel"; Tommy Mite, small man; Smiling Ethel, fat lady. Annex: Dance 'n' Venture, Princess Waitea, Marylyn Blake, Edith Fairweather. Life Show, George Brunet, front; Mike Taylor, inside. Athletic, Heavy Burns, manager; Jo Stuhler, heavyweight wrestler; K. O. Ernst, boxer; M. Yamagata, jujitsu; Jo Struzer, middleweight wrestler. Illusion, M. Gavitt, manager; Berta Older, Mayne Herry and Tom Killebs, inside. Dope Show, Frank Chink, front; K. Jacobs, inside. Bare Facts, Paul Fox and Lyle Hendershot.

Concessions: Cookhouse, Jack Murray, manager; Jo Shaw, griddle man; Ben Harvey, counter man; Mrs. T. O. Solter, cashier. Corn Game, Mrs. Will Wright, owner; Walter H. Floyd and Mrs. J. J. Brachle, agents. French Pies, Mr. and Mrs. L. K. Carlson. Photo Strips, Arzuahna Scharr, Mildred Young and Ed Johnson. Spill-the-Milk, Jo Mettler and Ed Gotting. Caramel and Pop Corn, Luther Kentainger and Floyd Bartley. Short-Range Lead Gallery; Jim Keeney and Bo Tyman. Penny Pitch, Adra Bradley, M. Hernandez and Mickey Fay. Balloon Game, Bill Bradley and Bill Cornell. Spot-Five Gun Club, Ben Smith and Jack Scharr. Tip-Ten-Over, Al Bradley and Bud Petrier. Blankets, G. G. Keenan, Howdy Walker and O. Oserety. Loop-La, Mrs. G. G. King and Jack Stewart. Shoot-Till-Win, Mrs. Frank Mason and J. Kincaid. Bowling Alley, J. Ashcraft; Red Ashcraft, agent. Tip-Ten-Over, John Dohbert, owner; Roy Barnett and H. Jarvis. Bumper, J. Dohbert; M. Enley and E. Boyer. Ham and Bacon, M. Merritt; E. Mazzoni. Plaster,

Jack Is Gone

By PERCY MORENCY

Jack V. Lyles, as he was commonly known to thousands throughout the land, not only in outdoor show business but among civic and State leaders, fraternal organizations and fair associations as well, is no longer in our midst. He came to an untimely end in the performance of his duties and his name will long live in the memory of those with whom he came in contact.

Jack was a dyed-in-the-wool showman, reared in the outdoor show business, tutored by one of the greatest showmen of his day, the late Johnny J. Jones.

He had a thoro knowledge of every branch of the carnival business. His affiliations brought him in close contact not only with showfolks but with prominent laymen, both in this country and Canada, and from these affiliations developed friendships that were legion. His generosity knew no bounds. He was always ready to give a helping hand to a brother showman. His home telephone was ever at the beck and call of any showman who might need advice or assistance in securing a date, or moral or financial help. So I, like thousands of others who knew him, mourn his untimely end, and I know they join me in extending deep sympathy to his family in their bereavement.

Eric B. Hyde Shows Ready To Open

COLUMBIA, S. C., March 19.—Ten more days and citizens' live community will be presented with a view of an absolutely new carnival, as beautiful as paint, skilled workmen and special lighting effects can make it. Show tops are all new green canvas and motor equipment has been overhauled and decorated. Rides have been worked over and now look like new. Sixty-foot panel front for Diamond Tooth Billy Arnte's Minstrel has 400 electric lights. Billy is so pleased with it that he has brought pretty nearly half the population of Columbia's Harlem out to quarters to see it. Boyd Harris is associated with Billy and that team assures Eric B. Hyde Shows a real show. Special wardrobe, band uniforms and scenery have been ordered for this show.

Pete Thompson built a real girl show with everything new, 60-foot panel front carrying 350 electric lights, green canvas and new wardrobe. Pete will also have Mickey Mouse show with panel front. Johnny Webb is in quarters with entire show ready. He has a 140-foot banner line, all new banners, new green top and will present the show of his career. Eagle's animal and jungle show has 75 species of rare birds and small animals housed under a new green top with a 100-foot banner line.

Nick Petronis has cookhouse crew working overtime getting ready for road. M. Collins has bingo all ready and built a new stock truck. W. Rice has covered his custard truck with white enamel. Mrs. Jerry Hambl's crew of concession agents, headed by Mae McDinnis and wife, are here. Life Young will be stock-keeper for Mrs. Ramish. Mr. and Mrs. Earl have diggers and big wheel ready. Mrs. Eric B. Hyde has several concessions. L. W. Harden, special agent, started billing the city and surrounding territory this week. Reported by Harry Ramish.

O. H. Sturtevant and Bill Wadleigh. Cathers Store, B. Berning and Tom Wade. Pennants, Sam Berger.

Prominent showfolk visitors: Mr. and Mrs. Archie S. Clark, Mr. and Mrs. Mark T. Kirkendall, Mr. and Mrs. Mel Wiler, Mr. and Mrs. H. J. Webber, Mr. and Mrs. Harry Pink, J. Ed Brown, Mr. and Mrs. J. W. Conklin, Mr. and Mrs. Al Fisher, Mr. and Mrs. Ed Walsh, Joe and Ethel Krog, John Miller, Arthur Hockwald, Mae Levine, Jack Bigelow, Clyde and Topsy Gooding, Charles F. Haley, Val Viro, W. D. Ament, Nina Rogers, Ross R. Davis, Mr. and Mrs. Ben Dohbert, Mr. and Mrs. P. J. Downie, Harry Heber, Skiny Dawson, Meyer Schlim, Charles Soderberg, Otto Tangler, Doc Harris, Sam Brown and G. Miller. Pacific Coast Showmen's Association, presented the Golden West Shows with beautiful satin banner on which was inscribed, "Best wishes to all Golden West!"

Hames Shows Much Better

Move from Houston to Fort Worth—spend over \$20,000 in improvements

FORT WORTH, Tex., March 21.—Bill H. Hames Shows were again on midway at Southwestern Exposition and Pat Stock Show here March 11 to 20. Shows emerged from quarters in Houston with over \$20,000 worth of modernization work and improvement. The good season Hames had last year is reflected along his midway. There are two new shows and three new fronts. Bill Fisher built fronts and Buck Elder painted them, as well as trucks, which are now silver.

C. C. Allen again is superintendent of concessions for Hames. Joe Pruitt is manager of Hi-De-Ho. Ramsey is manager of colored minstrels. Bill Siro, manager Hollywood Hotel and Artists and Models. Army James, manager Owl's Nest. Ada Alvarez, manager fat show. Speedy Babbe, in charge motordrome, which features Alverna, half lady. Mrs. J. E. Firestone is operating side show since death of Firestone in Houston recently; Solen Starr is assisting her. Jack Fowler, manager shake show. Carey Jones, glass house. Floyd S. Woolsey, crime show. Bull Dawson is foreman of Merry-Go-Round.

Slats Thompkins is foreman Dodge. S. A. Richie, Loop-o-Plane. Blackie Childers and Bill Berryhill, foreman Big Eli Wheels. Blackie Barnes is foreman of Octopus, recently purchased by Hames. Clarence Holland, foreman Lindy Loop. R. H. Joplin, Ridee-O. Roy Arnold, foreman Caterpillar. Doc Garwin, foreman baby autos. Ed Life has cookhouse. Theo Ledell, corn games and two pop corn and peanut stands. Jack Gardner is trainmaster. W. D. Skipner has baby airplane and several concessions. Bert Barber is foreman baby airplane. Frank Boggs has two frozen custard and two picture machines. Walter Pierce has pennants on midway.

Flying Millers, Fred, Chris, Marvin and Eileen Miller, presented free act on midway twice daily after each rodeo performance.

Mrs. J. E. Firestone's side show has Claude-Claudette in annex (fourth year); Marvin Smith, anatomical wonder; Major Salyrdas, asbestos skin; Peggy, levitation; Miljares, mental act; Billie Hogan, sword boy; Dynamite Johnson, electric act; Joe Jobie Potter, two-faced pygmy; Dono Reid, pygmy; B. Mack Bates, rapid cartoonist; King Hamonn, magician and lecturer; Otis Barber, human volcano; Ben Bruden and Doc Spratts, tickets; Sandy Hogan, on front; Marvin Smith, emcee. Nadinola, sword swallower, joining show this week.

Dave Bloom is in charge for Kaplan & Bloom, who have novelty concessions and scales throughout grounds. Danny Krassner is manager for scales operated by this company. Candy and Fern Groseclose again have candy floss, chocolate dips and games. With them are Harry and Alice Parmlee and Bill Reece at ice-cream stands; Texas Tommy, candy stand; Hugh and Guy Hooker, candy; Nellie Schaffer, candy; Tiny Weston, candy; Grace and Specs Tender operate Hoop-La game for Mr. and Mrs. Groseclose. Homer Hoeye is back with the Grosecloses for 15th year. Budd Linn again has games with Hames show. Chick Oswald has several concessions. Louie Maser and Mickey Simpson have Guess-Your-Age, new here.

Mr. and Mrs. Clint Nogle, from Hennes Show, have picture machine in merchants' building. Tex Morris is with them. Garnet Walker has pennant stand on midway. Johnny Rand is his front man. Joe Bolner has Oh-U-Dogs novelty on midway. Joe Gold and Nat Fishman have static eliminator, also on midway. Murray Pien is scale man under Danny Krassner. William Shields has Lord's Prayer penny machine. Tille Littlefield has fishpond. Johnny Simpson and Jack Littlefield have Huckleback game. Eddie Boeth, at Frontier Centennial in Fort Worth in 1936, has concession here. Clarence McCandless, also at Frontier Centennial, is at one of blower concessions. William Serbneff is in charge of one blower concession. J. H. Johnson and Lewis Kaplan also are at

Great Superior Gets Started

HOLLY SPRINGS, Miss., March 19.—Great Superior Shows, under management of well-known showman, O. J. Beaty, opened season here Monday under auspices of American Legion. Weather was clear and warm, attendance and business were fairly good. Many new faces are seen in personnel of show and all seemed happy the new season was on in earnest.

E. L. Brown, general agent, arrived from a trip in Tennessee and Kentucky in time for opening. He reported some desirable dates booked and then left for advance.

Show has band and free acts. E. H. Curod, editor and publisher of local Southern Reporter, gave splendid publicity prior to and during week of exhibition. Co-operation was also liberal from merchants and local show fans. Members of American Legion were in evidence and rendered excellent support.

League Tenders Walter Driver St. Patrick Party

CHICAGO, March 19.—Walter P. Driver, general chairman of Showmen's League spring benefit, was guest of honor Thursday night at a St. Patrick's Night party tendered him by league. It was a gala affair, attended by many prominent members. President J. C. McCaffery, just back from a trip, presided. J. W. Conklin, past president, in town on his way east, was among those present, as were Dr. Max Thorek, chief surgeon of American Hospital; his son, Dr. Phillip Thorek; Frank and Gus Berling, of Hotel Sherman, and Joe Rogers and Frank P. Duffield, vice-presidents of league. Driver was recipient of a beautiful basket of flowers from the Berings and another from E. Courtmanche.

Following a brief business meeting of league a bountiful lunch was served, after which a fine entertainment program arranged and handled by Sam J. Levy was presented. Among talent that appeared were Joe Wallace, emcee; Novelli Bros. and Karl Marx, all from College Inn; Sakura, dancer; Enrico Claud, vocalist; Gertrude Avery Girls, and Hyder Sisters, dancers. Brief addresses were made by several prominent guests, who extended felicitations to Driver for good work he is doing for league. Party extended well into morning hours and was voted one of finest ever presented in league rooms.

New England Carnival Books Buster Gordon

NEW YORK, March 19.—Among recent bookings of attractions for New England Motorized Carnival by W. J. Giroud, general manager, are Buster Gordon's high-diving act, featuring Buster with two girls and a clown. Al Ventro's athletic and girl show were booked this week.

Clarence and Mrs. Giroud, who wintered in Florida, following a sojourn in Hot Springs, Ark., returned to New York Wednesday. He will have a number of concessions on shows and is now working on them. Ross Manning, general representative, returned this week from a booking trip in New England and in keeping with shows' slogan, "First in any spot," was successful. P. B. McLaughlin's rides are nearing final finishing touches. Reported by Alfred P. Young.

Harry C. Hunter Dies

CINCINNATI, March 21.—Mrs. HARRY C. Hunter advised The Billboard today from Concordville, Pa., that her husband died March 8 from heart attack. Mrs. Hunter stated that delay in reporting Harry's death was due to the fact that she was too upset and grieved to make an earlier report. Complete details will be carried on Final Curtain page issue April 2.

the Serbneff concession. Ben Agin and George Lick are in charge of one Kaplan & Bloom stand.

Harry W. and Rose Hennes visited midway on March 13. Louise and Ed Hekman, formerly concessions; L. Leevitch, and Edmer Elliott, with Silver Novelty Co., were visitors.



Hartmann's Broadcast

IN FAIR TIMES for March George A. Hamid has an editorial on a subject that is of vital importance in the success of fairs—illumination of grounds from main entrance to the "back door." Considering them as a whole, fairs are lagging behind from the standpoint of illumination in his opinion, and getting around as much as he does, Hamid should know. We, too, know of a number of instances where lighting on fairgrounds is far from what it could and should be.

Hamid gives credit to carnival companies and circuses for getting brighter every year. Amusement parks, too, he says, have shown improvement, but "that does not mean, however, that parks have reached perfection in lighting from an electrical or artistic point of view. Imagine then what a spot fairs are in when it comes to brightening their entrances, on the outside gate, building and ground spans!"

Continuing, Hamid says: "Yet they

needn't be in a dilemma, despite the fact that they operate for but one week or so in the year. They should remember that illumination and the architecture that goes with it are permanent, or good for a minimum of 10 years, at any rate; or until more modern appliances catch up with them, as they are catching up with them now.

"Carnival companies and circuses are getting brighter every year. The midways at fairs are, for the most part, ably, often brilliantly electrified, but the fairs themselves are lagging behind the march of electrical progress. There is no good reason why this should be so.

"A well-lighted entrance lures newcomers and highway trade. A badly lighted one repels them. People are inclined to swarm to places where light is not at a premium, but place a premium on light and crowds disintegrate.

"Shower light on exhibits and entrances, on the race track, on attractions and the like and they will look even better than they are. Furnish poor illumination and these features are conspicuously dull, no matter how good they actually are."

† † †

NEWSPAPERS and residents of Northern Wisconsin owe Joe Mercedes unlimited credit for the wonderful work he has done in promoting that territory—and they full well know it. It is no uncommon thing for Mercedes to land in the editorial columns of these papers. To give you an idea of the regard in which they hold him, we quote from an editorial that appeared recently in The Stevens Point Daily Journal under the head, "Joe Mercedes—Northern Wisconsin's No. 1 Salesman":

"If there is anybody in the United States who doesn't know about the attractions Northern Wisconsin has to offer the vacationist and recreationist it is no fault of Joe Mercedes, of Rhineland.

"With Joe the story of Northern Wisconsin's lakes and streams and all that goes with them never grows old, regardless of the time of year, the weather or the times. He has told the story in most States of the Union and he makes it effective for the simple reason that he was sold on Northern Wisconsin long before he tried to sell anybody else. It was Joe who organized the Heart o' the Lakes Association, of which he is president, and for all practical purposes he is the association. He has help, of course—lots of it—but take Joe Mercedes out of the picture and the association would be little more than a name. He's the spark plug that keeps the motor going.

"Give Wisconsin a dozen more men with the enthusiasm of Joe Mercedes and there probably wouldn't be enough lakes and streams to take care of all the people who would come to Northern Wisconsin to cool off, rest and fish."

† † †

WE LET the following postal message from George Wheeler, mailed from Toledo, O., last week, speak for itself: "Hartmann: Wouldn't it be swell if a legit concession man could join a carnival that didn't carry any racket stores or flat joints? Why not print a list of them if there is any? It is getting so one is afraid to answer ads any more."

† † †

AND HERE is another message (from C. W. Finney, of Col. Tim McCoy's Wild West) which speaks for itself: "Looking over your column, issue of March 19, I notice your comment upon the treatment given one of my contracting agents. I want to compliment you on the way you handled this editorial—in emphasizing the ridiculousness of the thing and the unjust treatment, as it did me no injury whatsoever; in fact, no injury was done anyone—just embarrassing to my agent, who only acted in the best of faith. I hope I never have to resort to tricks of this sort, and am sure I am representing an organization this year that would not approve of these tactics."

WANTED
MIGHTY SHEESLEY MIDWAY
Circs, Specialty Dancers, Oriental Shows, etc. Fan. One strong enough to feature, who has something new. Looks, form and youth essential. Wire
CFO. BODY,
Mighty Sheesley Midway, Savannah, Ga.
FOR SALE—Whale, Over Falls, Waltzer.
Prices right.

INSURANCE
CIRCUS, RIDES, TRUCKS, CARNIVALS.
Showman's Insurance Men.
CHARLES A. LENZ
Winter Quarters General Delivery, St. Petersburg, Fla.
Permanent Address, Chicago, Ill.
440 Insurance Exchange Bldg.

LORD'S PRAYER PENNY MACHINES
NEWEST SENSATION
Four disc, Lord's Prayer, Ten Commandments, Crucifixion of Christ, American Legion. It's a knock-out. Send The Big Brochure, 5 cent stamps made on GENUINE U. S. pennies.
PERFECTION MFG. CO.,
212 South Dearborn Street, Chicago, Ill.

W. A. GIBBS SHOWS
OPENING APRIL 2, COFFEYVILLE, KAN.,
Auxiliary VFW.
WILL BOOK Concessions and Shows. Parties contracted report at once. WILL BOOK Rides not conflicting.
W. A. GIBBS, Erie, Kan.

WANTED
Rides and Ride Shows for the
13th Annual Firemen's Fair
August 4 to 20, Sharpstown, Md.
J. L. GOOPER, Secretary.

ISLER UNITED SHOWS
WANT General Agent, Second Man with Sound Trucks, Tents, Shows, Concessions that do not conflict. WILL BUY Merry-go-Round. FOR SALE ONE TRADE—A-Tub Whip and Baby Suspense. Mrs. New Standings, wire or write. Show opens in April. Address ISLER SHOWS, care Billboard, Article Bldg., St. Louis, Mo.

WANTED CIRCUS MUSICIANS
Trumpets, Baritone and Bass Tromps. Others write
L. CLAUDE MYERS,
Care Hagg Bros., Camden, Westfield, Ark., March 25; DeWitt, Ark., 26; Bolivar, Tenn., 27.

JACK RUBACK
Invites for
The Houston Food Show
APRIL 11-16 AT HOUSTON, TEXAS
150,000 Tickets Already Sold. Huge Throngs a Foregone Conclusion.
ORIGINAL SHOWS
A long list of major fairs and celebrations to follow, including the "Battle of Flowers," at San Antonio; the Cheyenne, Wyo., "Frontier Days"; the "Covered Wagon Days" Celebration" at Salt Lake City, Utah, and the Colorado State Fair. And many other Leading Events. Can also place American Palmistry, Frozen Custard and Merchandise Concessions.
Address **JACK RUBACK**
The Western States Shows
Corpus Christi, Texas, Until April 10.
FOR SALE—10-CAR LINDY LOOP. EXCELLENT CONDITION.

JOYLAND SHOWS
OPENING SATURDAY, APRIL 30, PONTIAC, MICH.
WANTED—Any neatly framed Show with own outfit that does not conflict. Also good opening for useful Show People of all lines. Get in touch with us. We can use a few more legitimate Concessions that do not conflict. Why not get with the best booked Show in Michigan? Let us hear from you. East Smith write. Have very attractive proposition to offer you. Capable Ride Help write. CAN USE good Electrician. Frank Stearns write. NOTICE: To all People booked with the Joyland Shows—We open in a small way on small lots in Detroit (prior to our opening in Pontiac), Saturday, April 30. If you wish to join us at that time you may do so.
ROSCOE T. WADE, Manager, 917 Hunt Street, Adrian, Mich.

OPENING DATE APRIL 14th
SOMERVILLE, N. J.
WANT SINGO, on account of disappointment. Legitimate Concessions of all kinds. Grind Store, \$20.00 week; Wheel, \$25.00 week. SHOWS—Snake, Illusion, Fun House, Motorcrome, or any other clean Show, with or without own outfit. WILL BOOK any one of these Rides: Loop-a-Plane, Whip, Octopus. All others owned by Show. Have 18 Still Dates booked, also 6 fairs. Address all correspondence to
NEW ENGLAND MOTORIZED CARNIVAL, INC., Room 202, 1564 Broadway, New York City. Phone: Longacre 5-9535.
W. J. CROUD, General Manager, F. S. McLAUGHLIN, Business Manager.
ROSS MANNING, Business Representative.

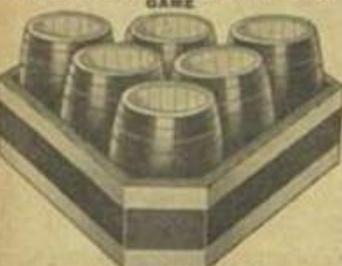
WANTED—STRATES SHOWS
FOR AMERICA'S MOST BEAUTIFUL 25-CAR RAILROAD SHOW.
WILL BOOK REAL SHOWS
Account disappointment, Illusion Show. Have beautiful front and top. Must be real Show. WANT Monkey Show or Spedway. Have front for same. CAN PLACE any real Show of merit with recognized Showmen at the helm.
WILL BOOK following Rides, with Wagons for all: BOOMERANG, TILT-A-WHIRL or HEY-FEY STRATOSHIP.
HAVE FOR IMMEDIATE SALE—Large HYDRADAMAS LION SLAYER, cheap for cash. Good healthy condition. Wire or write immediately.
STRATES SHOWS CORP., Winter Quarters, Weldon, N. C.
P. 3—CAN USE good, sober White Train Wrip.

CIRCUS ACTS for **MONTERREY, MEXICO**
Flying Acts, Traps, Wire Act. Send photos. Sister Acts, those who double. State all by air mail. Also want five Clowns. Address all mail or wires
A. DE FUENTES, Care Snake King, Brownsville, Tex.

COLORED MUSICIANS WANTED
TRUMPET PLAYER, BASS PLAYER, with or without VIOLIN. Other good MUSICIANS needed. Wire, stating ability and instrument. Birth and board. Salary guaranteed.
LEON CLAXTON, Royal American Shows, Tampa, Fla.

WANTS - PEERLESS EXPOSITION - WANTS
COMPLETE SET OF RIDES FOR OPENING AT BURGETTSTOWN, PA., MAY 7
Booked Solid for Season. Fairs Start Middle of August.
WANT—Always room for good, flashy, legitimate Concessions and Shows of merit. WANT Ferris Wheel for Ride Unit opening at Parkersburg, W. Va., April 1. Also experienced Ride Help for same. Address all wires and mail to
JOE CRAMER
Hotel Carr, Pittsburgh, Pa.

**CONCESSION OPERATORS
A SMASH HIT**
Introducing the New Invented
**STREAMLINED HUCKLE-DOCK BALL
GAME**



Can be used on a 9-foot patch and being good results. Complete as shown above.

\$15.00 PER UNIT
25% With Order, Balance C. O. D.
Immediate Shipments.

JOHN O'SHEA CONCESSION SUPPLIES CO.,
342 North Clark Street, Chicago, Ill.

Out in the Open



Roger Littleford Jr.

Preludes to Spring
NEW YORK, March 19.—With another outdoor season just around the corner, . . .

License Commissioner Paul Moss intimates his office will make a concerted effort to remove ballyhoo abuses and loud-speakers at Coney Island. Island Chamber of Commerce, for the past two years under guidance of I. H. Klein, has attempted to eliminate excessive noise and front crowding which sometimes resulted in complete obstruction of sidewalks. Klein was unsuccessful—and now the city tries its hand. . . . Representatives of New Zealand Centennial, scheduled to debut in the fall of 1939 (spring down under), spent the week in New York inspecting our own World's Fair as well as studying the general amusement situation hereabouts. It's reported that Billy Rose has been approached and that he's more than just interested—provided, of course, New Zealanders produce enough financial backing. . . . Paul Smith, new director of New York State Fair, in town today to confer with George A. Hamid on grand-stand attractions.



R. S. Littleford Jr.

Shell Oil Co. lays plans to sponsor fireworks at several of the larger fairs this season. Subsidized pyrotechnics, altho not entirely new to fairs, will assume extraordinary proportions under the Shell label, inasmuch as several other large corporations consider similar modes of advertising. . . . Frank Buck Enterprises, with T. A. Loveland at the helm, preparing to launch a park attraction during 1938. Plan is to offer Eastern spots an elaborate wild-animal unit as a free attraction or concession. Show is supposed to represent a Buck jungle camp and will be fashioned after a Malay village with native huts, blacks and all sorts of jungle wild life. An indoor version appears at Hearn's department store in Newark, having opened first in Chicago and afterward at Hearn, Manhattan. . . . Arthur Hopper and the Ringling-Barnum billing crew arrive and prepare to paper the town for the Big One's annual Garden engagement. Budget is lower this year, what without the Cole-Beatty single-ringer holding forth at the Hippodrome as it did last year. . . . Life magazine photos, anxious to photo models in the most convenient circus ring, so we recommend the WPA unit opening at Coney Island. . . . And the Wallendas, high-wire performers, arrive from Europe for the circus season—their last with Ringling-Barnum.

Charles L. Sasse, attraction scout and importer, and Emil Schweyer, operator of South America's Grand Circo Schweyer, visit the dock for a pleasant chat. Schweyer, lining up ideas for his own season, will remain in town until after the Ringling opening, then depart for Caracas, where he opens in May. . . . John T. Benson, Naasua, N. H., wild-animal dealer, arrives mysteriously and is reported to wander out Flushing way, where they're building the World's Fair. . . . And William Lester, contracting agent for Cole Bros. Circus, establishes headquarters here while he lines up the East.

Eddie Vaughan, eight years a legal adjuster on Ringling-Barnum, a visitor on Friday and reports he has not yet decided what he will do this season. With his experience he need not worry. . . . Fred de Wolfe, treasurer of Ringling-Barnum, files in from Sarasota to appear as a government witness at the John Kelley tax evasion trial now in its third week in Federal Court here. . . . And Catherine Pallenberg drops by to advise that her husband, Emil, will introduce a remarkable trained-bear innovation when they open with Ringling at the Garden. If the Pallenbergs say

it's good, it must be. . . . Signor Floresque, high-pole sensation, who is playing the Frank Wirth indoor show this winter, reports he is developing a five-person novelty aerial act that will be ready about a year from now. Will cost about 10 grand, they say. . . . White Tops arrives and we notice Wendell Goodwin's excellent press agency is recognized. Goodwin, p. a. with the local Federal Theater circus, rated a full Winchell column recently, and the CFA organ reprints it, this issue.

Max Hofmann, attorney and counsel for the National Showmen's Association, planning a cruise to Europe this spring, his first vacation in a long time. . . . Joe Basile, band leader, has promised to bring a dance band to the March 24 NSA meeting and housewarming. Wants to see Max Linderman do the Big Apple. . . . John Anderson IV, Cincinnati, expected in New York within the next two weeks.

Michigan Showmen's Association

DETROIT, March 19.—Regular meeting March 14, conducted by President Margolies, was well attended. Seated at table were Vice-Presidents Harry Stahl and Edgar McMullen, Treasurer Rosenthal, Secretary Brown and Past President Leo Lipps. President Margolies named a ways and means committee, which began functioning immediately, consisting of Harry Rose, chairman; O. A. (Pop) Baker, Edgar McMullen, Lester Davis and Harry Stahl.

Bingo parties held in rooms the past two weeks a success. Harry Rose back from Chicago and Louis Wish and Ben Israel from Florida. Visitors the past week included Ike Lewis, Jack Dillon and Abe Gorman. Hymie Stone called to Chicago on account of mother's illness. New members the past week: Leo Ginsberg, credited to Harry Rose; Alex Morris, Emil Knodell and G. A. Kemp, credited to Hymie Stone.

Marshall Ferguson, chairman of membership committee, reports membership drive has started to function. Sam J. Ross, of special committee on our new home, promises a report soon. O. H. Brown, Louis Rosenthal and Harry Wish leaving for Chicago on business. Leo Lipps presented with his life membership card and pledged to work even harder for our association in the future than in the past. President Margolies wishes to thank all the members publicly for the fine co-operation given him this year.

G. H. BROWN.

SIXTY MEN

(Continued from page 34)
who will hold down ticket boxes on road. Mrs. Croak and Milligan are busy in wardrobe department under direction of Mrs. Elizabeth Webb, who with assistance of Mrs. Floyd Lake, Vivian White, Dolly Clarke and Biddy O'Brien (Mrs. Tom Adams), have turned out very attractive Spanish suits and dresses for spec. La Botero.

Frank P. Metster promises a snappy band of 14 men and calliope player. Clarence Burr, steward, with Chef Le May, has been preparing three meals a day and has cookhouse ready for road.

Whitey Stimmerson, big top boss campaign, starts his 50th year in the business. Side Show will use 16 working acts, 12-piece band and minstrel, a four-piece Hawaiian troupe and a six-piece Scotch bagpipe band. Jack Barnes has been contracted to furnish Wild West concert and will offer as special drawing card Jimmy Allen, wrestler.

Charles R. Hall writes he will soon leave his farm in Missouri for quarters, bringing his mixed group of animals, ponies, horses, dogs, monkeys, bears, camels and elephant act.

Visitors at Quarters
W. D. Storey, auditor, is official greeter and numbers among recent visitors Leo A. Sullivan, builder of Big Eli Wheels and semi-trailers. Sullivan obtained an order for three more 24-foot semis for April 1 delivery. This will make nine of Sullivan-Eli jobs on show. Charles G. Coe and Viri Hill, both deslers to showfolks in Chevrolets, called. Herb Shurtz, general agent, and his boss, Oscar Bloom, of Gold Medal Shows, called, buying some equipment of old Rice show. Paul M. Conway, show's corporation counsel, came from Macon, Ga., to see W. R. Henry, owner-manager. Doc J. H. Neffern and Casey Collins will be legal adjusters.

Match Show Print has completed all

Pacific Coast Showmen's Assn

710 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, March 19.—An unusually large assembly Monday night, considering that most shows are on their way, altho several are close by. Actual count showed 92 members present when First Vice-President Harry Hargraves called the meeting to order. Other officers present included Al Fisher, Ross B. Davis and H. C. Hawkins. This was night of farewell to Past President J. W. (Patty) Conklin, who was donor of the Irish banquet as well as refreshments. Harry Seber prepared the feed that was served after adjournment. For this generous gesture "Patty" got big hand and a vote of thanks. It is always his custom on his all too infrequent visits to Los Angeles to do nice things for the organization. There was but one new member, Fred L. Dodd, of Tucson, Ariz., sponsored by C. F. Zeiger and Frank Ward. This afforded an opportunity for First Vice-President Hargraves to give a very constructive talk on the membership drive. There is manifest an air of keen interest in the drive, and those who accepted the stewardship on the show and locally were reminded of the responsibility that rests with them. There is every prospect for this to be a banner year in the matter of new memberships.

The matter of summer activities along social lines of the past will be handled by Dr. Ralph E. Smith, Ed Walsh, Harry Levine and Milt Runkle. The summer club again is to have the name Sabara. Outings, with change of locale for each affair, will be featured. Entertainment committee will consist of B. M. (Doc) Cunningham, Eddie Gamble and Harry Sussman. Ladies of the auxiliary among the stay-at-homes will be participants. Then there will be the Harry Hargraves Gigantic, to be staged on Venice Pier. Committees for this will not be appointed until later. This is promised as an affair that will fully measure up to the title "Gigantic."

From several shows that will operate on the West Coast comes assurance that aside from the effort in membership drive the show within a show idea will have full support. "Patty" Conklin, talking after the meeting, made very plain the necessity for united effort among members of showmen's organizations. He stated that in his reasoning the future of the outdoor amusement business depended greatly on a pright-together spirit—that there was a distinction in one being affiliated with a showmen's organization. Inquiries coming in indicate an awakening to the necessity of being a member of a showmen's organization. A brief period for diversion in the meeting gave opportunity for volunteer story-tellers. Mel H. Smith, Val Vino, Al Onken, Harry Sussman and Al Fisher were the principal entertainers. Weekly award, a very nice sum, went to Norman Peet, and the lion's head showed a new high. Then came the Irish banquet—corned-beef hash and fixings. Assisting Chef Seber were Thomas Dawson, Meyer Schlom and Jack Bigelow.

Date and title bills and Erie Lithograph and Printing Co. has furnished lithograph and special herald work. Ben Holmes reports from Southern Indiana conditions are far from encouraging but thinks middle of April will see an improvement. Mike Fynn, brigade agent, and brother, Dan, are in quarters arranging for arrival of billers.

R-B WILL LEAVE

(Continued from page 34)
and Mrs. Cooney will be in New York for the show's opening.

Humphrey Doulsen, staff writer for News Week, has arrived to gather material. He will write a circus feature for This Week, Herald-Tribune Sunday supplement.

Visiting John R. North is Paul Block Jr., son of the Pittsburgh and Toledo publisher. Block was a classmate of Mr. North at Yale. While here he is gathering material for feature in the Block publications.

Associated Press photographers took shots of Alf T. Landon training elephants at quarters last week. Another visitor was Witter Byrner, American poet and Equine staff writer.

SOME THERMOMETER

18 in. Wide, 30 in. Long. Jumbo Thermometer, Barometer and Eight-Day Clock. This is the biggest thing in advertising. It's not only big in feet and inches, but in dollars and cents. Many men have made big money by selling advertising space on the "Jumbo" Thermometer. The 14 advertising spaces are like hot cakes—many of our men sell out. Do this tomorrow in a day and a half or less. Write Us Today and Let Us Send You Full Details. Can We Help You?

THE CHANEY MFG. CO.,
1100 E. Pleasant St., Springfield, Ohio.

BARKER SHOWS
OPENING APRIL 2ND ON THE STREETS, CHARLESTON, W. VA.

All people engaged please report not later than March 21. Can show Live Pony Race, Horse and Bull Races, Place and Grand Shows, Concessions, American Football, Soccer, Basketball, Tennis, Football, Basketball, Boxing, Wrestling, and many other shows. You need show stock, Place Rings and many other things. Fair Business and Concessions in Illinois and Missouri. I have a few more spots.

NOTICE—I am not responsible for any debts or contracts contracted by J. W. WINTERK, Place Performers and Managers of Grand Shows. Will reorganize Grand Shows. Buster Mack writes.

MRS. STELLA BARKER

PACIFIC WHALING CO. WANTS

Press Agent. Must join at once. State past experience and salary expected. Will pay top salary to high-class Man. Wire, but pay them. **MACON L. WILLIS, Gen. Agt.,** per route 1, Fairville, 21; Jasper, 14; Halesville, 25; Sheffield, 18-27; Huntsville, 28-29; all Alabama.

Concession Agents Wanted

SHOW OPENS MARCH 28 — FT. SMITH, ARK. Show Skills Man, Grand Show Agents, Rail Joint Man, Skills Man, Man and Wife for Popcorn (Candy Make preferred), Man and Wife for Game, Race, Two Ladies for Hops and Penny Push, Long and profitable season for those who can and will they instructions. Concessions booked on Highway of The K. and G. Shows. Folks who worked for me before answer this call. Wire—no time to write.

LARRY LAWRENCE

Care K. and G. Shows, Ft. Smith, Ark.

WANTED
EXPERIENCED MAN FOR NEW KIDDIE AUTO RIDE CONCESSION AGENTS.
Hummy and Ducky, formerly with Isler, write. WILL BUY CHAIR-O-PLANE AND OTHER RIDES AND CONCESSIONS IF REASONABLY PRICED.
P. G. RUST
14 S. 19TH ST., BELLEVILLE, ILL.

WANTED
Penny Arcade Mechanic. Also have for sale one Green 20x30 Bingo Top, one 14x16 Bowling All Green Hoola Top, one 35x20 Green Marquee. These used about two months. One American Blower, Thirty Wax Figures, complete, dressed and trucks, etc.
JACK MURRAY
810 Anthony Road, Ocala, Fla.
End your correspondence to advertisers by mentioning The Billboard.



Notes From the Crossroads

By NAT GREEN

JOE HODOINI didn't particularly relish losing \$80 from his wallet at the Indianapolis Shrine circus, but he says the thief wasn't such a bad guy, at that. "He took my pants from the trunk," says Joe, "carried them up to the men's room and helped himself to the \$80. But he didn't take such a bad guy at that. He placed a rubber band around the wallet, put the pants back in the pocket and carefully hung the pants on the railing." Joe says the miscreant must have been a fast worker, for there was no one absent from the room more than three minutes.

Bob Hickey, Stadium publicity man who handled the press on the Sonja Henie tour, is showing friends a beautiful watch he received from Sonja in appreciation of his work. Watch is quite a novelty, being inclosed in a glass case instead of the usual metal.

Mr. and Mrs. Louis Torti, Milwaukee, are back home after an eight-week vacation trip to Florida, much of which was spent fishing. At Miami the Tortis met many show people and for a time were guests of Mr. and Mrs. Gene Berni, of corn game fame. Five weeks of their vacation were spent at Chadwick Beach, owned by L. S. Woods, who has the famous custard privilege on Royal American Shows. They covered 2,500 miles on their trip without mishap, then just outside Milwaukee Louis' car skidded and went off the road, fortunately doing little damage.

Nat ("Call me neighbor") Rodgers writes from Texas that he had a successful week at the Fat Stock Show and is now headed for his usual habitat, Dallas. . . . When and if the 101 Ranch show is revived, wonder if the promoter will use as his moniker "Rose of the Rancho!" . . . **Raymond B. Dean**, last year handling press on the Cole show, will go with Robbins Bros. Circus. . . . **Felix Adler**, who will again leave with the Ringling-Barnum Circus, left Chicago for the East Wednesday after appearing as a guest on Eddie and Pannic Cavanaugh's radio program. . . . **Frank Miller**, Ringling concession man, in Chi on his way to New York to prepare for the Madison Square Garden engagement. . . . **Virginia Butterfield**, mentalist, left Chicago Saturday for quarters of the Barnes show, with which she will troupe. . . . **Bertie Hodgins** rehearsing his flying act at the Performers' Club preparatory to joining Russell Bros. Circus. . . . The staid business men who people the Borland building on La Salle street are frequently absent these days as Indian chiefs and Western bad men pop in and out of the Col. Tim McCoy Wild West offices. . . . **Art Briseo**, of Theatre-Duffield Fireworks Co., left Saturday for an extended South-

ern trip on which he hopes to land that tarpon he missed last winter. . . . **Johnny Tripp** off for Los Angeles to join the Barnes show for his first season of clowning in 22 years. . . . **Harry Lewiston**, in from Indiana, reports his show doing satisfactory business.

Harriet Beatty narrowly escaped injury at the Minneapolis Shrine circus when the elephant used in the riding lion and tiger act suddenly went berserk and with a mighty lunge broke thru the wall of the steel arena and started down the hippodrome track. . . . The quick work of Clyde Beatty and Eddie Allen probably averted a panic among the audience. . . . **Marie C. Stokes**, of Mississippi Valley Fair, Davenport, Ia., has had another honor conferred upon her, she having been made district head of the Iowa Federation of Business and Professional Women's Clubs.

Harry Winslow, circus contracting agent, who has been pinch-hitting for Frank Peers, manager of the Blackstone Theater, Chi., will troupe this season. . . . The lure of the circus has again called Allen King and we found him handling the engagement of Foot Gibson at the Indianapolis Shrine show. . . . **Leonard Karsh** visiting friends in Chi before reporting at quarters. . . . **"Irish" Moran**, of the Mix show, in the Windy City on business.



National Showmen's Association

Piccadilly Hotel, New York

NEW YORK, March 19.—House committee is anticipating a big time evening March 24 when doors of new headquarters are thrown open for first time. Following regular meeting, which will begin promptly at 7:30 p.m., there will be entertainment of various sorts, refreshments, dancing and revelry in general. Finishing touches are being added to big suite and furnishings, bulk of which has been contributed by members and delivered to building.

Auxiliary promises to have window drapes completed and hung by meeting time and other details are being carried thru by Sam Rothstein, Fred Phillips and George A. Hamid.

Sam H. Orisman revealed that he is conducting his own personal membership campaign and will introduce several, mostly connected with show business in an indoor capacity, at next meeting.

Secretary Arthur L. Hill received several applications and paid-up memberships, which names will be announced at meeting. Treasurer Jack Greenspoon returned from Florida early in week, tanned and rested and prepared to pitch into work of readjusting rooms for big party.

President George A. Hamid, back from Florida, reports that NSA is being talked up in South and that it's only a matter of a few weeks until members will begin to appear from that sector. He visited Royal American Shows and Ringling-Barnum Circus and reported keen interest among personnel of both units.

George W. Smith, general manager of Ringling-Barnum, joined club, and John Ringling North, executive head of Big Show, promised to confer with NSA officials regarding a benefit when he returns to New York in near future. North is anxious, it is understood, to raise funds on his show for NSA cemetery and hospitalization bank balances. **Pat Valdo**, already a member, indicated that when show hits New York's Garden several acts connected with show will apply for membership.

Carl J. Sedlmayr and **Elmer C. Velars**, of Royal American, joined club this week and intend to co-operate as much as possible.

NSA members were shocked last week to learn of Member **Jack V. Lyler**'s passing in Macon, Ga. Jack, one of most popular and respected men in show business, was second NSA brother to pass on, Carl T. Hathaway having died in Sarasota, Fla., shortly after joining and promoting co-operation of Ringling-Barnum show, of which he was then general manager.

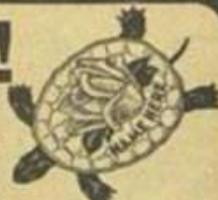
Bingo With a Bang!

High spot of week's activity centered in Bonoff's Restaurant Monday night when Ladies' Auxiliary "went to town" on a bingo party. Evening netted approximately \$350 for club. Co-operation

LIVE TURTLES!

They're different—different—appealing—a sensation! Measure about 2" long, decorated with fancy designs, Bower, Seattle, etc. Waterproof, hand-lacquered with names of your attraction. Turtles in people's hands like John, Mary, etc. Prudent selling measure for Fairs, Expositions, Carnivals, Churches, Banquets, Parties, Picnics, etc. (Check up at \$25 each) Individual Self-Mailing Boxes. Postal Approval, 1c each. Winter Turtle Food in Colosseum Baitboxes (100 millers) \$2 per 100. Immediate Shipments— Rush Your Order at Once.

H. FISHLOVE & CO.
1430 Orleans Street, CHICAGO, ILL.



\$10 Per Hundred Chicago
Including hand-lacquering
of Name. Weight approx. 6 lbs. per 100.
Sample Box, \$1.50 Postpaid.

IDEAL EXPOSITION SHOWS, INC.

America's Best Amusements

Season opens April 11 in one of best cities in Virginia. We play twelve fairs, including Malona, N. Y.; Fair; Ebsenburg, Pa.; Fair; Labor Day Week, Petersburg, Va.; Fair; South Boston, Va.; Fair; Durham, N. C., Five-County Fair.

Can place two more Shows. Will book Octopus Ride, good proposition, on account disappointment. Can place Talker and Freaks and Working Acts for Side Show. Also Talker and Ticket Seller for Monkey Circus. Concessioners. Attention—Will book Wheels, Grind Stores, Photograph Gallery, Diggers, etc. Can use Semi-Trailer Drivers and Workingmen on Rides, also three good Canvas Men to take charge of canvas. Write or wire **WILLIAM GLICK**, Manager, Yarkin Hotel, Salisbury N. C. Winter Quarters on Fair Grounds.

LAST CALL!—LAST CALL!—J. J. PAGE SHOWS

OPENING AUGUSTA, GA., APRIL 2, FOLLOWED BY COLUMBIA, S. C., AUSPICES B. P. O. ELKI, MAIN STREET LOCATION; THEN MORGANTON, N. C., AUSPICES FIRE DEPARTMENT. FIRST SHOW IN CITY LIMITS IN TEN YEARS. THEN JOHNSON CITY, TENN., MAIN STREET LOCATION.

We have New Ten-in-One Outfit, 100-Foot Tent and 130-Foot Banner Line for same. Will Book Organized Show or Book Separate Acts. Pay out office. Let us hear from you quick. Want Colored Musicians for Minstrel Show, Piano Player, Trombone, Baritone, Cornet, Saxophone. Can Place two more Grind Shows with or without outfits. Can Place all Legitimate Concessions except Cookhouse, Corn Cobs, Photo Gallery and Diggers. Want one more Sensational Aerial Fire Act. Write or wire at once, time is short. Address: J. J. PAGE SHOWS, Box 351, Augusta, Ga.

ROYAL EXPOSITION SHOWS

PLAYING THE CREAM OF WESTERN PENNSYLVANIA, OPENING APRIL 30.

WANT SHOWS—Fun House, Cabaret Show, Motorhome, Monkey Circus. On account of circumstances, can place Ten-in-One. WANT Grind Shows that work legitimate, including Candy Place, Bingo Place, Cigarette Gallery, Leaf Blowing Gallery, Fish Pond, WILL BOOK OR BUY Lottery Game and Spectacle. CAN PLACE Hippopotamus with own car, immediately. Don't delay write. HAVE FOR SALE CHEAP Cops and Truck. CAN PLACE one more Fire Act, High Diver system. Here opening for capable Press Agent. Address BERT ROSENBERGER, Mr., Brookville, Pa.

of women was remarkable, according to President Dorothy Packman, and similar projects have been planned for future.

Next Auxiliary meeting will be in Palace Theater rooms at 7 p.m., Thursday, March 24, same evening that men get together in their new home for first time. Ladies are invited to bring friends and enjoy party following NSA business session.

Miami

MIAMI, March 19.—Showmen are leaving Miami daily to join their respective shows.

Royal American Shows had a nice engagement here from a financial standpoint. Newspapers were high in praise of show.

O. W. Muir, of Hubin & Cherry, left for Atlanta quarters, where he will take over paint department.

Jack Maxwell has been busy with his magic act in night clubs here. Will leave shortly for Detroit, where he is booked in an amusement park.

Jimmie Val was manager of Jimmie's Restaurant, headquarters for showmen during winter.

Al Cole reports his show on Miami Beach as doing nicely.

WANTED

Circus Performers of all kinds, also Agent. Must be show contractor and understand business. Also for selling. Must have car. State your age. CAN PLACE Musicians of all kinds. Write your very lowest salary in first letter. CAN PLACE three Oriental Diving Girls. Address CONSOLIDATED CIRCUS, Plain Dealing, La.

WANTED CATCHER

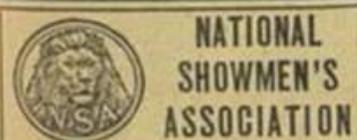
For Flying Horse Act. Guarantees 30 weeks' work. Wire or write lowest salary to **CHAS. SIEGRIST** Care Moller Amn Shows, Beaumont, Ga.

GREAT SOUTHERN SHOWS WANT

Ferris Wheel, Merry-Go-Round, Kid Rides, Shows and Concessions. Grove Hill, Ala., March 21 to 26. **A. H. MURPHY.**

Cross Pendant NECKLACES

The rope that's swinging the country. Check up now before Easter. Our line very complete—40 different styles. Price \$7.99 a piece and up. See our line before you buy. 3 assorted samples—\$.50 7 assorted samples—\$ 1.00 **SPORS CO.**, 9-28 Barton St., La Center, Miss.



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL
(Cemetery Fund, Hospitalization, Relief Bureau)

Dues \$10 Initiation \$10

Piccadilly Hotel
New York City

Until March 24, Then
Sixth Floor, Palace Theater Bldg.,
47th and 7th Ave.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, March 19.—March 17 was Walter F. Driver Night. A short business session, with President J. C. McCaffery in the chair. With him at the table were Vice-Presidents Joe Rogers and Frank P. Duffield, Secretary Joe Streiblich, also Past Presidents Sam J. Levy, C. R. Fisher and J. W. Conklin. Meeting opened with silent prayer in memory of Jack V. Lyles and Robert Lusse. Committee reports showed real co-operation and financial report showed the League to be in a

flourishing condition. Relief committee reported Colonel Owens and Bob Miller still on the sick list at home. Tom Hankins still in hospital and showing improvement and Brother Schlemmer resting as well as can be expected. Al Wagner writes that he is slowly recuperating after a 15 weeks' siege. "Patty" Conklin pleased to be back and gave the boys a nice talk. Louis Torti, in for the evening, gave an account of his Florida fishing record. Frank Miller, in town on business, was a welcome guest for the evening.

Then into the festivities which Sam J. Levy had arranged as only Sam can. Frank Ehlers, Charlie Hall, Max Brantman, Nat Hirsch and John Lempart gave able co-operation in behalf of the house committee. Walter F. Driver reports real activity on the Spring Festival. Window cards by Jack Auslet are out and very attractive. Jimmy Simpson, in town for a few days, dropped in for his accustomed call. Harry Lewiston and Melvin Burkhardt ran up from Joliet for the evening. Max Hirsch back from the South in time to be in on the big doings. Manny Weinberg in for his first call since returning from California. Walter K. Sibley writes that he is now assistant to Frederick Weddleton at Golden Gate Exposition. Colonel Owens writes that showfolk sure must read *The Billboard*. News of his confinement has brought him many letters and calls. His sincere thanks to all. Sam Stein—have mail for you. Send address. Membership committee is making extensive plans for summer. Action will be taken to appoint stewards on each show, thus aiding both in getting new members and also in keeping dues paid up for those now on our roster. Louis Wash, Harry Wash and George Brown, of Detroit, in for the party, also Frank W. and Gus Bering and Drs. Max and Philip Thorek.

Ladies' Auxiliary

Hostess for March 17 social was Mrs. Maude Geller. Her party was an immense success, with a large attendance and enjoyed by all who participated. Sister Maude Geller had lovely prizes. A pair of hand-made pillow slips went to Ann Stryter. Members regretted the absence of Sister Beesie Simon, who is confined to her home with a severe cold. Evening was a rather exciting one, with President Leah M. Brumleve awarding the magnificent lace tablecloth, donated by Brother Walter F. Driver. Winner was Mrs. Bert Clinton.

The auxiliary rummage sale, which will be given early part of May, is well on way and ask all out-of-town members to forward their cast-offs to the Arcade Electric Co., 1750 West Ogden avenue, Chicago, Ill. Chairman Cora Yeldham in charge of this affair. Spring Festival on April 4 is the latest talk among members and all are looking forward to a wonderful evening of fun and entertainment. Members who have forgotten to send in their dues please

forward same immediately. March 24, our regular bi-weekly meeting, will be a rather busy evening, due to many plans being formulated for coming events. ELSIE MILLER.

Showmen and Fair Men At Jack Lyles Funeral

TARBORO, N. C., March 19.—Jack V. Lyles, general agent Art Lewis Shows, was buried Tuesday afternoon at Greenwood Cemetery here, amid beautiful floral offerings and in the presence of many local and out-of-town friends. Showmen of the South were represented either in person, by floral tributes or telegram expression. Funeral service was preached by Rev. Henry Ruzik of St. James Methodist Church.

Showmen and fair men present included Edward Clayton, secretary Coastal Plain Fair, Tarboro; Mr. and Mrs. Frank West, West Shows; James E. Strates and Mrs. Vorhees, Strates Shows; Slim Winslow and William Dawson, Elizabeth City; C. E. Parnell, secretary Mebane (N. C.) Fair, and wife; Eddie Eager, Celia & Wilson Shows; A. J. Gray, Greenville (N. C.) Fair; Norman Y. Chambliss, secretary Rocky Mount and Williamson fairs; Dr. A. H. Fleming, secretary Lenoir (N. C.) Fair, and son, and secretary, Elma Venerable; W. H. Dunn, secretary Wilton (N. C.) Fair, and Art Lewis, Art Lewis Shows. Clayton was an active pallbearer. Lewis, West, Fleming and Dawson were the showmen among the honorary pallbearers.

Mrs. Hortense Pitt Lyles requests that the following accept her thanks and appreciation for the aid they rendered her while she was at the bedside of her husband in Macon, Ga.: Mr. and Mrs. C. E. Barfield, Leo Wetany, Tom and Janette Terrill, Model Shows; W. C. Fleming, Johnny J. Jones Exposition; Oscar Seal, orchestra leader, who carried Lyles to the hospital from the auto accident which resulted in his death. Mrs. Lyles wishes to thank especially Art Lewis for his aid and help and faithful service in meeting her at the hospital and staying with the family until the funeral.

Lyles was a member of the Governors' Board of the National Showmen's Association, an Elk and a member of the Junior Order. He leaves, besides his wife, two daughters, Hortense and Mylda, and one son, Martin Pitt.

MONUMENT FOR

(Continued from page 3)
man; Tracy Eager, assistant chairman, and Frank V. Baldwin Jr., treasurer. Others on the committee are A. C. Hartmann, Jess Adkins, Frank W. Hraden, Mr. and Mrs. B. L. Cronin, Ray W. Rogers, Mr. and Mrs. Charles Sparks, Mr. and Mrs. William Dressman, Mrs. Ernest Haag, Mrs. Antoinette Concello, Bill H. Stratton, Frank H. Hansen, W. L. (Bill) Montague, Harry S. Thompson, W. Wetmore, Leonard Traube, Harry Mack, Charles Kats and J. Edwin Baker.

Since "The Little Colonel" as the youngster was intimately known, had only inspirations of circuses and shows, contributions are to be accepted from only circus and theatrical folks and Circus Fans and are to be sent to Chairman Lux at 1231 W. 104th street, Erie, Pa. "Donations can be whatever one cares to give," said Lux, whose aim it is to have sufficient money raised in time to close the campaign on Flag Day, June 14.

AFA SIGNS

(Continued from page 3)
tion of Chorus Equity is rather an anomalous one in view of its tie-up with Actors' Equity and the possibility of a merger.

Chief item in the interchangeability pact provides that a member of one union, when passing into the jurisdiction of another, be required to pay either one-half the dues in the new organization or the difference between the dues in the new organization and the parent organization, whichever is greater. Agreement is to hold for three years.

This situation means that most performers belonging to a Four A union will be paying dues to other Four A unions whenever they switch to new fields. Very active performers may soon be paying dues to three or four unions simultaneously—that is, full dues in the union they joined originally and half dues in the others. The fact that each union has a different initiation fee and dues scale further complicates the problem.

A problem not yet cleared by the Four

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

You are possibly a member of a number of other organizations of all types. If the general experience of a great many outstanding present members is a criterion, you eventually will find, as they have, that this organization will be the one to which you will feel closest. JOIN NOW!

Gampbell's United Shows WANT

Merry-Go-Round, Octopus, Tilt-a-Whirl, rides that don't conflict, Performers and Musicians for Mounted or Organized Min. street, Seek money-getting shows. Want to hear from Lakford Family Band, Looping Niles, Place Cookhouse, Pop Coo, Candy Apples, Diggers, Pitch-Win or any legitimate concessions. Waynesboro, Ga., this week; Thomson, Ga., next week.

A's is that of withdrawal cards for members pulling out of one field for another. For example, former Equity members now working in the film studio are still paying dues into Equity, with the Screen Actors' Guild collecting the dues for Equity.

FINAL CURTAIN

(Continued from page 29)
in that city. He was a musician with the Ringling Bros.' Circus band. Survived by five sons and five daughters.

TOWNES—Edgar Owens, 78, playwright and lawyer, March 6 in New York after a long illness. His ashes were sent to Rosedale Cemetery, Chicago, where his wife was buried. Among Townes' works is *Other People's Money*, which had a successful run in the West. Townes also wrote poems and books.

WHITE—Albert J. (Al), former band leader and songwriter, recently at his home near Galena, Mo. He had suffered from arthritis for several years. For a number of years he led the Barnum & Bailey Circus band and later composed several song hits. Royalties from his *Good-by Broadway, Hello France* made him comparatively wealthy. His latest song, composed last year, was *When It's Springtime in the Ozark Hills*. For a number of years he operated a music store in Vinton, Ia., retiring two years ago.

WOOLLATT—William R., 57, widely known as a racing enthusiast, at his home in Toronto of a heart attack March 13. In 1927 he became president of Devonshire Racing Association, and in 1931 he was general manager of Thorncliffe race track. Survived by his widow, a daughter, mother, three sisters and three brothers. Burial in Windsor Grove Mausoleum, Windsor, Ont.

Marriages

ATWELL-POOLE—Ben H. Atwell, press agent, and Mrs. Eleanor Brent Poole, actress, known professionally as Eleanor Brent, in Christ Church, New York, March 15.

DUCHOW-PERN—Lawrence Duchow, director of the Red Raven Orchestra, and Beatrice Penn in Hamburg, Wis., February 19.

GOODWIN-HILBER—Bill Goodwin, radio announcer, and Philippa Hilber, film actress, in Yuma, Ariz., recently.

HOPPMAN-MAYFAIR—Albert Hoffmann, Newark (N. J.) beverage man, and Mitt Mayfair, dancer, in South Orange, N. J., March 12.

JACKSON-BOOTH—Charles Reginald Jackson, staff script writer for Columbia Broadcasting System, and Rhoda C. Booth, of the editorial staff of *Fortune* magazine, in St. Luke's Episcopal Church, Brooklyn, March 4.

KIRBY-SULLIVAN—John Kirby, band leader, and Maxine Sullivan, vocalist, in New York March 12.

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For both Men and Women. Write for information on this and 4 other new Shows. Also Free List of Big Shows in France, Soviet Disunion, Noddy, etc. Learn about our new invention walk-thru shows. CHAS. T. BUELL & CO. Newark, O.

CRESCENT AMUSEMENT CO.

Opening Wanda Amusement Park, Dathan, Ala., March 29. WANT Concessions that work for Show only and not over 10c. No grill or racket. Will sell X on 2 Ball Games with Flash Shows, Monkey (Leftovers) with RAM SWAIN, Toy Train Dathan, Family Tilt-Whirl, wind up mystery, RIDES—Katie Adkin, Airplane, Tin, Octopus. We are looking thru Wilmington, Kentucky, West Virginia. Concessions write ESKIMAN HURVED, Gen. Agt., Columbus, Ga., this week; Dathan, Ala., week March 22. Head lined not connected here.

LOROW BROS. WANT

Franks and Working Acts to feature, Lady Sword Swallower, Human Belows, Fat Cat. All shows with us last year let us hear from you. We open April 2. State lowest salary in first letter. We feed you. Answer to HENNIES BROS.' SHOW Shevopert, La.

GOLDEN GATE SHOWS ALLENDALE, ILL.

Cook House, Corn Game, Ball Games, Pop Corn, Candy Flies, Snow Balls, Finger Pops, Pitch-Tilt-Whirl, or any Stock Concessions. Have seats for Big Show, also High Show, Gosh Show and Athletic Show. WILL DOOK any Grand Show with your outfit. WANT good General Agent that can get Dealers. Side Hill comes on, Show will open April 15. WANT Skills Agent, Mitt Camp open, also Photo Gallery. Write or write F. A. OWENS, Mr.

BARFIELD'S COSMOPOLITAN SHOWS

WILL OPEN AT GRIFFIN, GA., MARCH 26. WANT one or two more Shows with own outfit, especially Monkey Show, also Fun House, Mechanical or any Novelty Show. Have opening for American Palestrina, Fiddlers, Pitch-Tilt-Whirl, Snapper, Hoop-La, Cigarette Gallery, or any legitimate Stock Concessions. WANT experienced Men for Soccer Whip, also Singing and Dancing Troup, and Trampoline Player for Colored Minuted. CAN USE one more high educational Fun Act, Leo History wants one or two more Girls for his Circus and Acts suitable for Side Shows. Write or write C. E. BARFIELD, Griffin, Ga.

LAST CALL-F. & M. SHOWS-LAST CALL

WANTED—Monkey Circus, Fat Show, Illusion, Animal, Platform Shows, RIDES—Merry-Go-Round, Katie Adkin, Concessions (open) Hitters, Mitt Camp, Devil's Bowling Alley, Contact open account of Showmen, Street Games, Street Games, Performers for Ed Whand. Must be either reliable, LeRoy Engine for sale cheap. All folks hooked with this show report at Winterquarters Chesterfield C. H. Va. (Between Richmond and Petersburg), not later than April 29. Address all mail F. L. FAUST, Manatee, Fla., until April 31 then Chesterfield C. H., Va.

MILLER BROS. SHOWS

OPENING APRIL 11. WANTED RIDES—Cia via Chatterbox, Shooter or any new Ride, Dirty Moon write, SHOWS—Can use any Show without keeping of our Millers. Interested especially in Motorhome, Big Snake, Thug, or Monkey Circus. CONCESSIONS—Have our legitimate Concessions. Will sell exclusive on Frisco, Contact, Long Range Delivery, and others. CAN USE Side Shows Acts all kinds, also good Teller for Side Shows, Hawaiian and other Shows, Athletic Fiddle write BILL CHERRY, Would like to hear from Erle Patonson, Pat Moran. CAN USE good Musical Act, Jack Kelly and Wife write. Also use good Edie Haly and want to hear from Blacker Dickey or Joe Warren, to take charge of Tilt-a-Whirl. All people that receive before, please write soon. MORRIS MILLER, Mider Bros. Shows, 1507 N. Wain Ave., Wichita, Kan.

DUG THOMAS SHOWS WANT

SHOWS AND RIDES with own transportation. Licensed proposition to Octopus, Tin, Loop or other Flat Rides. Have 40120 Top, will furnish for worthwhile attraction. CONCESSIONS that work for Show. Positively no grill tolerated. Cookhouse, Pop Corn, Flies, Ball Games and Fair and Celebration. Concessions in Missouri and Illinois wanting High Class Carnival, get in touch with us. Show opens here last week in April. Can use good Free Act. AL C. BECK, Gen. Mgr. DUG THOMAS, Gen. Rep. 904 W. MIDANIEL ST., SPRINGFIELD, MO.

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PENNIES

It is generally supposed that man is a very adaptive animal. He can adapt himself to extremes of heat, cold, sanitation, war and, to some extent, disease. But once having tasted of "big money" and "fast money," it is the hardest thing of all for a man to be content with merely making a living.



WALTER W. HURD

There is a growing number of men in the coin-operated machine industry who say that the trade should adapt itself to present economic conditions by using more machines with a penny coin chute. Manufacturers can develop and build more penny machines; operators can use more penny machines on their routes.

That is at least an idea and it is featured here for what it is worth. A member of the trade recently said that the manufacturing industry had reached the stage where it could develop and make machines to suit the needs, legal restrictions, etc., of any territory, however fast conditions may be changing in the various territories. That is certainly a cheerful outlook and it is to be hoped that the entire trade can hold some such feeling of optimism.

If it means more penny machines, let's have more penny machines. The lowly penny has played a magnanimous part in the history of the coin machine industry. It was in the halcyon days of 1929 that The Saturday Evening Post fell for a highly promotional article called "Millions in Pennies." That article was too—too optimistic, and as many have said since, "it didn't do the coin machine industry any good."

But before and since 1929, many an operator has used penny machines to serve as the foundation of his business. Machines may come and machines may go, but these operators still depend on the penny chutes to make them a living, whatever changing conditions may bring to the operator. A manufacturer recently mentioned that a certain well-known figure in the trade had bought several machines of a new type.

"Where did he get the money?" I asked.

Then I remembered that last fall, when games began to decline in earning power, the man had bought 500 penny machines in one order. He doesn't even worry about locations for penny machines, for penny machines will make something anywhere you can hang them, he says.

It was in 1934 that operators and distributors began to preach sermons on nickels, urging their fellows to change the

penny chutes to nickel chutes. But times change fast and in order to survive many of us may have to learn to change with the changing times.

It is unfortunate that business in general has not learned to change with the changing times, but the coin machine industry should learn its lessons faster than general business. The crash of 1937 proves that general business didn't learn anything by the crash of 1929. American industry is now geared to the high pitch of producing more with fewer workers, and in three years can start from a depression, stage a boom and then another crash more serious than the previous one. In 1934 business started toward "recovery." At the end of 1936, National City Bank reported 2,140 corporations making an average increase in net earnings of 47 per cent. (That is Big Money-Fast Money in any man's language). By

January 1, 1937, excessive inventories were being reported everywhere. Financial papers reported last week that leading corporations finished 1937 with inventories 20 per cent higher than in 1929. Meaning in simple language that factories with fewer workers turn out more goods than the people have money to buy. The prognosticators say things will get much better during 1938.

Big money, Fast money. Even in the best days of the pinball boom New York operators had classic examples of what penny machines will do. Today, a games room in the high rent district of the city replaces nickel chutes with penny chutes and demonstrates from day to day that in good times or bad, a profit can be made with penny machines—even in the high rent districts.



Thru these years British operators have been using a coin worth about half as much as our nickel. They have paid higher prices for machines in proportion than American operators. The British operators have been catering to a population much "slower" in its amusement and spending habits. They have had to contend with much legal opposition, as we do in America. Yet the British operators have somehow managed to get along and there is still a British coin machine industry.

Those who advocate more penny machines to conform to present economic conditions say that there will be less legal opposition to penny amusement machines. In fact, when high taxes are threatened, it might help to present the fact of conditions as suggested by this editorial.

There are many Americans who had rather die than give up the hope of "big money"—"fast money." But times are changing fast and there are times when 10 pennies will grow where only a nickel grew before.

Monumental Ignorance

(Reprinted from the National Confectioners' Association Bulletin, December, 1937)

The candy industry is one of the great industries of the nation. It ranks as the eighth largest food industry. The annual dollar value of candy runs far beyond the ten of the average American. Many millions of dollars are invested in equipment and buildings. Hundreds of thousands of men and women are employed in the industry and thousands of salesmen sell products of the candy manufacturers in all parts of the nation. It has grown to be a great industry. And yet it must be said that the ignorance which obtains in the industry is as great as the industry itself.

For quite a number of years the industry has been turning out its tremendous volume of products with very little or no profit. The old idea of determining price according to an intelligently prepared cost sheet has been discarded. Today the factors which govern price making are competitors, fear and ignorance, and the greatest of these is ignorance.

The writer of this article is in the business of manufacturing candy. His company isn't the largest one nor by any means the smallest.

During the past summer, when we established our fall prices, we did so on the basis of the cost of raw materials then in effect and our prices were based on a very close profit margin. Then when the prices on raw materials dropped our costs began to show us a more reasonable margin. For the last three months our net results will be enhanced over our expectations.

However, we now find that the industry is immediately reflecting the reductions in raw materials in its prices and instead of taking these reductions as a reasonable margin of profit the industry is again placing itself in a precarious position.

Candy manufacturers seem to be entirely oblivious to the fact that something else besides raw materials enters into the making of candy.

There is scarcely a manufacturer who during the past year has not been com-

peled to make advances of from 15 to 25 per cent in his wages and salaries. Our own advance has been approximately 22 per cent since September 1, 1936. A detailed analysis of our statement shows that all our direct labor has advanced 22 per cent and that our indirect labor, such as shipping, power house labor, foreman, warehouse labor, office wages and salaries have advanced 20 per cent. Where is this added cost coming from if not thru an increased price?

The stiff, competitive condition of today has greatly increased the cost of selling. It takes more man power to sell a given amount of goods than ever before. Men must see their customers oftener, much detail work has to be done, orders are comparatively smaller and selling cost per pound is much higher. Where is this added cost coming from if it isn't added into the price?

More samples are required today than ever before and the sampling cost is greatly advanced. Right now freight rates are advancing and freight is a tremendously big item in every business. Where is your increase in freight coming from if not out of a higher price? Coal is much higher than it was some years ago. Where do you get the extra money for coal if not out of a higher price?

And then if you will analyze your taxes, consisting of your local taxes, your income tax, your unemployment insurance, your old age benefits, you will find that these items alone are enough to pull your profits down to a sickly figure. Insurance rates all have a tendency of creeping up, including your compensation insurance. Compensation insurance has advanced very considerably in recent years. Use and occupancy insurance is high. Fire insurance rates have been stepped up. Where are these increases coming from if not out of higher prices?

One could mention many more detailed items of expense that have been increasing for one reason or another. Nearly every item of expense today has absorbed in it a tax that the other fellow pays to the government. Every gallon of gasoline that you buy for your trucks today costs you five cents for government tax. How are you getting it back except thru an increased price? No wonder men have a sick feeling in the region of their stomach when they look at their statements.

It is all due to lack of spine—no courage—no disposition to co-operate—no sense of fairness toward one another in the industry. Everyone for himself and the devil take the hindmost. It all goes back to the fact that the whole thing is a monumental piece of ignorance—no intelligence—no discretion—no vision—no wisdom. It is a paradox. Men get together in meetings, express high, lofty sentiments with regard to the industry and then return to their offices resolved to knife their friends.

The writer hasn't any hope that this statement will have any beneficial effect except that it may cause some manufacturers to spend an evening in thoroly analyzing their statement and perhaps resolving to have a bit more courage to set their prices on a basis that will include these new expenses which have come into the business and to recognize that raw material is after all a comparatively small factor to the total cost on which prices must be based.

Recently the writer talked with one of the buyers of a large syndicate. This buyer claimed that of all the industries with which his firm does business, the candy industry has the least brains and the least sense of proper price. He said that the large syndicates have been very anxious to get away from a 10-cent resale price on candies, that they want to put their minimum price to 15 cents per pound, that they have expressed these wishes to the large manufacturers of the country. A 15-cent price would allow an adequate margin for both the retailer and manufacturer. This man states that in spite of all they have tried to do it has been impossible to make the manufacturer see it and the result is that this year a large proportion of the candy is being sold at 10 cents per pound and this will also be true of the Easter business for 1938.

It is a sad commentary on one of the great industries of the nation that the men who guide its destinies and who are responsible for it are not willing to give that sufficient degree of co-operation and lack the moral courage to establish prices that may return them a fair and adequate profit.

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Arlington 50.50		
Peekness \$ 42.50	Lot-A-Pair \$ 15.00	Classic \$ 12.50
Cottles Derby Day . . . 32.50	Butt's Eye 15.00	Preview 13.50
Gallatin Terminal . . . 38.50	Surf Time 15.00	Penny Balls 10.00
Gottlieb Festival . . . 30.00	Padlock 15.00	Sum-Up 10.00
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Stock Life 15.00	Beet 21 15.00	De Luxe 5.00
Royal Race 15.00	Bump-A-Like 15.00	
Galloping Dominoes . . \$ 99.50	Roy's Truck (New	Keno \$ 40.00
Bang Tail 99.50	Truck) \$100.00	Roy's Truck, Used . . 20.00
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A. C. Rebuilt (7 Crates) \$115.00	Columbia \$ 37.50	Lion Head \$ 22.50
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Lot-A-Pair \$ 25.00	NEW COUNTER GAMES	Double Deck, New . . . \$ 9.00
Ginger 24.50	Bank \$ 25.00	Grand Stand 24.00
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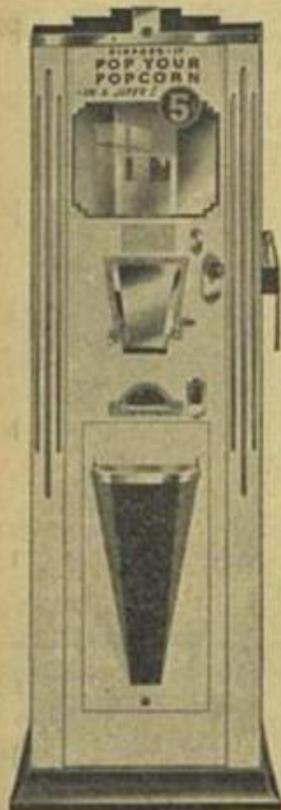
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The New PERFECTED AUTOMATIC POPPER



AIRPOPS - IT NO Oil Odors NO Greasy Parts

The last word in automatic Popcorn Units! Produces delicious, crisp, Jumbo-size popcorn in amazingly short popping time (slightly over a minute!) with only the appetizing fragrance of the freshly popped corn. No disagreeable oil smells—no greasy parts to clean daily. Based on revolutionary new "hot air" principle. Airpops-It has numerous advantages—low electric cost, works on either A.C. or D.C., minimum servicing, only one moving part . . . removable popping unit . . . Every machine guaranteed for one year for workmanship and materials . . . slug proof A.B.T. coin drop chute . . . cabinet constructed of heavy 20-gauge automobile steel . . . automatically regulates itself for all changes in temperature and voltage variations . . . greater profits because of low seasoning costs and greater kernel expansion . . . money box locked in a separate compartment, accessible only to route collector.

Airpops-It offers delighted customers, big repeat business, large profits and no "headaches." (Popcorn costs operator only 1c a bag.) Get in on the ground floor now with Airpops-It. Order one—two—or whatever you please, but order today so you will be first in your territory. Operator's Price, \$195.00, F.O.B. Chicago.

AIRPOPS-IT INC.
330 E. Ohio Street
Dept. A CHICAGO
Phone — Delaware 4044.

MERCHANDISE MACHINES

Now and then unusual incidents put vending machines into the headlines. It happened in Berkeley, Calif. A 24-year-old university student dropped a penny in a vending machine and the machine didn't deliver. So he thrust two fingers up the "delivery chute." Firemen had to resort to a hacksaw to free the fellow's fingers—and still he didn't get his candy.

American Chicle Co., Long Island City, N. Y., friend of vending machines for selling chewing gum, reported a net profit of \$3,619,978 for 1937, equal to \$8.27 each on 437,500 shares of stock. The net in 1936 was \$6.89 per share. The firm even showed a gain for the last quarter of 1937, a period generally bad for other business.

While the New York Assembly is expected to adjourn by March 19, as this is being written there is the general feeling that the bill to tax candy 10 per cent and chewing gum 20 per cent will not pass. The vending machine tax bill, tied up with this, is also expected to fail.

New York's fair trade law has been getting many tests since its adoption. Its sponsor recently introduced a resolution to give it a thorough investigation with a view to making improvements. Such a progressive attitude is to be commended.

Tobacco manufacturers' net sales in 1937: R. J. Reynolds Tobacco Co., \$302,999,161; Liggett & Myers, \$242,448,563; P. Lorillard Co., \$73,962,583. All show gains over 1936.

Cigaret Brands

Tobacco Jobber reports the following information on cigarette brands during 1937: Philip Morris, Old Gold, Marvel, Haleigh and Twenty Grand made the biggest percentage increase, Philip Morris leading by a 30 per cent increase. Old Gold, with a 16 per cent gain, scored biggest gain among the Big Four. Cigaret industry production: Camel, 27 per cent; Lucky Strike, 23.6 per cent; Chesterfield, 22.7 per cent; Old Gold, 4.8 per cent; Philip Morris, 4.8 per cent.

Lowly Peanut Is Now in Big Time

NEW YORK, March 19.—It wasn't very many years ago when the peanut was nothing but a handy seed for the farmers down South to plant in between the rows of corn. Outside of peanut-butter manufacturers and the small amount consumed by the eating public there wasn't sufficient demand to warrant the average farmer planting a commercial crop. The advance of science, however, together with increased consumption by John Q. Public, has steadily elevated the importance of the lowly peanut to a point where the domestic peanut crop is now worth an estimated \$50,000,000 a year.

Recognition of the commercial importance of this crop was given this past week with the inauguration of a futures market in shelled peanuts on the New York Produce Exchange. The new trading will allow the processing trade a hedging market.

The peanut futures market will be confined to domestic peanuts. The contract is 30,000 pounds unshelled, or one carload. The base grade is United States standard No. 1 shelled white Spanish peanuts, the small round bean usually found in vending machines. Other grades will be offered such as the extra large Virginia nut, which is the prime variety for salting.

Inquires About Candy Bar Venders

"To the Editor: I am an operator of Hershey candy machines and have been desirous of placing several of the regular 5-cent candy bar machines of the selective type and otherwise.

"Could you give me the name of some firm that carries all different types of food venders? That is, some firm that has a large selection to choose from or various types of such a machine.

"I recently read a copy of The Billboard and was very much interested, so much so that it is my intention to add it to my list of papers just as soon as possible.—H. V. A., San Francisco."

Editor's Note: We are glad to have this letter as an indication of the growing interest in 5-cent candy bar machines. We are glad to report that recently there has been an increase of manufacturing interest in making this type of machine. This type of vending machine may soon come back to its former prominence.

The term "food venders" used by the inquirer is a little bit indefinite. Candy manufacturers have promoted the legal

classification of candy as a food. Hence the question may refer to various types of selective venders to handle different sizes and brands of candy bars. In limited areas the trade is also acquainted with machines used to vend food items, ranging from sandwiches, 10-cent canned groceries, etc., to the Horn & Hardart Automat restaurants. Our files do not show any firm that has placed on the market a number of machines for vending a variety of food products. The record of the past few years indicates that ventures into the food field have declined rather than showing any increase.

A Chicago firm is giving new life to the apple vending machines. We are also glad to send lists of firms that make selective candy bar vending machines in order to encourage the manufacture and use of these machines. Many of these machines can be adjusted to dispense varied sizes of small packaged goods or candy bars.

Illinois Second in Pop-Corn Production

SPRINGFIELD, Ill., March 19.—With a production of 21,562,000 pounds, Illinois was the second largest pop-corn producing State in the nation last year, A. J. Surratt, federal agriculture statistician, reported today. Iowa ranked first and Texas third.

Illinois production last year was more than double that of 1936 and more than ten times the 1929 production of slightly less than 2,000,000 pounds. Although Illinois production in 1936 was only 10,560,000 pounds, growers received \$2.50 a hundred pounds compared with \$1.50 last year. Surratt reported that the crop promises to increase in importance, as consumption is on the increase in the United States.

Subway Venders Use New Product

NEW YORK, March 19.—Subway venders here are vending a new product for these machines. It is the Sunshine Wafer, a candied biscuit put out by the National Biscuit Co. Ops who have been watching these machines report that sales are fine.

It is supposed that this product will be used during the summer months instead of penny chocolate bars, which are always a problem to the vending trade when the mercury begins to boil.

The machines, which formerly sold Wrigley tab gum, have been redecorated in a brilliant red color. A screened glass front has supplanted the mirror used in

U-POP-IT

EQUIPPED WITH A. B. T. SUGO REJECTOR



GUARANTEED FOR A SOLID YEAR - A PRODUCT OF DAVAL

ELIMINATES ALL SUGO EVILS

The ONLY thoroughly perfected automatic corn popper and vender

RANEL, INCORPORATED
325 N. HOYKE AVE. - CHICAGO, ILL.

KAY-SEE

PEANUT VENDER for BOOTH or BAR

The Ideal Machine for Locations where space is limited.

\$ 3 00

1 or 100. Complete With Wall Hanger. Western Mo. and Kans. Distributors for "BANG-A-DEEK" The Game That Beats Real Solitaire.

CENTRAL DISTRIBUTING CO.
105 W. Lincoln Blvd., KANSAS CITY, MO.





LITTLE NUT VENDOR CO.
Lansing, Michigan



CHARMS

Not the Ordinary But an Extraordinary Assortment.

Grand Assortment **\$1.00**
As Low as 75c Gross.
Write for Quantity Prices.

IDEAL SALES, INC.
1510 Market St., St. Louis, Mo.

BIG APPLE PROFITS!

Operate a Route of 51 Apple Display Stands

Build 21 Cellulose wrapped apples. Requires only 9 inches counter space. STEADY INCOME! Over 20% gross profit.

RESERVE YOUR TERRITORY!

Send \$5.00 coin for sample Display Stand and 50 Cellulose Cellulose wrapped apples.

D. ROBBINS AND COMPANY
1145 DEKALB AVE., BROOKLYN, N.Y.

former years and a colorful light-up section now is used to attract patronage. Signs advertising the Sunshine Wafer adorn the boxes.

Two Months Gone

By W. R. GREINER

Northwestern Corp., Morris, Ill.

Already a couple of months of the year 1938 have passed into eternity—leaving many of us to wonder what has become of those good New Year's resolutions we were going to make. Or did we make them—and forget? In the heated froth of New Year's Eve, with champagne flowing freely, many tongues were loosened and ideas of good intentions were loudly voiced in one accord—only to lose their emphasis on a more sober morn.

And yet—why should the dawn of a new year alone be set aside for turning over the proverbial new leaf? After all it was intended for some sort of celebration. Let the serious thought wait until the mind is possessed of all its faculties.

But on the other hand there is urgent need for the taking of an annual inventory of one's worldly goods. Were it not for a resolute recapitulation ever so

often this terrestrial sphere and everything on it would revert to a state of stagnation. It is never too late to carry forward a new sheet in the ledger of one's debits and credits.

Old Equipment Costly

What then in the life of the operator constitute his debits and credits? Foremost, of course, is his equipment. If he has old, time-worn machines, scarcely able to exist from one day to the next, then he must admit to possessing very damaging figures to be listed among his liabilities. In this age of fierce competition it is very much a case of the survival of the fittest.

The modern, perfected machines have so completely taken the grief and uncertainty out of operating that it is a continual source of wonder to us how any operator can make a living with the ancient relics oftentimes seen. The successful operator is the one who keeps abreast of the times with his equipment.

He studies the various machines from all angles—their construction, appearance and adaptation to his individual needs. Whenever he finds that his older models are being outmoded he replaces them with more up-to-date and productive machines. It is a general custom to allow a depreciation of 20 per cent per year on machines. Therefore he buys an average of 20 per cent new equipment every year. Thus he enlarges his business and keeps pace with changing trends.

His methods of operation are likewise a decided asset to him. Thru his prompt, efficient servicing he makes friends wherever he goes. Locations depend on him and he never fails them. If he is operating bulk merchandisers he maintains the utmost sanitation about his machines. His merchandise is always fresh and tasteful.

These are some of the creditable entries which the successful operator makes in his self-accounting record. There is a corresponding number which may be made on the debit side should he fail to take inventory and lose his grip. The time for restocking and rehabilitating is now while merchandising opportunities are opening all around you.

Hershey Firm Is Examined by Editor

CHICAGO, March 19.—Robert P. Vanderpool, financial editor of *The Chicago American*, devoted his column one day during the past week to an examination of the Hershey Chocolate Corp. for the reason, as he put it, that it may help to give a slight insight into the current business recession.

"The Hershey company," Vanderpool stated, "is the leader in its field. Year in and year out it has been a profitable enterprise and appears to have had good management."

"In 1930 sales of the company totaled \$38,400,000. Earnings were just \$8 a share, and inventories at the close of the year were less than \$4,500,000. In 1931 the company's sales fell to \$30,200,000, but cost of sales declined even more sharply and earnings were equivalent to \$8.73 a share on the common stock. Inventories at the end of the year had risen to almost \$8,000,000. Even in the disastrous year for most corporations, 1932, Hershey earned \$4.72 a share.

Inventories Rise

"At the end of 1933 inventories were down to \$5,000,000. They increased along with profits during 1934 to \$6,350,000, but in 1935, altho profits declined slightly, inventories rose to \$8,400,000. In 1936 profits declined sharply and inventories mounted to \$11,500,000.

By September 30, 1937, inventories had reached \$20,150,000, more than double those of the year previous and about four times those that had appeared normal in the years 1930 to 1933, when sales were fairly comparable to current sales and profits were substantially above those now being reported.

"At the end of 1937 the Hershey company deducted almost \$4,000,000 as a loss on inventories. After this write-down there was a loss for the quarter of \$2,276,000, and profit for the year totaled \$683,000. In other words, except for the inventory loss, profit during the last quarter would have been about \$1,700,000, and profit for the year would have totaled \$4,840,000, or about comparable with the "satisfactory" showing of 1934 and 1935.

Lost Its Shirt

"The facts seem to be that Hershey Chocolate Corp. speculated in the cocoa

Cigaret Machine

(An editorial reprinted from *The Tobacco Jobber*, March, 1938, issue.)

One of our contemporary tobacco publications which published a number of editorials (see *The Billboard*, February 19, 1938) during the past few years attacking cigaret vending machines as a menace to the welfare of the tobacco industry has evidently had a change of heart. In a recent editorial that publication belatedly hops on the band wagon and concedes that there is a definite place in the scheme of things for these "robots."

On the contrary, the *Tobacco Jobber* was the first tobacco trade paper to correctly evaluate cigaret merchandising machines and their place in the industry. That was nearly 10 years ago when only a few tobacco distributors realized that hundreds of thousands of such machines were destined to be placed in use by 1938. Three years ago, when a controversy developed at the National Association of Tobacco Distributors convention in Chicago over the subject of cigaret machines, the *Tobacco Jobber* declared:

"The sum and substance of the situation is that cigaret merchandising machines are here to stay. If tobacco jobbers do not operate them then someone else will. It has been proved conclusively that these machines provide substantial profit to jobbers who are able to secure good locations for them.

"So, it seems, jobbers who are not now handling machines will do well to carefully investigate their possibilities rather than try to put a check on other jobbers who are doing well with them."

The claim that the cigaret machine takes away business from the legitimate tobacco retailer will hold very little water. The places where they are located—chiefly restaurants, lunch wagons, bars and grills, news depots, etc.—would sell cigarettes for the convenience of their patrons whether there were machines or not.

Dime Cigarets Show Only Moderate Gains in 1937

NEW YORK, March 19.—According to Harry M. Wooten, in *The Tobacco Jobber*, output of cigarettes during 1937 selling at a dime a pack made a moderate gain over 1936. The percentage of 10-cent brands to the total production of all cigarettes remained about the same, however.

"While several brands in this lower priced bracket made relatively sharp gains," he said, "a peculiar feature of this end of the cigaret picture is that competition in 1937 was apparently confined to the 10-cent field. That is to say, the gain in these particular brands was principally at the expense of directly competing cigarettes, whereas during the depths of the depression these cigarettes were making large inroads on the so-called popular brands selling in the higher priced bracket.

Dime cigarettes to make chief gains were Marvel and 20 Grand.

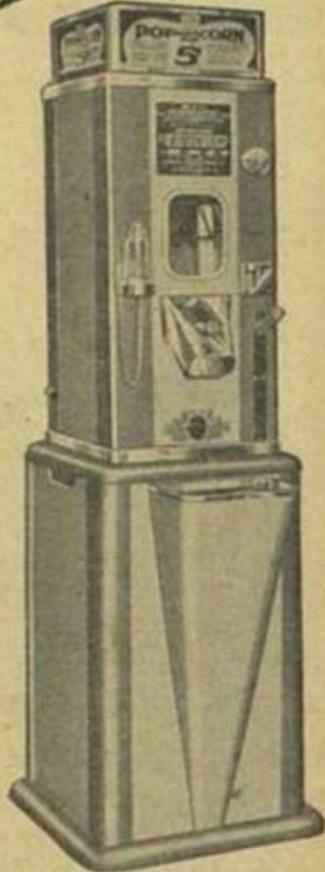
Opens Dixie Home

ATLANTA, March 19.—M. Erdlie Co., of Long Beach, Calif., opened its Dixie home here during the past week. Firm markets the Hi-Low toy pack for vending machines and also reports it is distributor for Master vendors, novelties, supplies and equipment. G. Dudley Gregory is manager of the new branch.

market and 'lost its shirt.' It seems difficult to believe that a company of this sort, which should be able to command the best advice available regarding the prospects for coocs, should have been as badly advised as it apparently was.

"Why the company should have been speculating in the market at all remains to be explained. A quadrupling of inventories during a period when sales were holding relatively steady seems to indicate that the management had deserted sound principles for speculation. Subsequent developments proved that in this instance the speculation was poorly advised, but what justification was there in any case for this type of speculation?"

"Is not this the sort of thing that creates business cycles, that was largely responsible for the boom of a year ago and that played an important part in the 'recession' that began last September?"



PLACE YOUR ORDERS NOW!

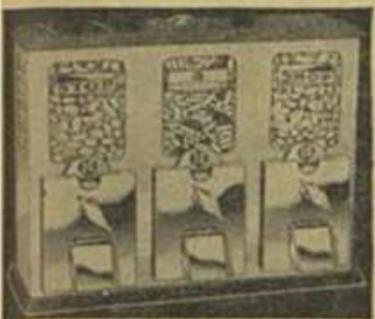
Seven star features put the new POPMATIC definitely ahead of anything in its class!

- ★ Simplified, dependable operation.
- ★ Accurate seasoning-compound leveling system.
- ★ Positive slug rejecter.
- ★ Combination cut-off switch and popcorn release.
- ★ Sanitary corn chute, automatically closed when not in use.
- ★ Air-conditioning insures crisp, mammoth grains.
- ★ Class-enclosed popping unit prevents leakage, makes cleaning easy.

A STEADY, PROFITABLE, LEGITIMATE BUSINESS OF YOUR OWN! WRITE OR WIRE YOUR DISTRIBUTOR—TODAY—FOR COMPLETE INFORMATION!

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STOP & SHOP

World's Lowest Priced Quality Triple Vendor.

CHIEF and UNIVERSAL

Outstanding Single Drink Bulk Vendors of This Era.

Write for Prices and Complete Description.

VICTOR VENDING CORP.

4205 FULLERTON AVE., CHICAGO.

"TRINKETS"

FOR YOUR VENDING MACHINES.

New, original, beautiful. Very large assortment. Increase the play 500%.

225 Pieces — \$1.00

1350 Pieces — \$5.00

M. T. DANIELS

1025-1027 University Ave., WICHITA, KAN.



WHY PAY MORE?

The "P-Wee"

Nut or Candy Vendor is now only \$2.35.

DAVIS METAL FIXTURE CO.

Lansing, Mich.



OPERATORS!

THE HIT OF 1938!

The K-V Money Machine—Local Bulk Vendor with Pin Taker Equipment, Fortune Telling and Skill Appeal, bringing big earnings.

THE K-V COMPANY

Dept. 28, 245 Trinity Ave., S. W., Atlanta, Ga.

BINGO BALL GUM 5c JAR DEAL

A LEGAL JAR DEAL! Jar Filled With Beautiful Full Wooded Ball Gum, Winning Tickets Inside. Giving Like Wildfire. Texas In \$20.00; Pays Out \$13.00; Profit \$7.00. Sample, \$4.75; Lots of 10, \$4.50.

BINGO BALL GUM MFG. CORP.

1123 Broadway New York.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

PURE BREATH GUM

(A Standard Size Stick Gum)

Relieves Breath of Alcoholic Odors.
30c per Hundred Sticks.SPECIAL INTRODUCTORY OFFER, 300
STICKS GUM WITH STURDY BUILT
VENDING MACHINE.**\$6.95**

OR WRITE TODAY FOR DETAILS.

5/8" BALL GUM
ASSORTED—FACTORY FRESH**\$10.80** Per Case
10,000 Balls
TRANSPORTATION PAIDDRILLED BALL GUM, NUMBERED
1 TO 1200—SPECIAL \$4.00 per set.
(Less 10% on 10 sets or over)

CASH WITH ORDER, NO C.O.D.

**PEANUT & GUM
VENDING MACHINES**

NEW, DIRECT FROM FACTORY

Only **\$2.40** and up
Over 60,000 Sold

Write for Full Information Today

ROY TORR

16474-So. 68th Street, Philadelphia, Pa.

Variety VendingBy RAY MOLONEY
President Bally Mfg. Co.

Experienced coin machine operators are pretty well sold on the proposition that variety is the spice of life. The operation of amusement machines has proved that this old saying applies with special force in the coin machine industry. And today, in the field of hot confection vending, operators are learning that variety is as important as ever. Just as amusement operators change games to stimulate play, just as music operators change records frequently to maintain maximum earnings, so hot confection operators are now demanding machines which permit variety vending and thus insure permanent profits on the investment.

We have long been convinced that variety vending is the key to success in the hot confection field and for this reason abandoned plans for a hot-confection machine limited to one type of merchandise. The Hot-Vender which we first displayed at the 1938 Coin Machine Show is designed to give operators the flexibility which is so vital to the profitable and continuous operation in the coin machine field.

Very likely good old-fashioned pop corn will always remain one of the most popular confections dispensed by the hot vender. The great advantage, in the opinion of experienced pop-corn operators, will lie in the fact that the operator remains a merchandiser and does not concern himself with the problems of production. Of course, where several hundred hot vendors are included in a single operation, the operator may install pop-corn equipment and produce his own pop corn in one corner of his regular warehouse or shop. Such equipment has been on the market for years, is economical to operate and has been developed to the point where practically anyone can turn out good pop corn.

Those operators who prefer to remain strictly merchandisers will solve the problem of supply simply by obtaining pop corn produced in modern sanitary pop-corn kitchens, under scientifically controlled conditions, resulting in a completely popped, uniform quality corn, which is delivered fresh and crisp in sealed containers at bulk prices which yield a very liberal profit to the operator. Such sources of supply already exist in every section of the country; their products, moreover, are unusually delicious and tasty, actually genuine old-fashioned buttered and salted pop corn.

Pop corn's rival as a fast money maker is a well-known cheese-flavored pop corn, produced by one of the largest cheese producers in the world. This popular confection can, of course, be vended only by a machine such as the hot vender and, in vending this particular confection, the operator is cashing in on a powerful nation-wide advertising campaign in newspapers, on billboards and over the air.

Hot corn parchies, which have become very popular in recent years, may also be vended by the hot vender, and the universally popular potato chips acquire a new added appeal when vended hot and crisp by the hot vender. Literally tons of potato chips are sold in glassine bags each year, and the hot vender now enables the coin machine operator to get a share of this business.

Salted peanuts have been the standby of vending machine operators for years. With the advent of the hot vender the peanut operator has an opportunity to multiply his unit sale by five, selling nickel bags instead of penny bites. Furthermore his peanuts can be vended

either hot or cold. During warm weather, of course, the heating element would be switched off, but in winter months warm peanuts would unquestionably appeal to most "goober" fanciers.

In this connection I am reminded of the story told to me by one of the largest peanut operators in America. He installed four peanut machines in a certain factory, two of which were directly over a hot-water heating radiator. The peanuts in these two machines were always piping hot during the winter months. And during these months the two hot machines invariably emptied faster than the two cold machines. In summer sales of the four machines were practically equal, proving that the unequal sales in winter were not due to the relative positions of the machines, but solely due to the fact that people evidently relish hot peanuts.

Speaking of peanuts, the hot vender type machine now permits operators to profit by the popularity of hot roasted peanuts in the shell. These may be purchased in bulk at very low prices and prove extremely profitable when vended in nickel bags.

Just as the unit sale of peanuts is increased by the hot vender, so operators may increase the unit sale of assorted shelled nuts, pistachio nuts and cashew nuts in the shell. These nuts, when sold over the counter, are usually sold in 5-cent units and by the same token they will be popular 5-cent sellers when automatically vended.

Hot vender type machines also open the coin machine field to an extremely popular nut—paper-shell pecans. These, like other nuts in the shell (with the exception of peanuts) are most successfully vended cold, the heating element simply being switched off.

Paradoxically the hot vender type machine is adaptable to many other cold confections, such as sweet caramel pop corn and hard candies. Here again the unit sale and turnover is considerably increased by the sale of nickel instead of penny portions.

The list of merchandise vendable by the hot vender type machine is practically inexhaustible. For example, in many metropolitan sections of the country salted sunflower seeds are a great delicacy. Generous bags of such seeds may be vended, hot or cold, for a nickel by the hot vender—at a liberal profit to the operator.

Free from all mechanical worries, the hot vender operator is in a position to devote his energy to aggressive merchandising—to discovering what confections are most popular in each location and catering to the actual demand of the public. After all, the coin machine operator is essentially a merchandiser, a salesman, and the hot vender provides him with the means of doing a selling job which will result in steady, substantial profits year after year.

**Popmatic Executive
Lauds Pop Corn Biz**

ST. LOUIS, March 19.—"More ethical business men are entering the field of automatic merchandising than ever before," is the opinion of Walter Gummersheller, general sales manager of the Popmatic Mfg. Co. "The automatic business is making progress every year and is becoming more stable each day. In the near future automatic merchandising will be one of the leading industries of the world."

"The years I have spent in this industry," he went on, "have thorny con-

6 COLUMN MASTER

CIGARETTE MACHINES

Reconditioned and Repainted
with Chrome Front

ONLY

\$16.50Metal Stands
\$2.50 ExtraAll machines
guaranteed
mechanically
perfect!

Reconditioned Cigarette Machines of every description. Send for complete list.

1/3 Deposit Must Accompany All Orders. Balance C. O. D. Via Express unless otherwise specified.

X. L. COIN MACHINE CO.
1353 Washington Street
BOSTON, MASS.**WANTED**

USED MASTERS, NORTHWEST-
ERNS, SILVER KINGS, COLUM-
BUS, Ball Gum and Nut
Machines!
WILL BUY ANY QUANTITY
FOR CASH! Please give full
particulars in first letter!

EASTERN350 Mulberry St., Newark, N. J.
Tel. Market 2-6878.**THE ONLY DEAL OF THIS
KIND IN THE EAST****BRINGS \$7.00—Costs You \$3.50**

Every Player becomes a Fight Fan. Locations are unlimited—legal everywhere. The Cabinet's Flash and Color notes in a real Attraction Getter that pulls the play. The Player gets a real kick.

70 NAMES 70 PRIZES

BIG VALUES
At 10c a Sale, the Cabinet brings in \$7.00. Last name pulled receives a Very Special Prize.

FREE

1 World's Champ with every order of 10 (Single Orders).

Name 25% Deposit — Balance C. O. D.
JEDRO 134 W. 32nd St.,
Company New York City.**THE PERFECT COMBINATION FOR
NORTHERN CALIFORNIA OPERATORS****NORTHWESTERN
MERCHANDISE
VENDORS**ZENOBIA
PISTACHIO
NUTS

BOSTON BEANS

PEANUTS

ASSORTED
CHARMSALL
VENDING
SUPPLIESFactory Authorized Sales and Service
WESTERN AUTOMATIC MACHINE CO.
EDDIE FEY
535 Golden Gate Ave., San Francisco.

RAY MOLONEY

**LUCKY DISPLAY VENDOR**

For All Type Jar Deals

Take the guess out of operating. Increase your profits 100%. Reflected Lighting. Great Proof. Light weight, glass stand, practically indestructible streamlined jar fitted to 45° angle, any colors. Locations demand the display vendor for their jar deals. Big profits! Fast action! Sample Order \$7.00; lots of six, \$7.00; lots of 12, \$6.40. Adjustable Card Holders, \$1.00 Extra. 1/3 Deposit, Balance C. O. D. Distributors' Jobbers and Operators write.

BARKSDALE MFG. COMPANY,

Blytheville, Ark.

ATTENTION: Vending Machine OperatorsWRITE FOR FREE SAMPLES AND PRICES OF OUR NEW
PEANUT-SHAPED CHEWING GUM

Will vend in any peanut vending machine.

A fast seller—people buy it because they like it.

U. G. GRANDBOIS CO.**KALAMAZOO, MICHIGAN**ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH
RESULTS

viewed the that the operator as a rule is a hard-working, energetic, progressive individual who never watches the clock and puts in more working hours each day than the average man. Therefore he is rightfully entitled to make more money than the ordinary business man. Very often he sacrifices his own pleasure for his business, because he is subject to calls for servicing at any hour of the day or night, just like a physician.

"I personally know it to be a fact that the largest percentage of operators are honorable, they pay their obligations on time and help their customers along. In my estimation the operator is a big business man—he buys merchandise in a large volume, running into dollars and cents that would scare the little merchant to death."

Mr. Gummershimer added that he was pleased to see many of his personal friends grasping the opportunity to build a future business with a steady income. "After all, the best place to invest the money you have saved is in a business you know something about and of which you have full control—one that is stable, dependable and legitimate."

"Business men in the automatic merchandising field," he summed up, "will reap the harvest and become the leaders of tomorrow. I am proud to be associated with this new industry and will bend every effort to maintain the highest standards of ethical merchandising of automatic equipment."

Robbins Displays Stoner's Electro

BROOKLYN, March 19.—"Things have been humming along at a merry pace since we put Stoner's Electro on display," reports Dave Robbins, head of D. Robbins & Co. "The carload we have already received is now just about gone," he said, "and we're now busy taking orders for the next shipment. Electro is a new five-ball novelty game with a large light-up backboard featuring the many interesting and fast-playing Stoner innovations. The machine is equipped with a register that records all successful scores."

"The combination of skill and luck fascinates the players," he concluded, "and thru tests I've made with the game on location play has been so fast and

Beg Your Pardon

In last week's issue it was stated that the South Bend Operators' Association held a party in the La Salle Hotel, Chicago. The party was held, as reported, March 9, but the meeting place was the Hotel La Salle, South Bend, Ind.

UNIVERSAL VENDORS
ACCLAIMED THE FINEST TOY AND BULK MERCHANDISER OF ITS KIND. INTRODUCTORY PRICE! **Each \$6.95** With Orly
Vends all kinds of Bulk Merchandise, including Peanuts, Candies, Pistachio Nuts, Midges Toys, Etc.
PEANUT AND GUM VENDING MACHINES NEW FROM FACTORY. \$2.40 UP
Write for further information. Cash with all orders less than \$10.00.
RAKE COIN MACHINE COMPANY,
3412 Woodland Ave., Philadelphia, Pa.

EXTRA SPECIAL
120 TICKET NATIONAL AND AMERICAN LEAGUE
BASEBALL BOOKS \$13.20 a Gross
This is an especially attractive year and is made for a very limited time only. We would a few more customers and make this exceptional offer to get them. Tickets are attractively printed and are classified size. First quality in every respect. Sample book by express, 45c. We also manufacture 3 and 4 WAF Baseball Tickets, Tips, Jacket Cards, 2st Double ends, 22c of amount in each month accompanied C. O. D. orders. Express prepaid if check to full company order.
BARNES PRINTING CO., New Paris, Ohio

furiously that there is no doubt that this is one game that will be a real money maker."

Kay Believes in Good Equipment

NEWARK, N. J., March 19.—"If there is one thing operators throughout the country need," states Jack Kay, of Ace Distributors, "it is equipment upon which they can depend. The present cost of equipment makes it necessary for the operator to leave his machines on location longer and as a result they must be able to stand up under the strain of constant play."

"We make it our business to inspect every machine that leaves our headquarters thoroughly. We actually give every machine a stiff test and stand behind these machines with a guarantee that they are in perfect mechanical condition prior to shipment. This is the policy that made Banner Specialty Co., of Philadelphia, famous throughout the country, and being affiliated with this firm we are adopting this same creed for our trade."

Victor Vending Is Pushing 3 Venders

CHICAGO, March 19.—With a line-up of three venders, Victor Vending Corp.

MEN MACHINES

Baby Production

PINE HILL, Ky., March 5.—Speed Frazier, who operates penny gum vending machines and penny scales in this county, was up before the magistrate's court last week for parking too long when he went to the county seat.

"Have you anything to say for yourself?" Squire Jackson asked.

"My wife was having a baby," said the defendant.

"Were you ever tagged before for overparking?"

"Yes, about a year ago."

"What delayed you that time?"

"My wife was having a baby."

"Good afternoon," said the judge.

"See you again in about a year." (With apologies to AP.)

C. R. Kirk & Co. report that the new game Blow Ball has made good headway on the Pacific Coast. Maybe it was the arrival of the big league baseball players in that region that has given the cue to the public. "You can toss curves, drops, floaters and smokers with the air controls in Blow Ball," they say.

DON'T COPY: "First of all, a patent has been allowed on our BB-Ball machine and the number of that patent is 108963. We would like to have this generally known because reports have circulated that a number of firms intend to copy it. It might save some needless expense if the fact of our patent is given timely notice."—Exhibit Supply Co., Chicago.

REG YOUR PARDON: In The Billboard, March 19 issue, page 88, we published a notice of the marriage of Miss Rose Harrison, bookkeeper at Daval Mfg. Co., Chicago, to Maurice Weisman. In this notice of marriage it was inadvertently stated that Miss Harrison had helped to swell the large percentage of women who go the proposing. This was in error.

We are informed by sources considered to be fairly reliable that during a courtship extending over a period of 5 or 6 years Mr. Weisman himself took the lead in the second half and finally scored.

Airpops-It! J. H. Smalley has been added to the staff of Airpops-It, Inc., Chicago, as general manager.

Depreciation

In operating bulk vending machines it is good operating practice to allow a depreciation of 20 per cent per year on these machines, according to W. R. Greiner, of Northwestern Corp. He says this is a general custom among experienced bulk machine operators. "Therefore the operator buys 20 per cent new equipment every year. Thus he enlarges his business and keeps pace with changing trends."

is steadily going forward in the bulk vending field. Headed by Harold M. Schaeff, progressive young business man, who has been in the coin machine business since he was 16, the firm offers its machine as a line that will give the bulk vending operator "a machine for every location."

According to Schaeff, "we offer Stop & Shop as a 3-unit machine in keeping with the best merchandising ideas in the bulk vending field today. The Chief is a single unit machine exactly like the units in the larger machine and is widely used by operators to fit into small space in taverns and all kinds of locations, or on counters, etc. Then we make the Universal, a standard bulk vending machine which provides an excellent mechanism at a low price. In fact, all of our machines make it possible for operators to buy high quality at a price that is interesting."



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 COLD'S Zone!

Spuds

ARE SOOTHING



THE AXTON-FISHER TOBACCO COMPANY
Louisville, Kentucky

"MASTER"

CHARM AND CANDY VENDOR (A Sensational Penny Getter)

Vends Candy, Salted Peanuts, Toys, Novelties and Charms for 1c. Operator's net profit averages \$2.50 for each filling. Many "MASTERS" empty twice weekly.

NOBODY can resist these charms! The "Charm" fad began in Hollywood and is fast spreading out over the entire Nation. Department Stores and Jewelry Shops sell these charms at fancy prices! That's why a Penny a Day the Public enjoys "MASTER" Machines day in and day out.

"MASTER" Vendors hold 5 lbs. candy coated peanuts and an assortment of Toys, Novelties and Charms consisting of from 150 to 250 pieces.

One Master Vendor (aluminum cabinet, cylinder lock on cash box). PRICE... **\$8.50**

Terms:—1/3 Deposit with Order, Balance C. O. D. DeLuxe Porcelain cabinet with cylinder locks both top and cash box—75c extra.

"MASTER" is the original and best Toy Vendor. BEWARE OF IMITATIONS. CANDY at 12c per Lb. (Packed in 25 Lb. Cartons). CHARMS at 75c Per Gross. **STANDARD SALES MANUFACTURING CO.** 133 W. Central Parkway CINCINNATI, OHIO



TOYS-CHARMS for Vending Machines

Featuring the PERFECT-PAC \$1.25 ASSORTMENT

- ★ NEW—UNUSUAL—APPEALING! PERFECT-PAC contains 250 Charms and Novelties! Assortment, including RHINESTONE JEWELRY CHARMS (both sides included)—FLAGS of all Nations—GENERALS of all Nations—40 BIRDS and DOGS—Novelty BRACELETS—Beaded CHARMS.
- ★ Order a complete PERFECT-PAC today. Enforce promptness. Personal checks delay shipment.
- ★ Put PERFECT-PAC inside any other assortment. See what happens! (We also sell 42 different kinds of candy. Write for kinds and prices.)
- ★ **COLONIAL SALES & NOVELTY CO.** KANSAS CITY, MO.

Advertise in The Billboard—You'll Be Satisfied With Results.

Students Inspect Rock-Ola Plant

CHICAGO, March 19.—Rock-Ola was host to a group of university students on Thursday, March 17, who in studying economics are taking trips thru representative factories in every industry. Special guides conducted the students thru the plant and showed them the complete manufacture of a phonograph as an example of mass production.

"First they were shown the yard where raw lumber is stored, followed by inspection in the dry kilns," reports L. F. Webb, vice-president in charge of phonograph sales. "Then every process of manufacture was observed by passing down the production line until they saw a Monarch 20 and a Windsor 20 roll off the line. They visited the inspection department, where the machines are checked for mechanical precision, tone quality and cabinet perfection. They visited the shipping rooms, where the new streamline phonographs were put into the specially constructed crates to insure safe delivery. The guide pointed out that shipping facilities are so flexible at the Rock-Ola factory that practically any volume of shipments can be handled, provided the proper number of men are hired to handle the extra volume as it increases.

"In going thru the factory," Webb continued, "the group's attention was called to the healthful working conditions enjoyed by the employees. The variety of machines for every manufacturing process at Rock-Ola and their efficient operation impressed the students as a striking example of the progress in modern machinery with safety devices and precautions for the protection of workers. They observed the hospital facilities with trained nurse in attendance which are available at all times.

"The tour, which lasted two hours and forty minutes, was concluded at our attractive display room, where all the machines were demonstrated to the students. They enjoyed the music of the new 1938 phonographs, played the various games and listened to the Talkie Horoscope; each one taking home his own horoscope. The instructor who accompanied the students informed us that the group was required to write a 500-word theme on this trip. We are considering offering a prize for the best theme if permission can be secured from the school authorities," Webb concluded.

Seeburgs Employ Silent Salesmen

CHICAGO, March 19.—Modern progressive businesses employ in addition to salesmen who personally contact the clientele of the firm two "silent salesmen," and powerful ones at that, in the form of color and light, maintains H. T. Roberts, sales manager of the J. P. Seeburg Corp. "Their purpose, of course, is to attract people and by so doing to sell their product," he stated. "Some



of these 'salesmen' are merely color, such as posters, painted displays, etc. Others are merely light, such as neon or electric outdoor signs. Still others are a combination of these two, such as lighted poster displays, etc.

"Many business houses have gone even further in their desire to attract attention to their product or name—they have erected various electric spectacles, a combination of neon or electric color and lights in action. Excellent examples of this may be noted in all the principal cities of the world, as business houses place their name or the name of their product constantly before the people, using the greatest power of attraction—color and light.

"In line with this thought the J. P. Seeburg Corp. has built into its new Symphonolas, the Concert Grand, Regal and Gem, with complete colored cabinet illumination," Roberts continued. "Not only do these two salesmen help music operators by selling location owners on the Symphonolas themselves and enable them to obtain the finest locations available for music operation, but thru their tremendous appeal they help sell 'extra' music on those very locations that means extra profits to music operators.

"Yes, these two 'salesmen'—color and light—do their part in attracting people to our Symphonolas," he concluded, "but it is also the realistic reproduction that helps sell them on the idea of playing record after record. And it is the fine mechanical construction of these instruments that assures operators of steady trouble-free operation."

Nelson Announces Two Appointments

CHICAGO, March 19.—Announcement was made this week by Jack Nelson, vice-president and sales manager of the

Rock-Ola Mfg. Co., that Frank R. Sturnagel has been appointed factory representative for the State of Indiana, and Lou Wolcher, head of Advance Automatic Sales Co., will handle the sale of Rock-Ola products in San Francisco as well as in his branch offices in Los Angeles, Portland, Seattle and Salt Lake City.

Sturnagel is reported to have spent many years in the coin machine business as traveling representative for several prominent manufacturers. His headquarters will be in Indianapolis, where he is well known to operators and distributors alike. It is said.

Wolcher is well known in coin circles. Just recently, he reports, he completed a 10,000-mile jaunt in which he observed conditions in practically every key center of the nation. He says he picked up information and sales suggestions enough to pay him for the trip and help him in his business.

Modern Has New Parts Department

NEW YORK, March 19.—In order to give Wurlitzer operators in this territory the best service possible, Nat Cohn reports that the Modern Vending Co. has now in operation a complete phonograph parts department. Cohn pointed out that from now on ops can get spare parts for their machines right here instead of having to send to the factory for them.

In commenting on this new addition to their business, Cohn stated: "Installing this department necessitated our taking on more floor space in the building in which we are located. One whole room now contains nothing but records. Another 1,000 square feet has been devoted exclusively to phono parts. Every conceivable part that has ever gone into

"Ti-Pi-Tin" Sheet-Music Fave; "Love Walked In" Good Buy, Too

NEW YORK, March 19.—The public is going out of its way to listen to Ti-Pi-Tin. It's the best seller in sheet music from the four corners of the country and will, in all likelihood, work like a charm in machines. Another sure hit will be found in Love Walked In from the Goldwyn Follies. Both are good for another three or four weeks and will be worth an investment if they are not in stock already.

Whistle While You Work, from the Snow White picture, and Thanks for the

Memory, from the Big Broadcast, are definitely on the skids because they've been worked overtime. Will probably be out in another two or three weeks. Neigh-No, from the dwarf picture, stands a better chance because it was late in getting pushed.

Looks as tho There's a Gold Mine in the Sky will be perennial. It's up again this week and will probably get a good reception for a long time. The skids are under I Double Dare You, Ten Pretty Girls and I Can Dream, Can't I?



IT'S ALL PHONOGRAPHS, as you can imagine, when (left to right) Jack Levin, of Brunswick; J. D. Lazar, of H. D. Lazar Co., Pittsburgh; Jack Nelson and Art Wetland, of Rock-Ola, and Harry Kruse, of Decca, get together.

a Wurlitzer Simplex from the first model to the present model 24 is on hand and available to ops at factory prices, F. O. R. New York. A phono expert is in charge of this new department and he has several well-trained men working with him.

"The fact that ops will no longer have to wait for parts to arrive from the factory is guarantee enough that this new service of ours is sure to prove popular with operators," Cohn concluded. "We believe this service feature of ours is one of the greatest helps phono ops in this territory have ever received."

New Orleans

NEW ORLEANS, March 19.—Y. Lancaster, head of the Shreveport Coin Machine Exchange, is loud in his praise of the new Seeburg phonograph and is backing his judgment with purchase of a large line for operation in that section of the State.

Ben Cohen, well-known phonograph operator, has moved into new headquarters in the 1000 block of Poydras street.

Jerry Germanis, the Greek Wurlitzer distributor and head of the Jerry Germanis Novelty Co., has recovered from a severe cold that had confined him to his home for about a week. Germanis promises to give our readers an interesting story soon on how coin machines and phonographs are operated in Greece, where he recently spent nearly a year on a pleasure tour.

A three-judge Federal Court here last Thursday took under advisement application for an injunction restraining enforcement of the Florida law against "monopolies" on music and recordings in that State. The court was composed of U. S. Circuit Judge Rufus Porter and District Judges A. V. Long, of Pensacola, and Louis Strum, of Jacksonville.

William P. Bolles, of the Rudolph Wurlitzer Company, was recently a visitor to New Orleans, stopping over to confer with A. M. Mendler, district sales representative of the company, while on a tour of the South and West.

Despite some time since their introduction to the trade, operators of the section are still going strong for Decca's recordings of the hit selections from Snow White, with Jan Garber's renditions topping the sales. R. N. McCormick believes that the popularity of the recordings is still some time away from their peak. The Electrical Supply Co. likewise reports the Snow White selections selling briskly. Guy Lombardo's Whistle While You Work topping their list.

Seattle

SEATTLE, Wash., March 19.—Joyland, Second avenue penny arcade, established several months ago, has been closed during the early part of March for extensive repairs and alterations. It is to reopen later this month with a special invitation to lady customers to play the penny machines.

The Fun Palace at First avenue and Cherry street has undergone several sprightly spring touches, such as the Mickey Mouse and Minnie Mouse mural border that sweeps around the four walls of this large spot laden with machines. Many new penny machines have been added.

As this city contemplates parking meters, Portland, Ore., neighbor metropolis to the south, is garnering experience and shakels from the new parking meters installed. On the first day of operation this March the city reaped \$60.00 in nickels—considered a good first day's haul. On the experience side the city gave tickets to more than 100 motorists failing to put up nickels to park, and four young men smashed 50 of the new coin machines in a spirit of vengeance. These young fellows were caught, fined \$500 each and sentenced to six months in jail by the municipal judge.

Sheet-Music Leaders

(Week Ending March 19)

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 Mager 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.
4	1.	Ti-Pi-Tin
1	2.	Whistle While You Work
2	3.	Thanks for the Memory
5	4.	Heigh Ho
3	5.	There's a Gold Mine in the Sky
6	6.	Goodnight, Angel
12	7.	I Double Dare You
7	8.	A Cypsy Told Me So
9	9.	Sweet as a Song
8	10.	I Can Dream, Can't I?
10	11.	Dixie Doodle
15	12.	Love Walked In
13	13.	Moon of Manakoora
11	14.	Ten Pretty Girls
14	15.	One Song

"Love Walked In" to Top Spot As 14 Ditties Plunge Off Cliff

NEW YORK, March 19.—Notable this week is the fact that the highest selling song, *Love Walked In*, from *The Golden Follies*, grabbed off the lowest number of plugs scored by topnotch songs throughout the year.

Mortality rate was high, with 14 titles falling over the cliff. The stand-by list, which should hold for a couple of weeks anyway, includes *Sweet as a Song*, *I Double Dare You* and the *Snow White* favorites, *Whistle While You Work* and *High Ho*.

The new this week, *I Fall in Love With You Every Day*, *College Swing* tune, is promising. And for the worn-out reason that spring will bring on the slush, *I Simply Adore You*, a pop, and *Romance in the Dark*, from picture of same name, ought to work like a nickel magnet.

Return of Sunday in the Park to the

listing this week looks like a good omen for the product of *Fins and Needles*. Of the five other revivals take seriously only *Two Fouquets*, a seasonal sweet sob. For the records, the others in this group were *I Was Doing All Right*, from *Golden Follies*; *Toy Truwest*; *You're a Sweetheart*, for which the picture title is identical, and *Rosefie*, whose name ditches its picture caption.

Ten hits of the week are:

1. *Love Walked In*.
2. *Ti-Pi-Tin*.
3. *Thanks for the Memory*.
4. *I Double Dare You*.
5. *Whistle While You Work*.
6. *I Fall in Love With You Every Day*.
7. *Romance in the Dark*.
8. *Dippy Doodle*.
9. *Good Night, Angel*.
10. *Always and Always*.

Detroit

DETROIT, March 19.—One of the latest additions to the local roster of operators is that of William H. Courtaise, who has a route of Mills phonos. Headquarters are on the northwest side of town.

The new combination nut, candy and cigar venter manufactured by National Vendors is bringing crowds of ops into the offices of Weidman National Sales Co. Albert A. Weidman said. Floor samples were received during the past week. Weidman also revealed that he has acquired a new house trailer which he has fitted out as a combination living quarters and display room. Formerly he used a 16-foot trailer, he says, but this new one is 22 and will house a complete display of his stock. It won't be long before it will be rolling along the Michigan and Wisconsin highways.

Plans for beginning production on the coin-controlled towel cabinet are being completed, states George R. Peck, head of the Automatic Towel Cabinet Co. Peck took over the business a few months ago. He is also secretary of the local gasoline dealers' association.

Business in the nut vending field has dropped about 25 per cent in recent months. Edwin Brede, head of Brede, Inc., local nut supply house, said this week. As he contacts a majority of local ops in this field he is in a good position to see the business trends in the making. He is quite optimistic, however, and already sees signs which indicate a sharp upturn in his is on the horizon.

Reported epidemic of minor thefts from coin machines in the northwest section of the city was apparently solved this week with the arrest of two youths who admitted a series of such thefts.

A number of local ops had complained of broken-in cash boxes on peanut and candy vendors in particular. Most locations affected have been gasoline stations, and robberies usually occurred during the evening when the stations were closed. Vending machines evidently were the specialty of the thieves, since little else in the station was touched. Some ops were justifiably worried over repeated thefts from the same location. The two youths arrested admitted a series of such escapades and may have been responsible for the "wave." Already they are being dubbed the "Peanut Burglars" by the press.

Clarence J. Godhardt, representative of the Norris Mfg. Co. and coin machine distributor, is planning an intensive sales campaign on his machines as the proper way in which to meet the present business recession.

Russell Wagner is a new op who recently entered the local coin machine field. Before entering the biz he reports he gave plenty of study to the trade and the result is that he firmly believes in diversification. He now has a route of 25 machines consisting of Wurlitzer phonos, pin games, baseball and football games and others placed in a variety of locations.

Mechanical Merchandisers, Inc. has been dissolved. It is reported that the firm will probably be reorganized some time later.

Kansas City

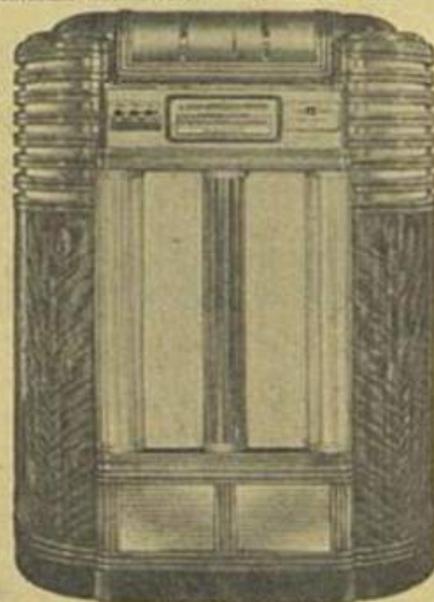
KANSAS CITY, Mo., March 19.—Spring has arrived in the "Heart of America" city and manufacturers, distributors and operators all are going after new business with a new spirit. Things look good here this week for the coin-machine industry in general.

Tim Crummett and Rue Mason, enterprising heads of the Central Distributing Co., are loud in their praise of the miniature rifle range, *Bang-a-Deer*, which Central is successfully distributing thruout this area. "It's our best bet this season," Crummett said, "and everyone seems to like the real gun and

Seeburg's Original COMPLETE CABINET ILLUMINATION SELLS MORE MUSIC!

20 Record Multi-Selector Seeburg Symphonias—CONCERT GRAND—RECAL—CEM.

Provide plus-performance features that KEEP your music sold. Full-range "Triple Tone Flow"—High Fidelity Compensated Six Amplification—Dual Tone Compensator—Convenient Illuminated Selective-Instrument Panel.



THE CONCERT GRAND



FOR MUSICAL ENTERTAINMENT SINCE 1914

J. P. SEEBURG CORP.
1500 DAYTON STREET
CHICAGO, ILLINOIS

bullets it uses. We are pushing the *Bang-a-Deer* right now, and what's more, we seem to be getting swell results." Crummett and Mason, incidentally, report his so far this year to be 10 per cent better than that of a corresponding period a year ago.

Midget jars which sell like wildfire are keeping the Champion Specialty Company busy these days. Selling at a low price, the Champion Midgets are moving fast from the company's production line. Cigarettes, beer, candy bars, hamburgers and gasoline can be used to award players.

Two smaller machines which are selling well here are the Seimor penny bulk venter, manufacturer by A. E. Sandhaus' Great State Mfg. Co., and the American Salva Co.'s Penny Skillo, two neatly designed and ingeniously operated units aimed for profit for merchants who use them. The Great States Co.'s product was introduced at the Chicago show by Sandhaus himself, a veteran in the field. Orders for both American and Great

States products are reported to be increasing faster than production itself.

Carl Hoedel, probably the busiest of all manufacturers here, has little to report this week. His United Co. on Main street soon will have a modernistic new addition, and business is holding up well, Hoedel declares. He intimated his company would have a new campaign to announce soon.

Early in January the Westport Distributing Co. disposed of all its old machines except a few diggers. F. W. Jarrell, president, then went to the 1938 Chicago show and purchased several thousand dollars' worth of the latest and most modern units from the best known national manufacturers. On his return (See KANSAS CITY on page 85)

ILLUMINATED GRILLS



Increase Your Play 30 to 200 Per Cent.

SAMPLE - \$9.95

Third With Order, Balance C. O. D. Write for Quantity Prices.

Beautiful Mechanism! For all makes and models. Chrome frame with full length Leyden tube lights in Neonlight Blue, Emerald and Pink. Grill cloth in Gold, Silver and Onyx. 50c Extra.

LUMI-CHROME MFG. CO.
210 and LEAVENWORTH STS. OMAHA, NEB.



A VIEW OF THE WURLITZER office headquarters in the Hotel Sherman at the recent convention. How many faces can you recognize?

PRODUCED BY SCIENCE and SKILL

PERMO POINT

THE WORLD'S MOST PERFECT LONG PLAY PHONOGRAPH NEEDLE

MORE THAN 2000 PERFECT PLAYS

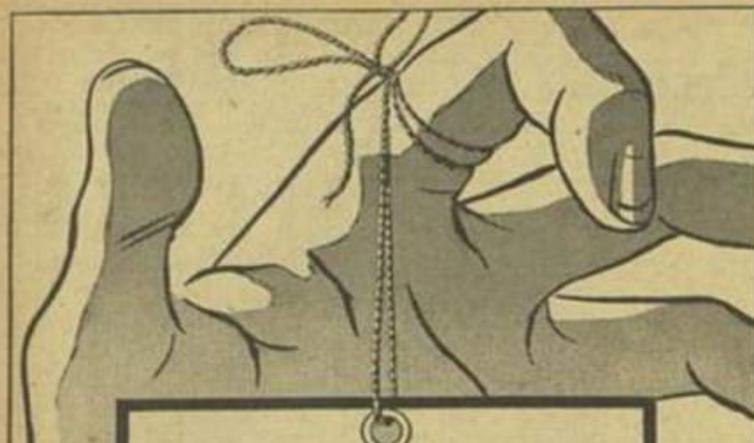
Only PERMO POINT is standard equipment on ALL new phonos. Is recommended and sold by all record distributing companies. . . . Accurs high-fidelity reproduction—longer record life—less time—undistorted volume output.

Insist on PERMO-POINT The Only Needle for Dependable Performance

IT'S ALL IN THE PATENTED ELLIPTICAL POINT!

PERMO PRODUCTS CORP.

Metallogists—Manufacturers
803 BAYVIEWWOOD AVE. CHICAGO, ILLINOIS



REMEMBER THIS..

THE *Only* MODERN PHONOGRAPH THAT PROVIDES AUTOMATIC SELECTIVITY FOR **24** RECORDS IS THE WURLITZER!

MODERN VENDING COMPANY
A MODERN PRODUCT
11-21-37
A
GUILNET

MODERN VENDING COMPANY
556 BROADWAY, NEW YORK CITY, N.Y.
822 FIFTH STREET, MIAMI BEACH, FLA.

WURLITZERS FOR SALE

30 Wurlitzer 412.....\$89.50
40 Wurlitzer P12.....69.50
All in First Class Condition. One-Third Cash—Balance C. O. D.

MAMMOTH SALES CO.

509 17TH ST.

DENVER, COLO.

PRICES CUT IN 1/2

50 PHONOGRAPHS MUST GO.

This offer subject to cancellation when stock is exhausted.

SEEBURG SELECTOPHONE DE LUXE
(Type 13 records, Submarine, Simple Mechanism, Beautiful ultra-modern design).

Regular Price.....\$79.00

SPECIAL SALE PRICE.....\$39.50

SYMPHONOLA MODEL A

(12 Records, Submarine, High Fidelity Amplification, Outer Red and Green).

Regular Price.....\$139.00

SPECIAL SALE PRICE.....\$9.50

1/3 Deposit — Balance C. O. D.

W. B. NOVELTY CO., INC.

3900 N. GRAND BLVD., ST. LOUIS, MO.

Coinography

By The Coinographer

All of us like to relax. W. R. Deaton, district manager for the Rudolph Wurlitzer Co., does his on the water. His sailboat "Skipper," with auxiliary motor, is his favorite diversion.

Bill Deaton, as all automatic phonograph operators in Southeastern United States know, represents the Rudolph Wurlitzer Co. in North Carolina and parts of Virginia, West Virginia and Tennessee. His offices in Greensboro, N. C. are headquarters for all Wurlitzer operators in the territory. Bill says his office are more than just that. One of his favorite duties is to entertain guest operators in right regal Deaton fashion in these very offices.

A veteran automatic phonograph man with 11 years of experience, Bill Deaton at 39 is one of the industry's youngest and most energetic representatives. Also to the credit of the Deaton name are his charming wife, Estelle, and two children, Bill Jr. and Elizabeth.

When the weather gets too cold for enjoyable sailing and fishing the Deatons turn to football, the family's favorite sport. What they do for diversion in the winter months is anybody's guess, but it's our idea that whatever it is they get a lot of fun out of it.

Phono Operators Say Omit Prices

PHILADELPHIA, March 19.—Trade publications should cease publishing the prices of coin-operated phonographs on

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 jazz records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

THE OLD-TIMER'S ORCHESTRA
Bluebird 7457

The Curse of an Aching Heart and Take Me Out to the Ball Game (Jimmy Ray's top tenoring brings these two favorites just the way they used to whistle 'em when bikes were built for two).

LARRY CLINTON
Victor 25800

Romance in the Dark (this romance is all wrapped up in rhythm, the title song of the Gladys Swarthout-John Boles flicker), **Gypsy Told Me** (the waxworks were late in getting this one out, being one of the better sheet music sellers).

SWING MUSIC

DUKE ELLINGTON
Brunswick 8083

Riding on a Blue Note (for those good five-cent nickels, the Duke dishes out a rhythmic rhapsody), **Lost in Meditation** (the Duke is also in good taste when giving a lift leverage to a ballad melody).

BENNY GOODMAN
Victor 25796

Sing, Sing, Sing—Parts 1 and 2 (it's swing, swing, swing to make the nickel earners hop, skip and jump, with plenty of tom-tom beatings by genial Gene Krupa, who has since left the band).

DEAN HUDSON
Bluebird 7458

Alma Mater (a swing study of the "our dear college" song that started high above Caluga's waters and makes a desirable disk for college crowds everywhere), **Washington and Lee Swing** (that college has no notion on its school song, and especially down south it's the Tiger Rag tune for all dance bands).

BARNEY BIGARD
Vocalion 3985

If I Thought You Cared (slow stuff that's plenty swingy) and **Drummer's Delight** (with the pots and pans starting for the sockeroo. Sell this as Duke Ellington's Band, Bigard being their ace clarinet clicker).

VOCAL

MILDRED BAILEY
Vocalion 3982

Lover, Come Back To Me and From the Land of the Sky Blue Water (it's the Mrs. of swing at her best, turning these classic hymns into hot hymns).

DOLLY DAWN
Vocalion 3968

On the Sentimental Side and My Heart Is Taking Lessons (with George Hall's Ork as her Dawn Patrol, here are two of the singer songs from Bing Crosby's new screener that makes for good selling).

PHIL REGAN
Brunswick 8086

Come Back to Erin and When Irish Eyes Are Smiling (you don't have to wait for St. Patty's Day to cash in on these two anthems).

INSTRUMENTAL AND NOVELTY

FRANK LUTHER & CO.
Decca 1700, 1701, 1702

Snow White and the Seven Dwarfs (the story in song with orchestral accompaniment. The series is intended especially for the children. But did you ever find a grown-up who didn't play with his kiddies' toys?).

SLIM and SLAM
Vocalion 3981

Ti-Pi-Tin and That's What You Call Romance (strictly the kind of live you find at the Harlem hotspots with Fats Waller—vocals by Slim (guitar) and Slam (string bass)).

RACE

LORRAINE WALTON
Vocalion 03989

If You're a Viper (it's all about the réfer man), **Waiting Blues** (the husky-throated blueser is a wearying waiting for her man).

KITTY GRAY
Vocalion 03992

I Can't Dance (the gal's got ants in her pants), **Round and Round** (one of those new games 'bout a no-account man being worth two on account).

Clean Your Cellars Out

WE BUY ALL KINDS OF RECORDS. WILL PAY 2¢ PER LB. AND FREIGHT.

NOVELTY RECORD CO.

4214 W. Orme St., Philadelphia, Pa.

FOR SALE

CAPEHART MODEL B MUSIC BOXES.

So St. Multi-Selector, in Good Condition.

\$60.00 Each.

One FREE with a Purchase of Five.

1/3 Deposit with Order, Balance C. O. D.

A. L. ROSE & CO.,

3813 Reisterstown Rd., Baltimore, Md.

USED PHONOS ROCK-OLA

1835 Model\$47.50
Broder 75.00
Rhythm King 65.00
Night Club 75.00

All Machines Guaranteed in Perfect Working Condition. 1/3 Deposit, Balance C. O. D.

SOFCHAK BROS., Roebling, N. J.

the ground it gives away trade secrets of operators and distributors, Frank Hammond, business manager of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, declared here March 17.

The organization's Philadelphia chapter includes 32 companies. There are branches in Reading and a newly formed group in Newark.

Hammond declared that the organization could not get favorable legislation passed in either Pennsylvania or New Jersey because of the public "giveaway" of prices of machines, etc.

Officers of the organization include: Frank Engel, president; Jack Shepperd, vice-president; M. Margolis, treasurer, and Joseph J. Neltwig, secretary.

Editor's Note: It has been the general impression that phonograph advertising

has been free of prices, at least more so than any other type of machines. We have asked the phonograph operators for more details on the exact nature of their complaint.

End your correspondence to advertisers by mentioning The Billboard.

MUSIC OPERATORS SAVE MONEY!

YOUR OLD PHONOGRAPH NEEDLES ARE WORTH MONEY DON'T THROW THEM AWAY!

Our new method which we have developed brings NEW LIFE to your OLD, WORN phonograph NEEDLES, giving you up to 2,000 ADDITIONAL PERFECT PLAYS! Reduce needle costs! MAKE MONEY BY SAVING from 36¢ to 45¢ PER NEEDLE! Just THINK what this SAVES you during the year! We want you to be "from Missouri." Let us CONVINCING YOU that we ACTUALLY RE-NEW the points on your worn needles. SEND 12 with a DOLLAR BILL and your return address. IN A FEW DAYS YOU'LL HAVE YOUR NEEDLES BACK READY TO GIVE YOU UP TO 2,000 MORE PLAYS! For ONLY 51 you get what would cost you from \$4.32 to \$5.40! SAVE THE DOLLARS you've been THROWING AWAY! SEND YOUR OLD NEEDLES TODAY! A TRIAL ORDER WILL CONVINCING YOU!

JUST WRAP 12 OLD USED NEEDLES IN A DOLLAR BILL AND MAIL TO MCGORMICK TODAY!

MCGORMICK MACHINE COMPANY GREENVILLE, N. C.

Kirk Announces Replacement Boards

CHICAGO, March 19.—"With Blow Ball going so strong in all territories," states Claude Kirk, official of C. H. Kirk & Co., "we decided to further enhance the value of this great compressed air game by announcing to operators our plans for introducing from time to time replacement boards that would offer operators the opportunity of capitalizing on the various seasonal sports, including baseball, football, basket ball, hockey, etc. Operators enthusiastically received this announcement, for it assured them steady, profitable operating with the original Blow Ball cabinet for many months to come.

"Operators have been clamoring for more information regarding just when these replacement boards would be offered them," he went on. "Our original plans were to offer them at a later date, but by the popular demand of these operators we have decided to release the first of a series next week. We have given these first replacement boards extensive location testing and much to our amazement found that collections and profits from them in some cases actually double those of Blow Ball. Thus we feel, as do operators, that the combination of the original game plus the new replacement boards will contribute toward making this game one of the greatest coin-operated devices ever manufactured."

Spring Ups Take In Many N. Y. Spots

NEW YORK, March 19.—Maybe it's just something in the spring air these days which is making people more amusement minded, but several well-known operators here are reporting that play on their machines during the past week has leaped ahead. This increase has been slow but steady progression. It has been a mighty jump as the cash boxes had suddenly become powerful magnets which picked passers-by's pockets of all their change.

Local ops are not trying too hard to find out the cause of this jump in earnings. They are more interested in the mere fact that it exists and in the hope that it will continue. Ops say they are sorely in need of this boost to catch up with the cost of games now on the market.

At the same time many distributors are said to have enjoyed a buying spurt. Again spring is claimed to be the reason. These men hope that as the weather grows warmer the industry will swing along faster than was expected. What-ever happens, coinmen here are praising spring as the panacea for their ills. What a tonic spring is!

berg said. "Lights on the backboard's lower register flash on each time a bumper spring is contacted. When the 800 figure is lighted the next contact of a ball on the bumper springs lights the following zero and at the same time Snappy lights in the 'extra lane' light up. An extra 1,000 is automatically added to the total score when a ball rolls over the 'extra-lane' switch while Snappy lights are lighted. The tremendous appeal of this progressive high scoring, the extra 1,000-point switches, the lively ball action and the brilliant light-up action of both the playing field and backboard are all partly responsible for the excellent showing Snappy is making.

"Orders coming in daily for Snappy are increasing at a surprising rate," he went on. "Operators have found Snappy an easy game to place and a trouble-free game to operate. These factors, plus the tremendous player appeal and the profits being earned, are some of the most important reasons why operators proclaim this game to be a genuine hit.

"The reputation as a hit, however, is not confined to the United States alone, for last week we received a large order for shipments of this outstanding game to Europe. It is seldom that a coin game becomes a winner so soon after its introduction as to have European orders placed for it. But the mechanical perfection plus the high profits that Snappy so quickly earned is evidence enough to these experienced European coinmen that it is unquestionably outstanding in coin games," Wolberg concluded.

Repeat Play

Here's a little newspaper story that is going the rounds:
COLORADO SPRINGS, Colo., March 18.—Keith Agee, 18, stuck his finger into the slot of a pin game three months ago and it took a policeman three hours to release him.
Yesterday Agee was telling a friend about it.
"I got it stuck just like this," he said, demonstrating with the slot of a pin game.
Again Agee's finger was caught. The same officer released him, this time in two hours.

Play Many Games On Esco Hi-Ball

CHICAGO, March 19.—Accounting for the steadily growing popularity of the upright Hi-Ball cabinet game, Leo J. Kelly, vice-president of Exhibit Supply Co., said that the ease with which a number of games can be played on the machine is a big reason for its sale.
"A competitive game can be made out of Hi-Ball," Kelly said, "by using three red and three yellow balls. This idea means that for one nickel two players can get a lot of amusement and diversion. One chooses the red and the other player takes the yellow balls. Every time a yellow ball appears, the player choosing this color takes a sock at it, and when a red ball appears the second player takes a sock at it. So it does make a splendid amusement game."

Then Kelly explained that in "other territories, where awards are permitted, we furnish a blue ball with the machine which triples the score. The yellow ball can also be used to double the score, the red ball to take only the actual value of the pocket made, and so on. The best part about the entire arrangement is that the operator can make the simple changes necessary in order to vary the play from time to time. Operators report that this feature is extending the life of the game and also making it an exceedingly profitable one."
The Exhibit firm reports that patent No. 108953 has been obtained on the Hi-Ball game.

Pan-American Firm Moves

LOUISVILLE, March 19.—Business is reported to have been good for the Pan-American Amusement Co. here. So good, in fact, that the firm has been forced to take larger quarters at 705 S. First street, where it is offering the operators in this territory the latest and best in amusement games and phonographs.

KANSAS CITY

(Continued from page 83)
the new equipment was placed in the Westport company building in place of the "antique" stuff and then things started happening. Business for one thing, spurred ahead. Jarrell found himself and his employees busier than they had been in the last year. And to make it even better, activity continued at a fast pace. Jarrell today reported his to be as good as ever. When warm weather arrives it will be even better. Which goes to show what an enterprising, alert company can accomplish when it decides to make a fresh start with new equipment and a new outlook on life in general.

Automatic phonographs continue to be the best moving coin-operated merchandise here. Tim Crummett and Carl Hoelzel, representing Central and United, city's largest distributors, are pushing sales on the 1938 phono units introduced at the Chicago show.

FREE FOR TEN DAYS' TRIAL ON YOUR OWN TERMS

Groetchen's **SPARKS** TOKEN PAYOUT SENSATION



WE'LL WORK WITH YOU! NAME YOUR OWN TERMS FOR 10 DAYS' FREE TRIAL! **\$37.50** Send 1/3 cash with order. We ship balance C. O. D. Exclusive Eastern Representatives **ROYAL DISTRIBUTORS** 54 Elizabeth Ave., NEWARK, N.J.

PENNY S-K-I-L-L-O

THE NEW PROFIT SENSATION IN COUNTER TRADE STIMULATOR!



Everbody Plays to see the fascinating, booming, fast-growing coin action! Liberal awards keep players coming back for more. Pays up to 15 to 1 in profit! Needs only 7" counter space. Gleaming red and chrome finish.

\$8.75 F. O. B. Chicago. 1/3 Deposit with Order. Bal. C. O. D. Order Today!

CENTURY MFG. CO. 4156 W. Chicago Ave., Chicago, Ill.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

FLASHY NEW MERCHANDISE DEAL OFFERS BIG OPPORTUNITY for PROFITS

OPERATORS—Here is the answer to your problems. It's "The Horn of Plenty," a big, flashy display, 22" high, 14" wide, 7 1/2" deep, containing 50 prizes. Let one into extra package free. No closed territory with this profit-maker because every one is a winner. Superb prizes, superb prizes. A sensational seller in Parks, Taverns, Amusement Shows, Clubs, Resorts, etc. The biggest value and fastest turning Deal (weight 8 lbs.) takes \$5.95; sells to dealers for \$4.45; costs you only \$2.95. Don't ask for circulars. Just shoot in a trial order or our recommendation. **\$27.50**



25% Deposit — Balance C. O. D. Manufactured by **JOSEPH HAGN CO.** 223 W. MADISON ST., CHICAGO, ILL.

Lion-Like March For Keeney Plant

CHICAGO, March 19.—"The month of March with us," states J. H. (Jack) Keeney, "comes in like the old King of Sheela himself, and it's going out the same way. In fact, I've had to appoint myself a dictator on shipments, because with distributors, jobbers and operators all over the country yelling for equipment, somebody had to assume the dictator's role.

"That doesn't mean we are slow on deliveries of Kentucky Club and Skill Club, on Derby Champ or on the 1938 Track Time and Skill Time," he went on. "Each day sees a steady stream of truck-loads of all these games leaving our plant, but it seems the more we ship the more they want.

"Sensating the operator's problem," continued dictator Keeney, "of having less locations available, we long ago began to design our games with high-powered earnings in mind. That is why games like Kentucky Club, Derby Champ and Track Time will net the operator more on six locations than he formerly secured from 60."

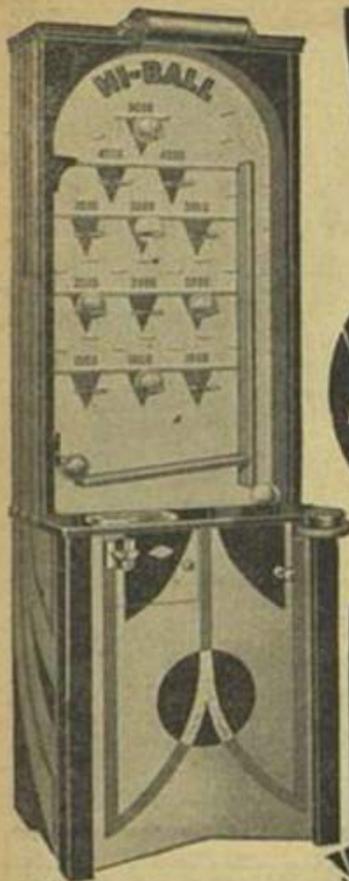
Snappy a Boon to Ops, Says Wolberg

CHICAGO, March 19.—"From all sides we are receiving reports of the new life which Snappy, our new five-ball novelty game, is putting into locations," states Sam Wolberg, official of the Chicago Coin Machine Mfg. Co. "Not only is the game livening up locations, but ops report that it's taking in some of the biggest profits ever earned by a game of this type."

Explaining the play principle, Wol-



FRANK STANSFIELD, Minnesota's pride, enjoys his Clara Rops at the Mills Novelty booth during the recent convention.



EXHIBIT'S
"HI-BALL"
100% LEGAL

TO-DAY'S MOST POPULAR SKILL AMUSEMENT GAME

A GREAT MONEY MAKER NOTHING ELSE LIKE IT

NO COMPETITION NO SERVICE WORRY

NO BLOWERS - NO BATTERIES

NO MOTORS NO ELECTRICAL CONNECTIONS

Requires only 26" x 20" of floor space.

Can be furnished with remote control—no chute necessary—all plays mechanically recorded at \$15.00 additional.

ONLY 99⁵⁰ TAX P.D.

F.O.B. CHICAGO

ORDER FROM YOUR DISTRIBUTOR • OR WRITE

EXHIBIT SUPPLY CO.
4222 W. LAKE STREET • CHICAGO

THE COIN CHUTE LEAGUE
AFFILIATED • CONVENIENT • ENJOYMENT • GAINSTY

Address **THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.**

Salvation Army
The New York Times gives the following news report of the current needs of the Salvation Army for funds:
Billions are spent to operate the armies of the world, but only a "tiny fraction" of this sum supports the Salvation Army in 95 different lands. It is emphasized in a pamphlet issued by Robert E. Strawbridge Jr., chairman of the 1938 Citizens' Appeal for the Salvation Army.
The pamphlet sets forth this year's needs of the Army in this city as \$600,000, over and above expected income, and points out that the campaign to raise this amount will get under way this week.
"Here in New York City," the pamphlet declares, "the Salvation Army must have support from behind the lines. Many of its activities are self-supporting, or nearly so, producing an income of \$1,062,000. For the balance, \$600,000, the Army must look to its generous and sympathetic friends."
A table showing the 1938 needs of the Army over and above the anticipated income reveals that \$175,000 is required for the organization's family welfare and transient emergency relief program. Other needs include neighborhood welfare, \$124,340, and administration, contingencies, entanglements and special developments, \$125,000.

Dealer and The Chicago Evening American.
National City Bank reported that a cross section of business showed that of 1,020 corporations, their net profits made a gain of 8 1/2 per cent over the year 1936. The report goes further to state that of every line of business examined a good net profit was made for the entire year of 1937. The automobile industry, supposed to have been hard hit in 1937, marked up net earnings of 29 1/2 per cent in 1937.
Operators have been reporting that the big increases in unemployment are being felt in smaller patronage of coin-operated machines of various kinds.
People who are interested in employment for all who want to work, and in charity to all who really need it, hope that those prominent newspapers which are beginning to turn the searchlight on some of the acts of big business in 1937 will soon result in a decided pick-up in general employment. If these newspapers are sincere in their efforts they may bring to light a very disgraceful chapter in business history.

Genco's Twin Hits Tops, Says Gensburg

CHICAGO, March 19.—"Webster's definition of twins as 'double, closely resembling, two persons or things very like each other' applies to a certain extent to Magic Roll and Recorder, our two new coin game sensations," reports Meyer Gensburg, official of Genco, Inc.
"Naturally, Magic Roll and Recorder cannot be considered twins insofar as appearance is concerned," he went on, "for Magic Roll is a bowling alley-type game and Recorder is a bumper pin table. Nor can they be considered twins with regard to backboards, altho they do resemble each other to the extent that each has the same brilliant, flashy, light-up action. But if one had X-ray eyes and could look right into the coin boxes of these two games one would certainly take them for twins, since both coin boxes are chock-full of nickels a greater part of the time."
"Both Magic Roll and Recorder have so many outstanding features that it's no wonder operators declare them to be real coin game champions," Gensburg continued. "On Magic Roll, for example, are the two-inch hollow chrome steel balls, the magnetized discs, the padded noseless alley, beautiful light-up backboard with progressive high scoring and scoring on the tit-tat-toe principle, and many other features. Since it is an all-skill game it is strictly legal everywhere."
"Recorder has fast gained the reputation of being a powerful high score novelty game. Included among its many features are a flashy backboard action, 'free play' plunger with which player may take off and play free games, adjustable dial recorder in the backboard with which the operator may set awards to begin with any score from 4,800 to 6,000, depending upon the particular location. In addition, there's the vee-der counter which records all 'free plays' taken off by the location owner when he makes awards other than free games. Since no awards are paid by Recorder itself, it is absolutely legal, too," Gensburg concluded.

National Health
The health of the nation is one of the most important charitable objectives. Recently Ira V. Hancock, professor of public health at Yale University, was elected president of the National Health Council for 1938. In addition to such national health organizations every State and city usually has its local health organizations and chapters that depend on contributions for support.

Charitable Service
Deeds of service often count for more than cash in certain fields of charity. The Chicago Women's Aid, in its work for the blind, collects old eyeglasses from people who will donate them to the society. Metal frames of these old glasses can be melted for the metal content. Shell frames are sent to the Kentucky mountains, and even lenses may sometimes be used again.

American Legion
In addition to its patriotic program the American Legion, thru its many posts, often performs many deeds of charity. It has also recently taken active interest in unemployment problems. Many operators of coin machines are also active members of Legion posts.
On March 15 Daniel J. Doherty, national commander of the American Legion, spoke on a Coast-to-Coast radio hook-up to the birthday parties being held by various posts. Commander Doherty said there are now 11,494 Legion posts in all parts of the world and that the 1938 enrollment numbers 800,000 members.

Employing Operators
A large operator recently made this report on the number of employees he uses to handle his large routes of various types of machines: "About two years ago I was employing 18 men, all told, to carry on my varied business. Their conditions compelled me to cut down to 11 men, and last fall I cut down to six men. I am glad to report that recently I added two men. These new men were added to help care for about 350 small vending machines I purchased, and also I have added about 100 extra vending machines of a larger type."

Profits in 1937
The almost daily appearance of 1937 profit reports on the financial pages of the newspapers is beginning to stir the hopes of many that employment will soon begin to pick up again. Also it is leading many financial editors to ask why the unusual course of dropping of 4,300,000 men from their jobs within three months last fall. Among the financial editors who are asking this embarrassing question are those of The New York Times, The Cleveland Plain



CROWDS MILL ROUND these Mills machines in a Florida confectionery.

NEW SPRING FASHIONS AT PONSER'S

<p>BANG-A-DEER Tro-Shot Corp.</p> <p>SNAPPY Chicago Coin</p> <p>PHONOGRAPHS East-Ola</p> <p>U-POP-IT Samel, Inc.</p> <p>WAR ADMIRAL David</p> <p>FREE RACES J. H. Kearney</p>	<p>EASY STEPS Rock-Ola</p> <p>RECORDER Genco</p> <p>RUNNING WILD, It Genco</p> <p>MAGIC ROLL Genco</p> <p>GRIP TESTER D. Gottlieb</p> <p>SLUGGER D. Gottlieb</p>	<p>Rock-Ola</p> <p>Genco</p> <p>Genco</p> <p>D. Gottlieb</p> <p>D. Gottlieb</p>
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WE ALSO REPRESENT A. B. T., MILLS

"Ponserv" Helps Operators Help Themselves!

THE GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.
303 W. Adams St., JACKSONVILLE, FLA.

<p>Get a Natural 2,280 Tickets @ \$6.5114 Average Pay-out, \$71. Av. Profit, \$42.00.</p>	<p>Banco 2,280 Tickets @ \$6.5114 Average Pay-out, \$71.60 Av. Profit, \$42.60.</p>	<p>Halt a Non-Stop 2,280 Tickets @ \$6.5114 Average Pay-out, \$71.30 Av. Profit, \$42.70.</p>
--	--	--

3 Complete New JAR DEALS 888!
ALL THREE for only.....

Look at these profit charts. Man! You've surely come face to face with 3 REAL MONEY MAKERS that give you a lot MORE for way less. It's a clean-up!

NO-RISK FREE DEMONSTRATION OFFER!!!
You need see these deals to appreciate them. We send only \$5 deposit today. Pay balance on delivery. We will ship the three deals—'Hit-A-Natural'—'Banco' and 'Halt-A-Non-Stop'—on one week's approval. If they are not the best sellers you've ever seen—no-stoppers, calm and others do not even try are the most attractive jar deals of all time, just send them back with cover seals unbroken, and bank will come every cent of your money!

Just Off the Press—4 Brand new 2,280 one-cent and two-cent Cigarette and Cash Payment Deals, send \$2.50 for each of these complete deals—total \$8. Estimate them at one cent or send us back within seven days and we'll refund your money in full! Order samples and get our quality system. Best! They will knock your jaw out. We guarantee the lowest prices and best deals in the country. We will not be outdone!

You'll Order These Deals Eventually, So Do It Today.

WINNER SALES COMPANY
"Pick a Winner With Winner"
3307 ARMITAGE AVE., CHICAGO, ILL.

Johnson Announces Two New Payouts

CHICAGO, March 19.—Grand Derby and Hey Day are the names of the two new sensations which Western Equipment and Supply Co. announced to the trade during the past week. Although full particulars of play action and theme were not disclosed, Johnson did reveal that both games were one-ball payouts which he believes will set new highs for sheer earning power.

"Grand Derby," Johnson stated, "is a one-ball game featuring single coin play. It has roll-over switches, live pockets, rebound springs and everything else that goes to make up a real profit-making game that attracts the players and holds them with its fascinating action hour after hour. The novel light-up back-board on this game is check-full of eye appeal and action."

"Hey Day," he continued, "is also a one-ball game but with added profit feature of six-coin multiple head. Here is one game that is absolutely chest-puff. We have built this game especially to protect operator's earnings. There is no doubt that this game will be a winner. Its beautiful cabinet design is a real eye filler. Its thrilling action holds players spellbound."

"We have spent considerable time in designing and testing these two winners," Johnson concluded, "and in our opinion they are sure-fire profit makers. All the skill and experience of our engineers have been built into these two games. Everything possible that would spell greater earnings has been put into them. They are two 'honeys' which we are proud to call our own and which we know our customers will be glad to have."

Baltimore Diggers Using Class Mdse.

BALTIMORE, March 19.—The return of diggers to popularity in this city has seen a change in the quality of the prize merchandise used in these claw machines. Once is "slum." Prizes of a quality nature are the rule, not the exception; and what's more they are of a type that is sure to be approved by any fair-minded investigator. Ops are now paying good prices for their goods and the playing public is getting a real break at the machines.

Even the pay tables are widely used here, diggers still hold a great attraction for many people. These machines were absent from the city for such a long period of time they are now being introduced to the public all over again.

Returns at some spots have been unusually good while the take at others has been slim. On the whole, however, receipts are increasing and ops believe that the play will continue to pick up as the public discovers that the type of merchandise being placed in the machines is of real quality.

Counter Game Has Console Appeal

CHICAGO, March 19.—"We call it the counter game with console appeal." So said officials of Exhibit Supply Co. in making a brief statement concerning a new counter game. The new device will be ready for delivery next week, they said.

"It will be called Turf Time. It does everything that the big console racing machines do and that is why we say it has console appeal. It does not pay off automatically and that is about the only difference between our counter job and the big machines. Turf Time does, however, select the horse automatically, sets up odds automatically and pays points on win, place and show. In spite of the



A. E. SANDHAUS, Great States Mfg. Co., Kansas City, Mo., offers the Selmor bulk-vending machine to the trade.

fact that it does a lot of things, the price will be no higher than on our usual machines."

Parking Meters Are Local Matter in Pa.

HARRISBURG, Pa., March 19.—Pennsylvania State Highway Department has ruled that setting up parking meters in the Commonwealth is a matter for local officials, so long as the meters are not set on the right-of-way of State highways.

The ruling, requested by the city of Harrisburg, when the legality of meters in Pennsylvania was questioned, read:

"Local authorities having right to control parking on city or borough streets, whether or not they are State highway routes, need not submit to this department for approval of any proposed parking meters, provided such installations are not within limits of highways available to vehicular traffic."

The department also warned that traffic signs must comply with time limit on the meters. "They can't expect to leave up sign advising the public this is a one-hour parking zone and then limit parking by the meters to 30-minute periods," a highway official said.

New Orleans

NEW ORLEANS, March 19.—Although operations continue openly retarded in the city limits, coinmen in the suburban areas of New Orleans and in other large cities of the State report a steady climb in business, with springlike weather bringing out thousands to the locations for recreation and amusement. Distributors report that operators from all parts of the State and surrounding States are flocking into the city for

purchases of new equipment and sales thus far in March are well over the same days of last month and a year ago. Slot's, pin games and merchandise vendors are selling as rapidly as orders can be placed with manufacturers, summer resort spots particularly being the destination of new equipment in preparation for the opening of an early season.

Of wide interest to operators of Southwest Louisiana and East Texas this week was the favorable outcome of an election of four city commissioners of Port Arthur. Pin games and slots were allegedly "on trial" in the election, for the Citizen-Labor candidates announced that they were running on a platform that would allow continued operations of all kinds of coin machines as a source of revenue for city expenses. Within two hours after the closing of the polls, where 12,577 cast their votes, the winners were known, literally swept into office. Commissioners Neal Bader and Fred Bachert were re-elected, along with Sam Huber, a painter, and C. M. Kitchel, a plumber. Next Monday night the four will vote to select one of their number as mayor of Port Arthur.

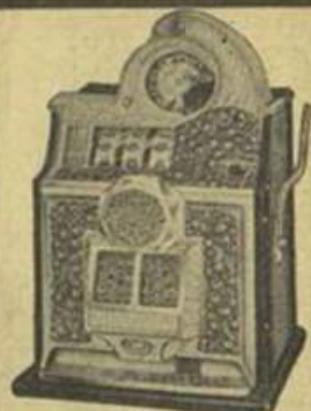
A local insurance company reports that it is considering the advisability of placing in traveling terminals of the State several of the newly introduced Insurographs. The device is said to have recently been introduced by a group of Wichita (Kan.) business men to vend accident insurance in bus and railway stations. The machine operates with a quarter chute, passes out policy certificates to which the insured affixes his signature and replaces in a safe compartment. Anyone between 15 and 60 years can be insured for 24 hours for as much as \$7,500 thru the insurance vender.

C. M. Louie, of Michem & Louie, operators of Lake Charles, passed thru New Orleans this week on his way back to his home town after spending a couple of weeks at Dayton, O. A novelty manufacturing plant in Dayton is three weeks behind in filling orders for Louie's new Monkey Races, concession chance game, Louie said.

M. Bloom, of Tallulah, La., has faith in the Jennings Dixie Belle slots, and here's proof. Two days ago he phoned the Jennings State distributor here, the Bell Distributing Co., and ordered 12 new Dixie Belles without ever seeing the machines. This gives Bloom 84 such machines on location in Northeast Louisiana.

Ed Danos bought 30 new 5, 10 and 25-cent Dixie Belle slots recently for his location. "The new chromium-front Dixie Belles are better looking than they were reported to me and they will add to the attractiveness of my night club," Danos said.

In the city this week to look over new equipment were J. (Kid) Terry, of Terry's Restaurant at La Place; Ben Newbauer, of Thibodaux; Frank Swanson, of East End, and Mr. Monterro, operator of Sharkey's night club at Norco.



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

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Prevue 15.50	Tycoon 14.50
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Howe 42.50	Problems 42.50
Turf Champ 25.50	Racing Fairs 14.50
Wed Balls 15.50	Queen Mary 14.50
Stalder 77.50	Fairground 25.50

Slots

Watling Bell .. \$32.50	Peer Gemset (Like New) \$39.50
Jennings Oscar 37.50	Miss Futurity 37.50
Slot Stand 12000 lbs. Wght. Cap. \$45.00	

Specials

Jennings D. B. Console \$72.50	Wurlitzer Same Ball .. \$ 75.00
Bally Roll 40.00	Baron 35.50
Keeney Bowl-ette 50.00	Keeney Top-rol 50.50
Ballzooze 45.00	Yam Mix 115.00
Ray's Trick .. \$89.50	

1/3 Deposit, Balance C. O. D. Are You On Our Mailing List? Write for Our Latest Price List Just Off the Press.

MONARCH COIN MACHINE CO.
1731 Belmont Ave., Chicago, Ill.



COINMEN ENTER. Left, Art Nagel, Avon Novelty Sales Co. official, and Jimmy Johnson, head of Western Equipment & Supply Co., look over latest Western hits.

GOTTLIEB'S NEW 3 WAY DELUXE GRIP SCALE

*** NEW IMPROVED GIANT GRIP SCALE ***
AMUSEMENT GAMES CO.
1679 University Ave., St. Paul, Minn.



TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Baby Production

CHICAGO, March 19.—Clubs and maddies were the order of day at Rock-Ola Mfg. Corp. this past Thursday when Jim Bears, purchasing agent of the firm, proudly announced the addition of a girl to his family. Newcomer has been named Barbara Sue Bears and tipped the beam at seven pounds. Mother and daughter are doing fine, and father is reported to have forgotten all about dice-counts.

G-MAN GRIPPER

NOW WITH
BUTTON RELEASE

The Only
3 - Way
Gripper with
Theft-Proof
Lock and
Improved
Coin Head.
All metal
throughout.
Orange Col-
or—Crackle
Finish Cab-
inet—Nickel Finish Handles.
Legal everywhere.



\$16.75

TAX PAID

F. O. B. Chicago.
Stand—\$1.50 Extra.

IT'S NOT A SALE UNLESS
YOU'RE SATISFIED

ONE BALLS

Classics	\$24.50
Caroms	24.50
Colden Wheel	29.50
Foto Finish	29.50
Racing Forms	34.50
Frackless	44.50
Arlington	47.50

CONSOLES

Faces Races (Serial 3400)	\$119.50
Rays Track	79.50
Bally Bells	79.50
Bally Favorite	79.50
African Golf	69.50
Evans Baseball	124.50

SLOTS

33 Faces Comets D. J., 25c play, used only 3 weeks	\$39.50
26 War Eagles, 10c play, 5.1. Serial over 400,000	34.50
500 Mills, Wurlitzer, Records Phonographs — Write for prices.	
100 A. B. T. Targets	24.50
200 Stewart McGuire Cigarette Machines, 7 Column Deluxe	54.50
5 Seaburg Rayolites	195.00

GERBER & GLASS

914 Diversey Parkway,
Chicago, Illinois

WANTED Track Times

(Ticket or Cash)
Give Serial Number, Condition and Price.
ARROW NOVELTY CO.
2532 Sidney St., St. Louis, Mo.

WANTED TO BUY

USED COLUMBIA CONVERTIBLE SLOT MACHINES.
State Type and Serial Number.
BOX 239,
Billboard, 84 W. Randolph St., Chicago.

It's Frequency

By BERT L. MILLS

Since time immemorial operators and players have asked for frequency, more frequency and still more frequency. Players have given the bulk of their patronage to the type of machine which delivered for them most frequently. It is commonly agreed that the universal success of the bell machine, if it were to be attributed to any single factor, would have to be explained by its remarkable frequency.

But alongside our latest developments in new-style machines the much-vaunted frequency of the bell has to take second place. In developing Rio and Kounter King we have created new machines that more than double the frequency of the bell payout and still remain practical machines for the operator. Now please understand these machines do not perform miracles. Only a certain number of rewards are possible with respect to intake. No one can break the simple rules of banking or arithmetic. But Rio and Kounter King manage to squeeze out double frequency without in any way interfering with those laws. It's all due to the cute idea behind them.

Every time you play Rio you have one chance in three of earning a payout. There are only three places for the pointer to stop and you may select any one of the three places. Hence the machine must reward you once out of three. And the Kounter King does not allow free selection on each play, its average is about the same as Rio's, namely, you always have one chance in three of your number coming up.

No machine ever before approached these in frequency! You can well realize how player and spectators thrill to the ever constant acknowledgments of success given off by the machines. No such thing as a "bad losing" streak or a "dry season" on these two. Frequency of encouragement is the secret of their success. They give out more than twice the volume of encouragement given by any other machine.

How do Rio and Kounter King conquer the rules of arithmetic? In this way. To encourage they must declare awards, but these awards do not have to be delivered at once. The player is entitled to them and by a simple decision he may collect them, but it's his instinct to "let her ride" whenever the lower awards are announced. Thus the machines give out encouragement without physically parting with the awards and are thus able to make the dispensing of encouragement their chief specialty.

Combining with this doubled frequency as the newest machine development, we have more intense, more exciting thrills in the games themselves as the player advances on to higher rewards. For the player has to make an important decision as he steps up from one award to another, and this necessity for immediate concentration of attention makes the machine that much more personal. The player at all times feels he is working out his own destiny and that the result of his actions are of his own doing.

NEW Sparks Ball Gum Vender with Automatic Token Payout

Inspect this marvelous new Sparks machine at your nearest jobber. Positive Token payout from one to ten packs on winning combinations; eliminates all controversies with Locations; gives you full profits you are entitled to.

Large size Model, rugged mechanism which is removable from cabinet. 300 Ball capacity Gum Vender.

Nickel Model has Cigarette, Beer or Mirror Race Rules. Jackpot optional for \$2.00 additional.

Penny play in Cigarette Style only.

SPARKS IS MASTERBUILT BY

GROETCHEN TOOL COMPANY

120 N. Union Street, Chicago, Ill.



Glass Explains New Feature on Gripper

CHICAGO, March 19.—Max Glass, speaking with enthusiasm from his office at the Gerber & Glass salesrooms, today made known the fact that his company's famous G-Man Gripper has been made even more popular with the addition of a fool-proof stop-button.

Said Glass: "With a reputation for presenting top-notch equipment to maintain, everything we sell must be just right for locations. Our G-Man Gripper has already proved its worth to hundreds of operators, but we felt that we could produce a new idea to stimulate competitive play. With that aim in mind we developed a button that stops and holds the indicator on the register at the highest point achieved by the player on his play. Because this button is absolutely positive the indicator cannot be shaken down. This eliminates any argument as to the result obtained by the player, and when the next coin is to be inserted the indicator is released by pressing the button."

Glass is definitely on the optimistic side as regards the present and future success of G-Man Gripper. "It is going strong and getting more popular day by day," he says. "My enthusiasm for the machine grows with the growing number of orders. For instance, one of our customers has reordered seven times since the recent introduction of G-Man Gripper and we have had consistent repeat orders from 60 per cent of all customers. Anything I might say regarding the effectiveness of G-Man Gripper as a profitable counter machine is well borne out by operators the nation over."

Exclusive Rights Offered on Skillo

CHICAGO, March 19.—Bud Lieberman, of Century Mfg. Co., said that response to the announcement of the new Penny Skillo had indicated the desire of distributors to get territorial rights on such devices. The firm is considering its sales program, he said, and a plan will be drawn up which divides the country into

sales districts in each of which a distributor will be appointed.

"The territory offered to distributors will not be haphazard," he said, "for we plan to exercise care in laying out good sales areas as well as in selecting distributors who will handle our line."

The Penny Skillo offers a miniature game feature in a small device resembling a standard jar deal. The player inserts the coin at the top, which rolls down thru brass pins into pockets of different colors. This creates the game and also offers the basis of an attractive system of awards. The award is made in cigarettes or other merchandise, running up as high as 15 to 1.

Manchuko Wants Snookerettes

CHICAGO, March 19.—To the American press war in the Far East may be the headline subject of the hour, but to the Automatic Billiard Corp. of America at least Moukden, Manchuko, is represented on the sales map for "business as usual," the firm reports.

To Moukden last week, via Pan-American China Clipper (and at a cost of \$1.40 for postage), the Automatic Billiard Corp. mailed literature and order blanks to an enthusiastic prospect for a battery of the corporation's Snookerette tables. Inquiries and orders have also been received from Stockholm and Buenos Aires, officials state.

"Meanwhile in the United States Snookerette table deliveries have started from the corporation's manufacturing plant at Soginaw, Mich. Tables are in operation in Oklahoma, Pennsylvania, Michigan and Illinois. Detroit alone is taking to tables as rapidly as they can be delivered," they affirm.

"Both inquiries and sales to date are in large measure due to our advertising in *The Billboard*," according to J. L. Art, president of the corporation. "Our foreign inquiries are all from *The Billboard*."

Sales Increasing, Says Royal Head

CHICAGO, March 19.—"With conditions for coin game operation much improved," states Reynold Pollard, head of Royal Coin Machine Co., "our sales are fast shooting upwards and look like they're on their way to setting new records. These sales of Royal dependable coin-operated equipment have reached a point where we ourselves have had to purchase equipment in much larger quantities in order to fill the needs of our customers."

"With this re-enforced stock of equipment we are well prepared to handle the increased business," he continued. "However, it's not just the size and selection that makes Royal equipment so outstanding, but the low prices for which we are offering these games, many of which have never been used. It's just such bargains as we're now offering that have helped our business grow to its present high point."

Wedding Bells Chime

SCRANTON, Pa., March 19.—Donald McAndrews and Miss Romaine Gallagher, of South Scranton, were married at St. Mary's Church here February 28. McAndrews is well known to coin machine ops in Northeastern Pennsylvania as a member of the board of directors of Sterling Service, distributor organization.



MIKE TIGERMAN, well-known designer, gives Sport Page, multiple one-shot, an approving once-over on a recent visit to Bally Mfg. Co. plant.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS.

RECONDITIONED CONSOLES

- WITH CHECK SEPARATORS**
- LIBERTY BELL (Sheet) ... \$ 72.50
 - LIBERTY BELL (File Top) ... 62.50
 - DE LUXE BELL (2 Chimes) 52.50
 - ROSEMONT
 - GALLOPING DOMINOS. 129.50
 - BANGTAILS 139.50
 - SARATOGA 67.50
 - TRACK TIME 140.00
 - SILVER BELLS 69.50
 - DOMINOLE 52.50
 - FAST TRACK 59.50
 - ROLLETTO JR. 99.50
 - RAY'S TRACK 124.50

Wurlitzer
412 Phonograph
Late 1936 Model
\$114.50

Write for List of 250 Paytables,
Novelty Games and Counter
Machines.
1/3 DEPOSIT, BALANCE C. O. D.
ATLAS NOVELTY CO.
1501 Fifth Ave., 2208 St. Western Ave.,
PITTSBURGH, PA. CHICAGO, ILL.

Coin Chute Dope

By KARL KLEIN
Groetchen Tool Co., Chicago

You are fortunate to live in the 20th century.

There are few experiences made possible thru new discoveries in science and quickly made popular by industry which are withheld from the average citizen.

What is more, you can enjoy these various experiences without the actual purchase of the instrument, apparatus or machine which make the production of these experiences possible.

A small admission charge admits you to a movie house, permits you to witness the unfolding of a mighty drama on the screen whose actual production may have cost millions of dollars.

Events in the far corners of the earth are photographed and brought to your city by the speediest means to be looked at by you for an infinitely small charge.

The music of the world's greatest orchestras—such as no king ever was privileged to hear—is recorded on phonograph discs, and for the ridiculously small amount of one nickel, which you may insert in a coin-controlled phonograph, you may listen to it at any time you may desire.

In a laboratory engineers discovered that light directed upon a sensitive photo-electric cell produces an electric current. A short time later you can share in the thrills of this laboratory discovery by shooting the light beam of a coin-controlled rifle upon a target.

Your work does not permit you to absent yourself in order to spend a sunny afternoon at a race track watching thundering hoofs down the home stretch, yet the entire thrill of such a horse race can be yours in a coin-operated game

for the trifling sum of one buffalo nickel.

Too it may be midwinter, you can demonstrate your skill at swinging a bat in any business establishment at the next corner. Thoughtful manufacturers have developed with infinite patience and skill mechanical contrivances which would duplicate in every respect each pitch and strike, each hit and out on the baseball diamond. Admission charge? Five cents, if you please.

Got a taste for some fresh peanuts or some buttered pop corn? There are clean, sanitary machines waiting for you everywhere, where a nickel will deliver a full measure of fresh, appetizing merchandise. No need to buy a pound; the automatic vending machine will sell you as few or as many helpings as you desire.

Still like to play with trains as when you were a kid? No need to spend \$200 for tracks and locomotives when a nickel will entitle you to speed the Golden Arrow on its way, when you can throw the switch to let No. 57 go by—coin-controlled.

A billiard table for you, sir? Four hundred dollars for a good one! Too much money? Of course, there is no need buying it when one nickel will buy a pleasurable quarter hour at the latest coin-controlled billiard game.

Like some hazards in your pool? Ingenious minds in a dozen experimental rooms have worked weeks and months to devise new intriguing hazards for you, to whet your appetite, to help you develop your skill, and their inventions are yours to enjoy—for a nickel.

Couldn't get an alley last night for bowling? Too bad you did not know about the coin-operated bowling alleys in the next block. You are next, friend; 3 cents, please.

You can't keep that appointment at Cleveland tomorrow noon? A call on your "coin-operated" telephone will quickly present your excuse.

Monarch Rushing Along, Is Report

CHICAGO, March 19.—Reports emanating from the office of the Monarch Coin Machine Co. indicate that everyone in the organization is hopping around at top speed these days. Roy Basson, Monarch official, says, "Everyone here is busier than he has been for some time. It's quite true that there was less activity for a short period due, in part, to the indecision of civic officials whether or no they should sanction the operation of coin-operated equipment."

"Well, operating bans lifted in one section, then another, and soon many other territories followed suit," he went on. "With these restrictions a thing of the past in so many sections and fast disappearing in others, things are looking up for all coin game operators. In their desire to start collecting the high profits they formerly earned these operators immediately began to place orders for Monarch's dependable equipment. However, we feel that this is but a prelude of what is to come. We feel that our expectations of even a greater number of orders will begin to be fulfilled in the near future, thus we have made adequate plans with the purchase of much new equipment."

Atlas Ready To Go, Says Ginsburg

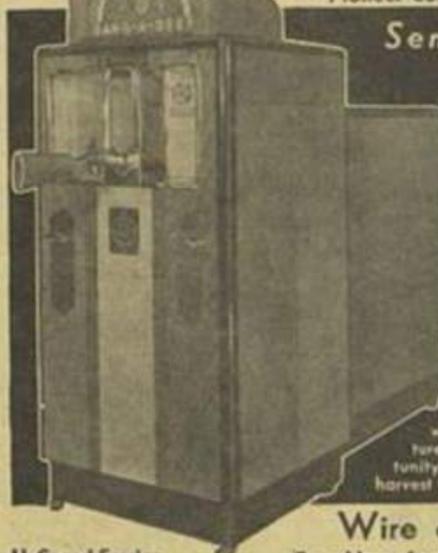
CHICAGO, March 19.—The Chicago office of Atlas Novelty Company reports that Morris Ginsburg has returned from his business conference with Phil Greenberg, manager of Atlas' Pittsburgh office.

"I am confident that the conference which Phil and I held will prove very fruitful," he stated. "We spent a considerable amount of time formulating new plans to help the many operators who buy from us. Atlas is ready for action, not only with these plans but with some of the finest equipment ever offered to operators. And this is characteristic also of our Miami office, where my brother Eddie, with his staff, is giving Atlas a fine name thruout Florida, Georgia and Alabama."

Simultaneous with Morris' return from Pittsburgh, Al Stern, of Atlas' Chicago office, has left for an extended trip thru Illinois and Indiana to contact the firm's customers in those States. "In addition to furthering our relations with these operators thru personal contact," Morris stated, "Al is interesting them in many of the new exciting re-

OPERATORS REPORT Earning as high as \$138⁵⁰ Weekly Receipts by Single BANG-A-DEER

"Pioneer Coin Operated Shooting Range"



Sensational NEW PROFIT Opportunities are offered by Bang-A-Deer

The fascination of shooting at a natural target with REAL GUNS AND REAL BULLETS with perfect safety, has caused men and women to flock in droves to locations where BANG-A-DEER is featured. Don't miss this golden opportunity of cashing in on the greatest nickel harvest with BANG-A-DEER!

U. S. and Foreign Patents Pending Wire or Write NOW For address of your nearest distributor and full details.

TRU-SHOT CORPORATION

A subsidiary of the STEEL MATERIALS CORPORATION
17210 GABLE AVENUE • DETROIT, MICHIGAN



LUCKY HORSESHOE

1500 HOLES 5c
A NEW JACKPOT BOARD
1/3 Punches Free

Takes In... \$50.00 PRICE
Pays Out... \$24.50 \$2.08
Plus 10% U. S. Tax.

Write for Our Catalog of Money-Making Boards.
Ajax Mfg. Corp. 110-125 No. 4th St., Philadelphia, Pa.

issues both in novelty games and in pay tables."

London Coinmen Hear Good News

LONDON, March 19.—Good news for the coin machine trade here was the disclosure in one of the national newspapers that more than a million people will get their vacations with pay for the first time this coming year. With the addition of this group, there are about 5,000,000 who now have vacations with pay. Among the first-timers this year are 800,000 engineering workers, 100,000 shippard employees, 100,000 railway shopmen and—under an agreement believed to have been just recently completed by the Grand Steel Trades Confederation—40,000 workers in the heavy iron and steel industry.

The vacation period is always the golden harvest time for amusement machine ops, since practically all of the people here are amusement bent during their weeks of leisure. This added million who now will get paid while on their holiday will doubtless mean more money than ever for coinmen, since this vast throng will be seeking the recreation and amusement which will now be within

GOTTLIEB'S NEW 3 WAY DELUXE GRIP SCALE

NEW IMPROVED GIANT GRIP SCALE
MICHIGAN DISTRIBUTORS,
AUTOMATIC AMUSEMENT CO.
720 E. 5th Ave., Flint, Mich.



LARGE NATIONAL manufacturer with widely known line of Electric Fans and Air Circulators in the hands of its wire distributors. Correspondence invited from authorized organizations (no unaffiliated firms) who are anxious to change the dull summer months to a busy, profitable season. BOX 853, BILLBOARD, 1504 Broadway, New York City.

their reach. In addition trade conditions are now much better and employment is in a healthier state.



JIMMY FERRESE, of Pennsylvania, signs out under the watchful eye of Larry Kelly, Mills shipping department manager.

CHICAGO COIN'S

SNAP

PRY

Liquor Umpire Tells Liquor Men They Will Sink or Swim Together

In the field of locations there is no single group of locations that means as much to all divisions of the coin machine trade as the taverns and other places where liquor is sold. Hence, the future prospects of the liquor trade are of direct interest to the amusement music and vending machine sections of our business.

After four years of legalized liquor dry sentiment is gaining in many places again. Out of 7,000 local option fights waged in as many political units since repeal, 5,000 resulted in dry victories. In the past November elections in Ohio the count was reported to be 13 to 1 against liquor. Repeal is said to have lost 1,000 voting precincts in two years in Pennsylvania.

This evidence of gaining dry sentiment leads to a better appreciation of the work of Capt. W. S. Alexander, head of the Federal Alcohol Administration, and of Dr. James A. Doran, of the Distilled Spirits Institute, Inc.

According to *The Milwaukee Journal* there is general agreement that there are too many abuses of privilege. No one seems to realize this more than Captain Alexander, who left his New England banking business two years ago at the request of President Roosevelt to come to Washington to supervise the liquor industry.

"Since that time," says *The Journal*, "he has gone around the country drumming into the heads of State and local officials, distillers and brewers, vintners, distributors and dealers the hard, concrete fact that the liquor business is like no other business in the world; that it can be invested with dignity and that it must be if it wants to escape the kiss of death from lax regulation and practices which offend."

That would be good advice even for the coin machine industry. Perhaps there is no other trade that wishes the liquor trade greater success in keeping on the right track than the coin machine trade.

Watch Advertising

Captain Alexander is warning the liquor people to watch their advertising. He tells them to stop claiming that their product is healthful or that it aids digestion; or that if you drink a certain brand you will have a clear head next day.

"Indications are now that the people are pretty well satisfied, but they are insisting that local abuses be eliminated," Captain Alexander explained. "People in most communities would be satisfied if retail outlets were operated in strict accordance with the law, under ethical practices. They have a right to expect it. Those who do not walk hand in hand with the law will wake up some day and find that their privileges are taken away from them."

Captain Alexander stresses the fact that if one segment of the liquor industry goes to smash, the rest of it is likely to go also. The interests of the liquor people, the wine people and the brewers are all tied up together. There has been a tendency all along for each of the three divisions of the liquor trade to work at cross purposes, and to

think that each could get along better without the other.

The situation could almost be drawn as a parallel in the coin machine industry. There has been too much of a tendency for the games, vending and music sections to think that each could get along better without the other. This may be due to the habit of the games section, when business is good, to disregard the rights of the other divisions. But, like the liquor trade, the three sections of the coin machine industry have many problems in common and the cause will not be helped by factions within the industry. There is a common cause for the reputation and wider use of the coin chute, just as all sections of the liquor trade must fight for the common cause of alcoholic beverages.

Captain Alexander sums up a warning to the liquor trade that could also be applied to the coin machine trade:

"Distillers, rectifiers, brewers, vintners and wholesalers, as well as to retail stores, are all in the same boat, sailing the same stormy sea, and you will all go down if the boat founders. A wise policy would be for the industry to police itself so rigidly as to weed out all these offensive practices and thus make it unnecessary to strengthen federal and State control."

Jennings Installs Used Games Dept.

CHICAGO, March 19.—Announcement by O. D. Jennings & Co. of a used machine department has been made, also that the department will be in charge of Bill Stoudt, veteran coinman. Realizing the importance of careful and intelligent distribution of used machines, O. D. Jennings, president of the firm, says that a new and comprehensive selling plan has been inaugurated.

"Just as the large automotive manufacturers are concerning themselves with the problem of used cars," says Mr. Jennings, "so should the leading coin machine manufacturers concern themselves with the problem of used coin machines."

"Heretofore the sale of used machines has been mostly in the hands of operators and jobbers. Many of these jobbers have given the buyer his money's worth, while other unscrupulous dealers have dealt on the basis of 'Buyer Beware.'"

"Our aim is give the used machine buyer the same service and guarantee of satisfaction as he receives from the leading manufacturers when purchasing new equipment. Genuine factory supervision and inspection of used equipment reconditioning unquestionably will give the used machine buyer greater assurance of receiving his money's worth."

"Bill Stoudt, newly appointed manager of the Used Machine Department, has over 30 years' practical experience in the coin machine field," Mr. Jennings added.

"For the past 12 years he has been associated with O. D. Jennings & Co. in charge of repairs and used machine reconditioning. His personal interest and supervision of repair work and used ma-

LOOK AT THESE BARGAINS!

4 Yen Strike 8 Hi De Mos 2 Life-A-Pair	\$ 9.50
4 Multiple Daily Race 2 Queen Mary 2 Bally Peerless	\$12.50
6 Spring Time 6 Dumbo-A-Life 2 Round-up 10 Maxima	\$15.00
1 Pameo Chase 1 Pameo Ballet 1 Skipper	
10 Cream 6 Heavy Weight 1 Monte Carlo 1 Wheel of Fortune 1 Belmont 3 Flicker (New Units)	\$19.50
2 Pameo Test 2 Spot-Lite	\$24.50
3 Steiner's Turf Champ 3 Daily Races Mystery 5 Winner 1 Preview 6 Classic 1 Latonia	\$29.50
1 Jungle Dodger 1 Flying Duck 1 Jockey Club 1 Sportsman De Luxe 1 Dearest Bell 4 Dominions 1 Pacific Kasehul 1 Rotary Merchandiser with Vanzak (Like New) 1 Silver Bell 1 Galloping Dominions 4 Peet Races 1 Exhilarating Sheet-A-Lite 1 Longchamp, 5c and 25c 1 World Series (Like New) 1 Saddle Club (NEW) 1 Tom Mix Gun	\$31.00 35.00 45.00 49.50 50.00 72.50 99.50 \$100.00 115.00 125.00 125.00 131.00 139.50 150.00 199.00 200.00

EXTRA SPECIAL
2 25c Mills Console
Coff Ball Venders
(Like New) } \$140.00

TERMS: 1-3 With Order, Bal. C. O. D.

LA BEAU
NOVELTY SALES CO.
1946 University Ave., St. Paul, Minn.

USED MACHINE CLOSEOUTS

100 PENCIL VENDERS	\$ 1.50
LATEX VENDERS (100)	7.50
AD LEE PEANUT VENDERS	6.50
MAGIC PEANUT VENDER	0.50
SHEPHERD GREEN PORCE-LAIN SCALES	19.50
BALLY BASKET	31.50
CHARMS, Per Gross	.75
BOWLING GAMES	
KEENEY BOWLETT	\$30.50
WURLITZER SKEE BALL	39.50
DAVAL BUMPER BOWLING	59.50
ALLEY	42.50
BALLY ROLL	39.50
PACIFIC PLAY BALL	39.50

1/3 Depot, Balance C. O. D. Cable Address: "Beau's," Phone: Garfield 9972.

IDEAL NOVELTY CO.

chine reconditioning, plus the guarantee of satisfaction for which the company stands, makes for an ideal combination."

Hurvich Boys Speed Production

BIRMINGHAM, March 19.—Since announcing that the price on their Imperial coin-operated billiard table would rise April 15, Max and Harry Hurvich, of the Birmingham Vending Co., report orders have come in such bunches that they have had to step up production considerably in order to keep pace with the demand.

"It seems there were more operators than we imagined who were interested in getting the Imperial at its present low price. As a result of the large numbers we now have on hand for these tables we have been able to place orders for materials in large quantities and in this manner escape the rising prices of raw materials for the present."

"The approval of the Imperial billiard table by champion Erwin Rudolf has brought us many inquiries from people not in the coin-operated business," they continued. "This has enabled us to arrange for some very fine locations for operators. We only hope that we will be able to meet the demand for all the machines for which we have orders as promptly as our customers wish."



MORRIS KORENGOLD, of Kimmel & Korengold, Chicago, and Sam London, of American Amusement Games Co., Baltimore, test their strength on Gottlieb's three-tray Grip Machine.

The Novelty Game that proved its merit by an overnight rise to first in location appeal —to top-earning power!

\$74.50

Immediate Delivery Guaranteed!

Tax Paid F. O. B. Chicago.

CHICAGO COIN
MACHINE MANUFACTURING CO.
1725 W. DIVERSEY
CHICAGO

Snookerette . . . the greatest Crowd-Magnet of the Age!

- IT'S A THRILL GAME
- IT'S A SKILL GAME
- IT'S PROFITABLE
- IT'S FUN



LEGAL!

YOU, TOO, CAN PROFIT OUT OF THIS NEW AMUSEMENT SENSATION—A CONTINENTAL EUROPEAN AND CANADIAN FAVORITE FOR YEARS

Self-Servicing!
Self-Instructing!
Self-Collecting!
Self-Timing!
No Pay-Out!

All the thrills of Pool or Billiards, at their best . . . that's SNOOKERETTE . . . today's NEW dime-a-game amusement sensation! Everybody plays it . . . The appeal is lasting . . . permanent. Table is streamlined . . . beautiful! 3 feet by 6. No intricate mechanisms to get out of order . . . no attendant required . . . Present locations show steadily increasing returns. Take a "see" from SNOOKERETTE . . . write for details TODAY.

AUTOMATIC BILLIARD CORPORATION OF AMERICA
22 West Monroe Street CHICAGO

USED NOVELTY GAMES

Chico Derby . . . \$10.00	Grasshopper . . . \$24.50
Replay . . . 10.00	Miss America . . . 25.00
Carnival . . . 22.50	Stoner Race . . . 25.00
Stadium . . . 23.50	Turf King . . . 25.50
Stoner Auction . . . 23.50	Bull's Eye . . . 39.50

STONER DISTRIBUTORS SKILL DERBY ELECTRO

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 1141-S DEKALB AVE. BROOKLYN, N.Y.

1c-10c-20c Coin-Operated Vendors

OPERATORS-MERCHANTS
"Jiffy" Changers

A tip of the finger delivers five coins instantaneously. Increase your play by putting change in the hands of player WITHOUT DELAY.

Graduated slotted tube informs merchants of tube contents at all times.

Nickel Size Capacity, \$10.00
Penny Size Capacity, \$2.50

\$3.75 EACH Delivered 1c or 5c

Cash with Order or C. O. D. ABSOLUTE MONEY-BACK GUARANTEE.

Specialty Mfg. Co.
PORT CLINTON, O.

WANTED
500 MILLS SLOT MACHINES

RECONDITIONED.

Piece Machine, Checks . . . \$225.00	Air Race . . . \$12.50
Piece Race, Green, Checks . . . 195.00	Heavy's Prize . . . 12.50
Piece Race, Brown, Cash . . . 175.00	Crane Load . . . 8.50
Piece Race, Black, Checks . . . 125.00	Bully Boost . . . 8.50
Galloping Dummies, Checks . . . 85.00	W.P. . . . 8.50
Galloping Dummies, Cash . . . 75.00	Battle Up . . . 8.50
Ray's Tracks, Checks . . . 75.00	St. Sports . . . 6.50
Daily Favorite, Cash . . . 45.00	
Daily Belle, Cash . . . 25.50	
Flintlock . . . \$79.50	
Footprints . . . 65.50	
Box . . . 29.50	
Forward . . . 29.50	
March . . . 29.50	
Rollers . . . 29.50	
Carrom . . . 19.50	

1/3 Deposit, Balance C. O. D.

EXECUTIVE NOV. DIST. CO.
414 H STREET N.E.
WASHINGTON, D.C.

Heavy Traffic Passes Thru Depot Locations

Note: Passenger depots have not been open generally to coin-operated machines, but they have proved valuable for certain types of machines. The Milwaukee Journal, March 13, 1938, gives an interesting and enthusiastic story of the immense traffic that passes thru depots in a year.

The number of travelers passing each year thru the two steam railroad depots, the two electric railway stations and the three bus terminals of Milwaukee is 3,569,620.

That is almost as many persons as live in Chicago. Five and a half times as many persons as live in Milwaukee. One and a half times as many as live in all Wisconsin. Half as many as live in New York City.

And the figure does not include the hundreds of thousands who go to the depots to see people off or to meet them arriving.

Every day 9,780 persons take or leave trains at the depots. If that many were to move out of Watertown in one day the town would be empty.

It requires 327 trains, electric cars and buses to care for the business.

Steam Lines Lead

The steam lines handle the largest number of passengers, but the electric systems are not far behind. The "choo-choos" haul 1,877,500 passengers, or 5,145 each 24 hours. It is estimated by railroad officials.

These are divided as follows: Milwaukee road, 1,147,500 yearly (3,145 daily), with 38 trains on week days and 32 on Sundays; North Western road, 780,000 yearly (2,000 daily). The Milwaukee road figures include two daily Soo Line trains using that depot.

A total of 1,521,688 passengers uses the electric depots. The Electric Co. rapid transit system carries 886,600 persons on 160 daily trains into and out of the Public Service Building—2,429 a day. The North Shore line with 41 daily trains and 36 Sunday trains hauls 635,068 persons annually—average 1,739 a day.

The Electric Co. trains carry thousands of others who do not use the depot, but board or get off at intersections. Its total rapid transit business in Milwaukee reaches therefore 1,364,000 passengers a year.

Fifty-four buses operate in and out of the city daily, carrying each year 170,432 passengers or 467 a day. The Greyhound Bus Lines, using the Union Bus Terminal at 631 North Sixth street, accounts for 99,918 passengers, with 32 daily buses carrying a total of 274 persons. Electric Co. interurban buses annually carry 62,800 persons here. The Peoria-Rockford Bus Co., with a depot at 702 West Wisconsin avenue, carries 18,250 a year or 50 daily on six buses. The North Western Stages, a subsidiary of the North Western road using the Union Bus Depot, handles 11,444 passengers yearly, using four buses a day that average 31 Milwaukee passengers.

Vacations Boost Travel

When it comes to the big holiday seasons, such as Memorial Day, the Fourth of July, Labor Day, Thanksgiving and Christmas, the number using the depots shoots way up. Vacation seasons and special excursions also increase patronage.

Inauguration by the steam lines of 75 and 80-minute trains between Milwaukee and Chicago has boosted business, making the North Shore, which also features high speeds, look to its laurels. The "Hiawatha" and the "400" likewise have put the steam roads again on the map, luring many passengers from the highways.

With both the Milwaukee and North Western roads planning to increase the number of streamliners running thru here the battle for passenger business is expected to raise the number using the depots.

All of which adds to the claims of the city's boosters that Milwaukee not only needs a union station but is entitled to one because of the volume of business.

Simonson Thanks His Well-Wishers

MILWAUKEE, March 19.—Sam Simonson, general manager of the Milwaukee Coin Machine Co., desires to thank all his friends who were kind enough to send their best wishes on the opening of the new quarters of the Milwaukee Coin Machine Co.

"We want to thank each and every one who tendered his best wishes on the occasion of our new opening. Sam London, manager of our Baltimore office, who spent two weeks in Milwaukee aiding in the preparation for the opening, joins me in inviting those who have not yet visited us to come in and see our new offices, display rooms and servicing accommodations.

"Sam London, of American Amusement Games Co., of Baltimore, is now back home after spending two weeks in Milwaukee and Chicago. He purchased many of the late games and is ready to serve the operators in the Maryland territory with the best and latest."

Arcades Staging Strong Comeback

NEW YORK, March 19.—The manner in which business is reported to be picking up in the arcade field seems to be strong evidence that the penny arcade is staging a strong comeback. Sales of new equipment for arcades is reported to be on the upgrade, and some of the men in this field report that it is practically impossible to find used arcade equipment any more.

When machines were scattered everywhere regardless of what they earned the arcade business took a natural dive. Now that the cost of machines has gone to a new high, the men haven't been scattering them as they once did. As a result arcade fans are once more drifting back to their old haunts. Many of the old spots have been modernized and redecorated. Concessions and other features have been installed which pay the rent and let the machines take in the gravy. Most of the old-time coinmen are hailing this revival of interest in

Stoner's
ELECTRO

the arcades as a healthy indication of improved conditions, since they regard the arcade as the backbone of the amusement field.

GRAND DERBY

1 BALL SINGLE COIN PLAY

NOVEL LIGHT-UP BACK-RACK — ROLL-OVER SWITCHES — "LIVE" POCKETS—REBOUND SPRINGS

WATCH FOR WESTERN'S NEW LOW PRICED Counter Game SENSATION!

\$139.50
TAX PAID

F. O. B. Chicago, Immediate Delivery.

WESTERN

925 W. NORTH AVENUE

Jimmy Johnson
EQUIPMENT & SUPPLY CO.
CHICAGO, ILLINOIS

HEY DAY

1 BALL 6 COIN MULTIPLE PLAY PAYTABLE

MULTIPLE LIGHTS REMAIN ON AFTER PAY-OUT — ABSOLUTELY CHEAT-PROOF—

BEAUTIFUL CABINET DESIGN ATTRACTS — THRILLING ACTION HOLDS PLAY!

\$194.50
TAX PAID

F. O. B. Chicago, Immediate Delivery.

DON'T CHEAT YOURSELF OUT OF MONEY!
BOARDS SELL FASTER WHEN OPERATORS FEATURE THE GENUINE CHARLIE McCARTHY

Asst. No. 1001 — "CHARLIE" with 1000 hole one-shot ashtray complete in lots of 12.
Each \$5.25
Sample Deal, \$5.65
Asst. No. P101 — "CHARLIE" with a 100 hole push card, complete in lots of 12.
Each \$4.55
Sample Deal, \$4.95

Send 25% with orders, Bal. C.O.D.

PARIS BEAD and NOVELTY HOUSE
305 W. ADAMS ST., CHICAGO, ILL.



D. GOTTLIEB & CO.
3 WAY GRIP \$19.50

Used Slot Machines—Safe Cabinets, \$12.50.
NATIONAL SALES & DIST. CO.
3136 SAN JACINTO, DALLAS, TEX.

SAY YOU SAW IT IN THE BILLBOARD

World Series Okehed By Chicago Judge

CHICAGO, March 19.—After a period of more than two years in which the very name "coin chute" made local officials see red, a game has finally been okehed. Several days of hearing and testimony passed before Judge William V. Brothers handed down the opinion that Rock-Ola's World Series is a game of skill, and permanently enjoined the city and the police department from interfering with the sale or operation of the coin-operated baseball game.

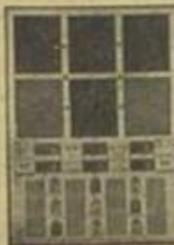
Suit was brought by Rock-Ola Mfg. Co. Appearing in its behalf as an expert witness was Professor Walter Bartky, an associate in the department of mathematical astronomy at the University of Chicago. He offered proof that the game was solely one of skill. He told of supervising tests which showed that an experienced player can make more runs on the game than a novice. One man averaged 4.56 runs an inning for 50 games in a test, he said, while the other averaged 1.4 runs. Prof. Bartky said he based his conclusion on the theory of probability, which considers such variables as time, mental reaction and previous skill.

In handing down his decision Judge Brothers stated the machine is not a gambling device; that it differs from the bagatelle and pin-ball games named in one city ordinance, and that it does not

fall within the intent of the city ordinance prohibiting coin-operated amusement devices.

It has been a long time since any coin-operated game grabbed off the publicity which this injunction gained for World Series. All the local dailies printed reports of the trial and especially played up the testimony of Prof. Bartky. This is believed to be one of the first coin-operated amusement games to be favored with an injunction since the city fathers banned pin games in December, 1935. Operators of the city saw in this injunction a possible indication that the present ban which even includes cigaret vendors might not be enforced so strenuously now that this injunction has been granted and the primaries are just a few weeks off.

Rock-Ola officials were particularly enthusiastic over their hard-fought victory. In commenting on it, Jack Nelson, vice-president and general sales manager, stated: "It was a long, hard, tough fight, but now that we have won we believe we have proved to the industry that Rock-Ola is doing more than its part to improve operating conditions. We bore the total cost of obtaining this injunction so that operators here can get back into business with World Series and so that coinmen in other parts of the nation would have actual evidence of the legality of World Series and realize that Rock-Ola is one firm which is doing everything possible to bring about a new era of prosperity for all members of the industry."



LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
A 1-200-coin hand with six genuine leather hand-rolled games containing 1000 prizes ranging from \$1.00 to \$1.00. Seal awards, cigarette and optional prizes give this hand more than fifty winners. Take in \$50.00, pass out approximately \$20.00.

Sample \$2.75; Lots of 10 or More, \$3.50.

Special reserved on all orders.
H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.



READY AND STEADY MONEY

Do you want one thousand pennies per week, or twenty nickels? Today's turnover in coin machines guarantees penny play. "PENNY PACK" 1932 Streamline Model Counter Machine is the answer. What more can we say? What more can you ask? \$18.75, tax paid, is the price. Seven-day trial or your money refunded—no questions asked.

178 Depot, Balance C. O. D.
THE P. K. SALES COMPANY
6TH AND HYATT, CAMBRIDGE, O.

CERTIFIED USED GAMES

1/3 Deposit, Balance C. O. D.

Jumbo .. \$ 4.50	Pens Finish \$25.00
Hi De Wk. . 2.50	Pushover . 45.00
Balloon . 12.50	Arington . 45.00
Blunder . 12.50	Far Grand 20.00
Winner . 12.50	Multiple . 110.00
Swinging . 12.50	Race . 110.00
Queen Mary 12.50	Startman . 110.00
Daily Race 14.50	Rife . 27.50
Pedals 19.50	Wool-Lit . 57.50
Golden Wk's 22.50	Tom Mix . 115.00
Pink Puck 25.00	Swing . 115.00
Turf Champ 30.00	Box . 125.00

MILWAUKEE COIN MACHINE CO.
3725 W. Center St., Milwaukee, Wis.

MAGIC ROLL

Styled by GENCO!

"FREE GAME" RECORDER

Open CLOSED TERRITORIES WITH **MAGIC ROLL**

GENCO'S MAGNETIZED ALLEY!
— 100% SKILL —
— 100% LEGAL EVERYWHERE —
ONCE ON LOCATION MAGIC ROLL STAYS PUT! Players can't resist the two-way scoring action—progressive and "criss-cross"—on the light-up scoreboard and the captivating ball and magnet alley action! Game comes complete, as illustrated, ready to move to any location—ready to roll up permanent big profits!

THE LOWEST PRICED ALLEY EVER MADE

\$169.50

F. O. B. Chicago.

Operates with 2" hollow chrome balls. Only 8' 4" long, 23 1/2" wide. Very light in weight.



"FREE GAME" DEVICE PERMITS PLAYERS TO PLAY OFF AWARDS--KEEPS THE CASH IN THE MACHINE!

—Actual operation proves that the "play-off" appeal means extra profits! Player takes his "Free Plays" in re-plays! It's LEGAL!

\$89.50

F. O. B. CHICAGO
without "FREE GAME" UNIT
\$74.50

Immediate Deliveries!



Adjustable Dial Recorder. Player's "Free Play" Take-Off. Merchant's Take-Off and Vender Counter.

GENCO, INC. 2621 N. Ashland 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 14.50
Price 1.10
Plus 10% Federal Tax.

Write for our Catalog of Money-Making Boards, Cards and Die-Out Sheets.

CHAS. A. BREWER & SONS
6320-32 Harvard Ave. Chicago, U. S. A.
Largest Board and Card House in the World.



THE BIG FIGHT
10 ROUNDS \$10.00 GUARANTEED TO BE THE WINNER

JOE LOUIS MAX SCHMELING

Contest Entries Begin To Pile Up

CHICAGO, March 19.—Reports from the firm indicate that the judges who will select the best name suggested for the special brand of cigars to be marketed by O. D. Jennings & Co. have a tough job on their hands. Names are pouring in by wire, letter and telephone, officials say. As the suggestions are received each name is carded and numbered to assure impartial selection by the judges.

The new cigars will be used in connection with a special plan of distribution now being formulated for the Jennings Cigs-Rols. "This unique cigar machine is proving exceptionally popular in all sections of the country," it is stated. "Ciga-Rols is ideal for operation in territory now inactive. Much of this dormant territory has been made extremely profitable by the introduction of a Ciga-Rola machine. Several models are available to assure the proper type of machine for every territory."

that if something definite and concrete is not obtained within the near future, and I have in mind a question of months and not years, then it is probable that the amusement machine industry in New York City will be extinct.

"I further wish you to note that one of the main causes for disturbances may be placed directly at the operators' door, because of the difficulties that they personally cause in obtaining and keeping the various locations and the poor plants or systems which the various organizations or associations have for compromising and settling differences that might arise.

"It is my opinion that if organization are formed or if the present organizations can rehabilitate themselves with strict enforcement and supervision that the prospects and outlook of their industry will bloom forth with hopes of a permanent existence."—Herman Brothers (Attorney), New York City.

"Some Big Ifs"

To the Editor: Your editorial in The Billboard, February 28, subject 'Some Big Ifs,' has been called to my attention.

"For some time in the past I have represented several jobbers and numerous operators and during the course of our discussions various questions (as is usual) have been asked by said operators and jobbers. To climax these conversations and conferences I recently had the opportunity to say a few words to an assemblage representative of the Amalgamated Vending Machine Operators' Association, at which time operators and jobbers were present from the counties of New York and the Bronx.

"During my short address I specifically called to their attention practically all of your 'Ifs' and mentioned specifically the remedies as you have outlined.

"My object in writing you is not alone to concur with the ideas involved in your editorial, but in addition to state



FRANK B. STEURNAGEL, Indianapolis, is a new factory representative for Rock-Ola for the State of Indiana.

McGALL'S WEEKLY SPECIALS—ALL GUARANTEED

NOVELTY GAMES	Wally Wacchot	\$11.50	Hold and Draw	\$4.50
Around the World	Wally Wacchot	8.50	L. O. U.	4.50
Roller Up	Roller Up	8.50	Junior U.	25.50
Stack 'Em	Stack 'Em	8.50	Billy Nigger	7.50
Chicago Express	Chicago Express	8.50	Punch-O-Matic, Elec.	8.00
(Flour Barrel)	(Flour Barrel)	8.50	Penny Pack	8.00
Double Action	Double Action	8.50	Tris (4 Extra Eds.)	4.50
East & West	East & West	8.50	Real Dice	11.50
Electric	Electric	8.50	Real Wheel	25.50
Shower	Shower	8.50	Reading Wheel	5.50
Shower	Shower	8.50	Real Aces	5.50
Home Run	Home Run	8.50	Win-A-Pack	5.50
Home Run	Home Run	8.50		
Hand	Hand	8.50		
Hand	Hand	8.50		
Max Cap	Max Cap	8.50		
Power Play	Power Play	8.50		

COUNTER GAMES

Cent. & Smokes (10)	\$ 8.50
Videa	8.50
Criss Cross	8.50

PHONOGRAPHS

Rolling Model J.	\$185.00
Wurlitzer 612 (New Electric Front)	122.50
Wurlitzer 612-A	125.50
Wurlitzer 612	125.50

1 1/2 Depot, Balcony C. O. D. Cable Address "McGall's" Phone: Jefferson
1644. Send for Our Latest Price List.

McGALL NOVELTY CO.
3147 Locust St., St. Louis, Mo.

If it isn't listed, ask about it! We have 'em all.

Thank You for Mentioning The Billboard.

For 1st
Correct Selection

10

For 2nd
Consecutive Correct Selection

30

For 3rd
Consecutive Correct Selection

100

For 4th
Consecutive Correct Selection

300

Rio is rocking America in just the same way it has captivated every other country on the face of the globe. Last week the first Rios went on location in Ohio, Minnesota, Wisconsin, and several other states. Though Rio is not a console, it made regular console earnings look sick! Players positively refuse to give up the machine—it's so fascinating. And so simple, too, that it takes hold at once. All you do is select a number—1 or 2 or 3. Then spin dial. If selection matches, you may take your payout (automatically) or let it ride (again automatically!) The machine does it all. You can never miss by more than one, you are always close!

Favorable odds are Rio's big secret. The more you let your payouts ride for the grand climax, the more you are offered in proportion. Who could resist an allure so rich, a situation so rare? That's Rio—a different kind of a machine. Its hexagon cabinet is different, it's altogether different in appearance, and goodness knows its playing rules and reward allotments are different. If you ever wanted an opportunity to start a new fad, and get paid back accordingly, here's your chance! For such an exclusive machine Rio is very low priced, and if you were to judge it by its earning power, why it ought to cost five times as much!



*\$149⁵⁰ PLUS TAX

Mills Novelty Company

4100 Fullerton Ave., Chicago

RIO

CASH for RAYOLITES

(Seeburg Lite-Ray Guns)
Give serial numbers and condition.
ALSO for Sale or Trade, 300 ABT Penny Target Skills. Very good condition, almost like new, at bargain.

RAYOLITE DIST. CO.
946 S. Flower, Los Angeles, Calif.

SALESBOARD OPERATORS

Read
"DEALS"
A column about new salesboard ideas, deals and personalities.
In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

DIGGERS FOR SALE

3 MODEL F IRON CLAWS, PERFECT CONDITION, \$250.00, OR \$275.00 COMPLETE WITH TOP, FRAME AND LIGHT STRINGERS.
FRANK C. POPE, Gen. Del., Augusta, Ga.

WANTED A SERVICE MAN

Must be good on Amusement. References required. Must be self-sufficient.
303 ST. L. O., Care The Billboard, St. Louis, Mo.

Service Is Theme Song of Oriole

BALTIMORE, March 19.—The main plank in Eddie Ross' campaign of pleasing the many customers of Oriole Coin Machine Corp. here is service, he reports. "Yes, sir," he states, "prompt and efficient service is our watchword. By doing all we can to help our customers make more money we, of course, benefit from the fruits of their friendship in repeat orders."

"This service of ours," he continued, "takes on many and varied forms. We act as the middle man in working with the manufacturer and the operator. We do our best to recommend equipment which we think will bring in the greatest profits in the territory in which the operator has his routes. By means of various merchandising suggestions we help the operator realize the greatest profits from his machines. In every way we can we help our customers get the most out of their operations," he concluded.

Royal Presents Big Dipper Game

NEWARK, N. J., March 19.—Big Dipper is the name of the game which Dave Stern, of Royal Distributors, Inc., promoted the trade last week. In describing the game Stern revealed that the game is of the bowling type with bumpers on the scoring surface and has a novel skill hole feature. A double glass partition along with handball-sized rubber balls are said to be used.

"We are building the Big Dipper for operators who want an exclusive game and one that they can depend on for a long period of time," Stern stated. "Our production schedule is so arranged that we can build games in quantities to take care of immediate demand. We are not going to overstock on parts and then build as many games as we can and try to flood the market. This is one game that is going to be manufactured along the ideas of the better operators for exclusive operation and for real profits."

THEY'RE EATING IT UP!

"Cut Yourself A Piece of Cake" AND GET IN ON THESE "SWEET" PROFITS

Board No. 2408 2400 Holes
Takes in\$120.00
Average Payout 74.02
Average Gross Profit ...\$45.98
—109 WINNERS—

A New and Novel Harlich Board . . .
With That Extra Wallop That Builds Profits—Fast!

PRICE EACH ONLY
\$4.98
PLUS 10% TAX



GET THE DETAILS! OR, BETTER STILL, ORDER A SAMPLE TODAY!
HARLICH MFG. CO., 1413 W. JACKSON BLVD., CHICAGO, ILL.

EXTRA! EXTRA! EXTRA!

MORE THAN 1000 BARGAINS IN GUARANTEED RECONDITIONED EQUIPMENT OF VARIOUS TYPES, SOME OF WHICH WE LIST BELOW:

(W/PHONOGRAPHS)
MILLS DO-RE-MI'S
REGULAR DANCE MASTERS
MILLS STUDIOS
WURLITZER, Models 916, 716, 316 and 412
MODEL K SEEBURG
BOOK-OLA MULTI-SELECTOR
MILLS SLOT MACHINES OF ALL KINDS, SOME USED ONLY THREE DAYS — OTHERS THREE WEEKS AND UP — ALL IN PERFECT CONDITION AND READY FOR LOCATION.

(PIN GAMES)
BALLY ARLINGTONS
BALLY FAIRGROUNDS
BALLY CLASSICS
BALLY CAROMS
RACING FORMS
BALLY FLEETWOODS
AMUSEMENT GAMES OF ALL TYPES

PHONE, WIRE OR WRITE FOR PRICES ON YOUR EXACT REQUIREMENTS. ALSO WRITE FOR COMPLETE LIST OF USED BARGAINS.

THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE N.C.



BALLY RESERVE

Revolutionary "WINNER TAKES ALL" idea—just like movie bank night—sweeping the country like wild fire—because player is never shooting for less than \$1, up to \$10 top. BALLY RESERVE actually rivals payout games for big daily collections. Get your share—order BALLY RESERVE today!

5-BALL NOVELTY PLAY

\$99.50

F. O. B. CHICAGO

PAT. NO. 2063108.
PAT. NO. 2062708.

Bally's NEW ROCKET

BUMPER and SKILL HOLE NOVELTY SENSATION

Packed with High Score Appeal and Progressive Score Appeal! Competitive Play Appeal! Rotation Skill Appeal! Genuine Bally flash, action and smooth performance! Take advantage of the unbelievably low price to cover your territory for a real profit clean-up. Order now!



5-BALL PLAY

ONLY \$59.50

F. O. B. CHICAGO

MAGIC BALL BALLY HOT VENDER

100% LEGAL AIR CONTROLLED GAME

The practical, trouble-proof machine for vending Hot Pop Corn, Hot Peanuts in Shell, Hot Potato Chips and a wide variety of other confections, insuring permanent profits.

MERCURY JUNIOR 5-Ball Counter Game
LITE-A-PAX Cigarette Counter Game

LINCOLN FIELDS Triple Dial 7-Coin Console, With or Without Skill Feature.

Write for details and prices.



SPORT PAGE

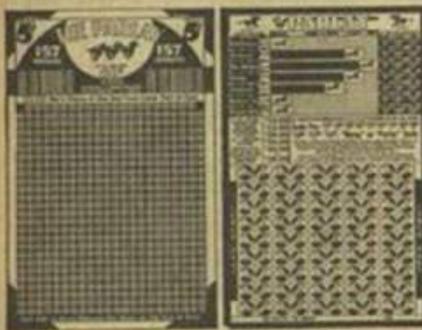
THE MULTIPLE 1-SHOT THAT ACTUALLY BEATS FAIRGROUNDS

They said no game would ever beat Fairgrounds phenomenal record—but SPORT PAGE is doing that right now! In addition to increased earning power, SPORT PAGE gives you many new mechanical refinements.

new adjustment and anti-cheat features that mean more money for you! Protect your live spots by ordering SPORT PAGE today!

\$194.50
F. O. B. CHICAGO

BALLY MFG. COMPANY, 2640 BELMONT AVENUE, CHICAGO, ILLINOIS



The PARLAY

"GET A RUN FOR YOUR MONEY!" The sensational board that is making real money for smart operators. Write for details.

Seven small boards are at top of cabinet and three tables alongside each board. Winner numbers are held; horse dashes across card to "Win," "Place" or "Show" position, receiving \$25, \$10 or \$5. Dealer of "Parlay" takes wheel any two horses. Only one \$25 winner possible. Made in tin and thick styro. 16 or 32 per play average profit \$71.42 on 100 cash, \$41.42 on 50 cash. Sold to operators only. Write for details.

SUPERIOR PRODUCTS, INC.
14 N. Prairie St., Dept. C, Chicago, Ill.

Canadian Hearing Set for April 4

WASHINGTON, March 19.—Nearly 200 briefs had been filed with the government before the dead line for filing them on the forthcoming trade agreement between Canada and the United States came on March 12. It is not known whether any interests representing the coin-operated machine industry filed a brief. Public hearings will begin April 4.

The new Canadian agreement should be concluded by the beginning of summer, officials said. It is designed to amplify the existing United States-Canada agreement, which became effective January 1.

This is the first instance in Secretary Hull's reciprocal trade program of a country negotiating a new agreement to extend its present one.

The controversial items in the new accord were expected to be beef cattle and lumber, to judge by the briefs received. By the present agreement cattle imports from Canada are limited to total of about 250,000 head. There were indications the new agreement might increase this quota. Officials said, however, that the importance of the new agreement will be its introduction of new items, as yet undisclosed.

Total trade has increased by leaps and bounds, they reported, under the present agreement. United States exports to Canada jumped in 1937 to \$500,508,000 from \$384,151,000 in 1936. Imports increased from \$375,832,000 in 1936 to \$398,539,000 in 1937.

Canada is the United States' second largest customer, ranked only by Great Britain.

Florida Ops Like H. C. Evans Games

CHICAGO, March 19.—Trans games are certainly getting the endorsement of Florida operators," reports H. W. (Dick) Hood, president of H. C. Evans & Co. from the State of palms and oranges blossoms. "Hialeah Special, Hy-a-Blade Vender and the new 1938 Galloping Domino are special favorites down here and it is mighty gratifying to hear the enthusiastic reports of the men who operate them and the profits they are making. During the popular resort season, particularly, those machines were being played without let-up. Ordinarily this would be a fine time to snatch a little vacation in the balmy Florida sunshine, but with business so brisk that's out of the question."

Short Articles

Recently there has been a tendency by manufacturers to submit short articles signed by an executive of the firm instead of the usual puff in the form of a news item. These short articles elaborate on some general idea underlying a machine made by the firm. It appears that these articles would in many cases have more appeal to our readers than do many puffs.

Yet we must advise our advertisers of this fact: The short articles being submitted usually require three times as much space as the news item or more. Hence, we are confronted with the problem of space to use the articles submitted. They will be used as far as we can find room for them and in order as much as possible.

WURLITZER \$159.50 EA.

(Lots of 10)

— 616 —

(SINGLE MACHINE — \$169.50)

WURLITZER P 12—\$84.50 • ROCK-OLA—Late 1936 Model—\$79.50

BABE KAUFMAN MUSIC, CORP. (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

USED MACHINES Like New!

All our Machines are in excellent working condition, perfectly cleaned (repacked when necessary) all ready to operate as good as new.

OUTBOARD \$ 9.75 | BICOCHET \$ 8.00
WIZARD 7.45 | FORWARD MARCH... 24.50
CARGO \$2.00 | POKERING 13.50

FREE—Get our Mailing List for Weekly Price Bulletins.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

EXPORT

We Ship to All Parts of the World

New! GLOBE TROTTER

5-B ALL NOVELTY
SENSATIONALLY
LOW-PRICED

You'll be going places with this honey of a money-maker! Massive in size, has features found only in highest priced payouts, yet sells at a record-breaking low price! Mystery Slot revolves twin saucer discs. Top disc shows miles player must travel to win, lower shows destination, which represents odds. Award Cards furnished. New Odometer mileage totalizer, new-type bumper springs, new simplified mechanism, fully accessible. Colorful playing field, modern cabinet, Only



\$69.50

Cabinet
22"x44"
Backboard
22" square

SLUGGER

5 Ball Baseball
Novelty,
STILL GOING
STRONG!

DELUXE GRIP SCALE

3-WAY STRENGTH-TESTER

100% LEGAL

THE ONLY TESTER
WITH THESE QUALITY
FEATURES!

New **BUTTON INDICATOR CONTROL** for competitive play! Indicator remains at highest number until player presses button! • **CHROME TRIM, CHROME HANDLES THROUGH!** • The only machine with **ANTI-TILT** to prevent cheating. • **SEPARATE CASH BOX!** • **TENSION ADJUSTMENT** to suit location! • **SELL 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

WHEN BUYING GRIP MACHINES

Buy only from a reputable manufacturer who's products have a high resale value. Do not accept irresponsible recommendations! Investigate first!

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

WE CAN USE

SKILL TIMES, FAIRGROUNDS,
TRACK TIMES, FLEETWOODS

2 PAGES RACES—20 to 1 Odds—in Brown Cab., Over 5,000 Series With Skill Attachment. Can be converted to Reg. Paces Races. Check Separator. **\$195.00**

1 FAMCO ROSEMONT (Skill Attach.) **75.00**

1 JENNINGS DERBY DAY, Stent Top, with Skill Attachment. **95.00**

WRITE FOR PRICES ON ONE-BALL RECONDITIONED PAYOUT TABLES

1/3 DEPOSIT — BALANCE C. O. D. PRICES F. O. B. BALTIMORE.

SAVOY VENDING CO.

406-B W. FRANKLIN ST.
BALTIMORE, MD.

PENNY ARCADES and SPORTLANDS

Installed on percentage basis.

LINDY SALES
Fort Lee, N. J.

BARGAINS

Operators and Carnival Men, buy your Short Range Shooting Galleries now for coming season. Slightly used, \$15.00 each; new, \$50.00 each. Target Cards, \$2.50 per M; Can't Miss Shots, \$3.20 per M. Will trade for Late Model Novelty Marble Games or Pace Penny Weighing Machines.

L. H. HOOKER NOVELTY COMPANY,
Arnolds Park, Iowa.

WANTED AT ONCE

By Owner of Penny Arcade, additional equipment, either buy or lease. Mail location to P. E. NELSON, 400 Felling Building, Portland, Ore.

Leon Berman & Co.
Open New Offices

NEW YORK, March 19.—Leon Berman, well-known representative for power packs and vibrators, has opened up an office at 55 West 42d street, New York, under the name of Leon Berman & Co.

Berman is well known to all operators in this territory and with his new set-up he has made provisions to take in all territory in the eastern and southern parts of the country. Berman is handling power packs and vibrators, rectifiers, fuses, cords, switches and every conceivable electrical part for amusement machines.

Capital To Try
Parking Meters

WASHINGTON, March 19.—After three years of effort on the part of Senator Elmer Thomas, of Oklahoma, the Senate voted for a trial of parking meters in the District of Columbia annual appropriation bill. The measure has to go back to the House for agreement to changed portion of the supply bill.

Senator Thomas said that Chairman Ross Collins of the House subcommittee had promised that he will not oppose the Senate amendment. Thomas also stated that the parking meters will only be installed on a few of Washington's streets as an experiment and that the machines will not cost the District government anything but will instead bring in an estimated revenue of \$700,000.

The Thomas parking meter amendment passed the Senate on a close decision, with the "nays" almost drowning out the "yees," but the proposal passed without being contested by demand for recount.

While installation of the parking meters is left to the discretion of the District commissioners, Melvin C. Hansen, president of the board, said that the test will be made on a few of the city's busiest downtown streets.



ZEPHYR \$18.75 TAX PAID

Two Machines in One—Cigarette Vender or Ball Fruit Vender, Violate 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.



GUM BALL

10c a Box (100 Pieces)
Coke Lids (100 Boxes)
\$12.00

MINTS

100. Refills,
75c. Case (1000 Refills)
\$8.50

GINGER TOKEN PAYOUT **\$27.50 TAX PAID**

Lowest automatic payout machine in lowest price field. You can call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator inserts tokens in payout tube, thus controlling payout percentage accurately to fit all retail prices of Cigarettes.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

NOTICE!

PRICE OF "IMPERIAL" COIN OPERATED BILLIARD TABLE GOES UP APRIL 15TH. ALL ORDERS WITH DEPOSITS RECEIVED PRIOR TO APRIL 15TH WILL BE SHIPPED AT FORMER LOW PRICE! ORDER TODAY!

BIRMINGHAM VENDING COMPANY
2117 THIRD AVE., NORTH, BIRMINGHAM, ALA.

LEGAL FROM COAST TO COAST!

The Answer To Your Problem!
EVANS' MYSTERY MACHINE
BY-A-BLADE
 Vends Razor Blades That
 May Be Resold If Desired!

SENSATION OF THE INDUSTRY!

AT LAST! A basically NEW Idea! A machine that opens hot spots and makes profits you never dreamed possible! Here it is—legal as a peanut vendor, fast as a slot—ready to work 365 days a year to put you back in the money!

● **DELIVERS BLADE FOR EACH 5c**

For every nickel deposited, purchaser receives a super-quality, double-edge safety razor blade—an article of recognized standard value anywhere, easily worth a nickel. BUT THE PURCHASER MAY RECEIVE EXTRA VALUE! Based upon the inherent right of everyone to barter and trade, certain blades vended from this machine may or may not be resold to the location for 10c to \$2 each, depending upon the COLOR COMBINATION OF THE WRAPPER!

● **ABSOLUTELY LEGAL!**

Do not confuse this machine with so-called "legal machines." IT IS 100% LEGAL EVERYWHERE.

● **HOW THE VENDOR WORKS**

When a nickel is inserted, glass front, decorated with colored symbols of shaving implements, flashes lights which flit and skip. They come to rest on a

combination that determines the wrapper of the blade which is dispensed in drawer in base of machine.

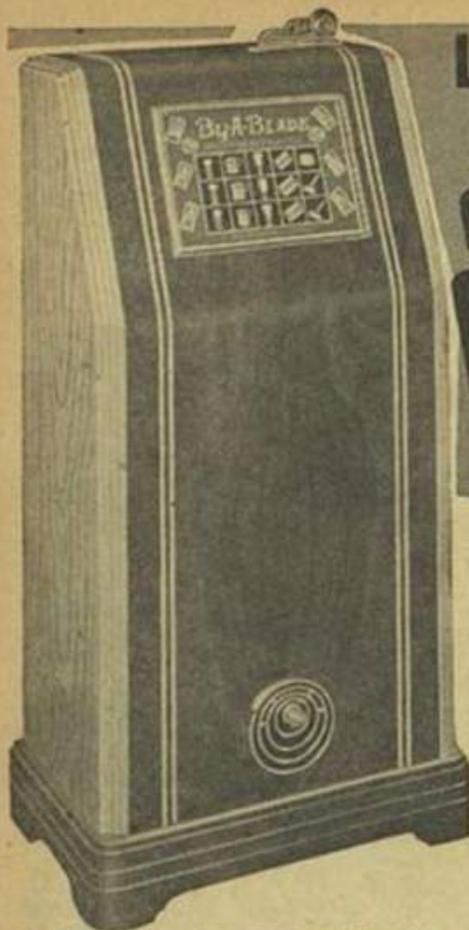
● **OTHER FEATURES**

Handsome streamline cabinet of black walnut with curly maple trim, 16" deep x 23" wide and 50" high! Sloped front—no crouch, no bend, no blink. Equipped with famous EVANS' Anti-Slug Coin Chute. In every detail a masterpiece of Evans precision-engineering; Special package blades packed in proper assortments supplied by Evans only. Perfect performance unconditionally guaranteed when Evans merchandise is used!

OTHER EVANS WINNERS!
 PROFIT-SHARING PHONOGRAPH
 ROLLETTA SR. HIALEAH SPECIAL
 WRITE FOR DETAILS!

At your Jobber, or write, wire or phone Haymarket 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



Copyright and Patent Applied For.

Write for Evans' Franchise Plan — Biggest Money-Maker in the Coin-Machine Business! Get the dope quick for your territory!

FIRST AND GREATEST RACING CONSOLE



OTHER EVANS' HITS!
 GALLOPING DOMINOS
 ROLLETTA JR.
 SKILLO
 Write for Details!

IMITATED BUT NEVER EQUALLED

BANG TAILS

Such class, performance and earning power have never been built into any other game! Evans' NEW 7-Coin Head absolutely gyp-proof—last 3 coins visible; silent mechanism; perfect performance and other patented features make it the stand-out racing game for 1938. At your jobber, or write, wire or phone HAYMARKET 7630.

Coinmen Look at Liquor Control

NEW YORK, March 19.—Coinmen here are beginning to express the idea that the way liquor sales are controlled in New York State by the Alcohol Beverage Control Board might suggest a plan for the coin machine trade if it wants to gain the public's confidence.

When the ABC was established and Edward Mulrooney, former police commissioner of the city of New York, placed at the head of it, it was done with the sole purpose of mollifying the drys as well as the general public and to bring the sales and distribution of liquor under control. Not only has the ABC accomplished this purpose, but with each year has gained the increasing approval of the public by the efficient and effective action which it has shown.

The report of the board for 1937 showed there had been a definite decrease in drinking by persons between the ages of 18 and 25. This is more or less due to the stringent rules placed upon advertising, upon circulars and displays and also by the watchful members of this organization who have a force in action at all times watching all liquor licensees.

The fewer licenses were taken out this past year, it showed that there was a greater trend to general temperance. The regulation demanding that food be served wherever liquor is sold probably had a great deal to do with the non-renewal of many licenses. But this regulation has helped greatly to eliminate the old-time saloon atmosphere from the liquor places in this State.

Coinmen say it is such efficient and effective control which is needed by the coin machine industry. Many who read the headline reports of the ABC in the press remark about the necessity for similar strong tactics in the coin machine industry.

The growing belief is that a board with real powers set up here would be effective in curbing many of the abuses of the industry. It is believed that such a board would be welcomed by the police department here as an aid instead of a hindrance and that since it would be supported by the industry the police would most certainly work with the board to bring about conditions agreeable to the public will.

SANTONE SPECIALS

BANG TAILS	\$ 62.50
GALLOPING DOMINOS	62.50
GASTON DERBY CONSOLE	112.50
LONG CHAMP (Double Coin Chute)	114.50
PACES RACE	62.50
ROLLETTA, JR.	62.50
TRACK TIME	62.50
GASTON'S DERBY DAY	10.00
Bally CAROM	10.00
Waiting ROL-A-TOP (50-10-25c)	30.00

ALL MACHINES GUARANTEED A-1 Terms: 50% With Order, Balance C. O. D.

SANTONE COIN MACHINE CO.

1524 Main Avenue, San Antonio, Tex.

IT CAN'T HAPPEN HERE!

Locations are always telling operators! And when collections are made and this and then that is deducted — It did happen! So what? So—

NEXT TIME TRY.....

ORIOLE

COIN MACHINE CORP.

ORIOLE BLDG., BALTIMORE, MD.

—ALSO AT—
 Pittsburgh • Washington • Buffalo

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

It Hates You, the Payer and Advertiser to HATE! Use The Billboard.

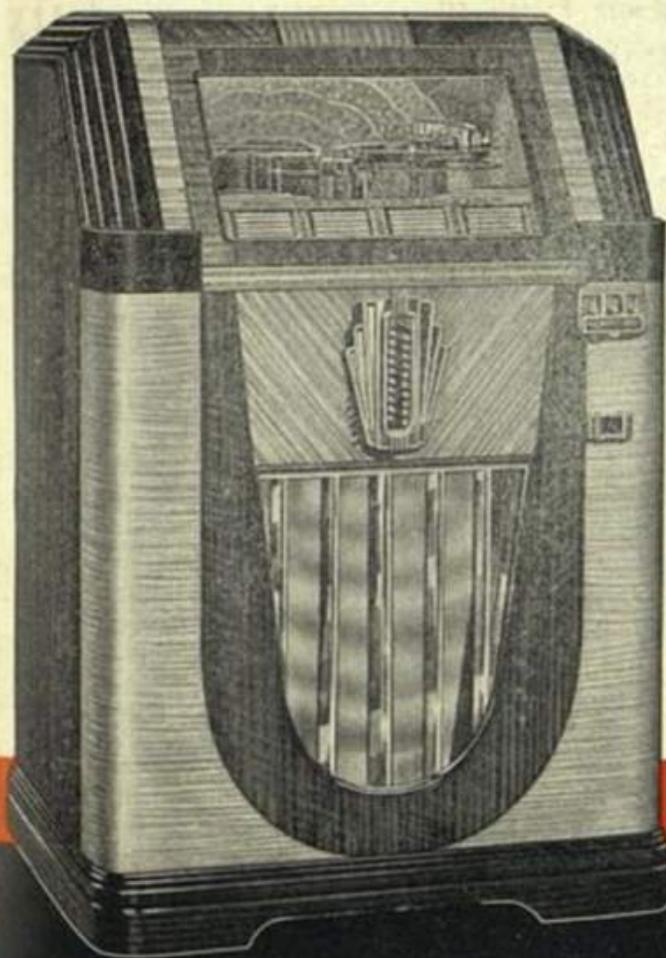
Rock-Ola

THE FIRST

BY

NATION-WIDE CHOICE

MONARCH 20



Operators and locations throughout the nation enthusiastically acclaim Rock-Ola phonographs the first, best and biggest long-time business builders. Millions of entertainment seekers insist on Rock-Ola music. Time, effort and expense are never spared in Rock-Ola phonograph styling, in selecting quality materials, in attaining the most true-to-life tone and simple mechanism for long life performance. Rock-Ola's new 1938 streamlined phonographs carry forward the Rock-Ola tradition of leadership. With the wide acceptance of streamlining in modern design, Rock-Ola is first in its streamline cabinet with the amazingly beautiful "Borealis" light-up grill and full vision slanting top; first in that money saving feature, the new drop-style 99% slug-proof coin-chute as standard equipment; first in offering a 20-record selection and first in sound mechanical construction. Rock-Ola phonographs make friends and make money. When you operate Rock-Olas, you place yourself first in line to earn consistently high profits.



Rock-Ola

MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE
CHICAGO, ILLINOIS

CANADIAN
OPERATORS ATTENTION
ROCK-OLA
Multi-Selector Phonographs
are **HYDRO-ELECTRIC**
APPROVED IN CANADA
Manufactured by
P. and H. COIN MACHINE CO.
108 Dundas St. W., Toronto, Canada

The Raymond Scott Quintet...



RAYMOND SCOTT, brilliant composer and leader. Personnel of his unusual quintet includes Johnny Williams at the drums, Fred Whiting at the bass fiddle, Raymond Scott at the piano, Dave Wolfe at the trumpet, Pete Fountain on the clarinet, and Eric Hoek on the saxophone.



... renders its highly original "mad music" in every neighborhood, every night on **WURLITZER AUTOMATIC PHONOGRAPHS**

The sensational Raymond Scott Quintet, "only six man quintet in captivity", has made musical history during the past year—skyrocketing to stardom through the medium of Brunswick Records, the CBS Saturday Night Swing Club and Twentieth Century-Fox pictures.

Thanks to Wurlitzer Automatic Phonographs, the nation's music lovers now need wait for no night—no picture—to enjoy the unique Scott compositions and the brilliant solo work of his men. For Wurlitzer's "living tone", in tens of thousands of locations whose limitations make automatic music advisable, brings the music of the world's favorite orchestras to millions of cafe and tavern patrons every night, everywhere.

For beauty of cabinet—for rich, life-like tone reproduction—for overwhelming popularity among location owners and patrons alike, Wurlitzer has no equal. Here is opportunity! . . . and America's leading operators have seized and turned it to profitable advantage!

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada



These marvelous **BRUNSWICK RECORDS** by the **RAYMOND SCOTT QUINTET** are tops in popularity

- 7992—"Mister In Jazz"
- "Twilight In Turkey"
- 7993—"Powerhouse"
- "The Toy Trumpet"
- 8000—"Dinner Music For A Pack Of Hungry Cannibals"
- "Reckless Night On Board An Ocean Liner"
- 8058—"War Dance For Wooden Indians"
- "The Pezasia"

Wurlitzer operators have proved these records to be real contributors to increased play appeal.

WURLITZER

AUTOMATIC PHONOGRAPHS REG. U. S. PAT. OFF.

Bring the Music of Modern Masters to Millions