

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

MAR 30 1938

APRIL 2, 1938

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The Billboard

The World's Foremost Amusement Weekly

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Maurice Seymour
Chicago

THE BILTMORE BOYS and THEIR ORCHESTRA

Opening La Salle Hotel, Chicago, April 16

Management: Consolidated Radio Artists, Inc.

The Billboard

Vol. L
No. 14

The World's Foremost Amusement Weekly

April 2,
1938

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LEASE MILLION-DOLLAR PIER

Siamese Twins Panic Union as Membership Raises Big Problem

SAN FRANCISCO, March 26.—The AFA had a tough time signing up the Hilton Siamese Twins, now appearing at the Club Tivoli.

When asked to join Daisy said "yes" but Violet said "no." Al Smith, local

AFA representative, had to give Violet a long talk before she agreed, too.

NEW YORK, March 26.—When queried as to the policy on Siamese Twins the AFA's Ralph Whitehead hem and hawed and admitted that he was stumped.

"Now when the Godino Twins joined a couple of years ago they joined as two members, paying double initiation fees and double dues," Whitehead recalled. But when Mary and Margaret Gibbs joined while they were with the Ringling Circus last spring they caused a lot of trouble.

"The Gibbs twins refused to pay two initiation fees and double dues, claiming one was enough," Whitehead said. "Their insistence gave us all a laugh, and I believe we entered them on our membership books as two members. But, wait, I think we've got them down as a single member—as the Gibbs Twins. Anyway we left it up to our circus deputy to use his judgment, but he kept writing us for a decision.

"Now as for the Hilton Twins, I guess we will have to leave it up to our council meeting if their membership brings up any new questions. I'm not going to make a snap decision.

"Of course, they are two different (See SIAMESE TWINS on page 74)

Boston Bookers Sign With AFA

1,000 spots involved thru-out State—pact with night club owners pends

BOSTON, March 26.—Close to 500 members of the local American Federation of Actors' branch at a monster meeting here last Saturday (19) acquainted themselves for the first time with the union's new working agreement with the Massachusetts Association of Entertainment Bookers.

Lou Walters, president; Eleanor Shep- (See BOSTON BOOKERS on page 17)

N. Y. Hotels Drop Open Shop; Musicians, Actors Encouraged

160 hotels sign pact with waiters, engineers group—opens door to stronger control by musicians and AFA—426 musicians of 802 now in 31 steady hotel jobs

NEW YORK, March 26.—With 160 local hotels having signed an agreement Wednesday with five American Federation of Labor unions providing for arbitration of disputes pending formal recognition, the musician and performer unions are now in a stronger position than ever before to get somewhere in their efforts to really regulate conditions for their members in the hotel field. Local 802 of the musicians' union has been trying for a long time to control banquet and private entertainment music jobs in hotels, and the American Federation of Actors has

been negotiating with the Hotel Association of New York City for AFA shop on all entertainers. With the hotels' abandoning their traditional open-shop policy in favor of peaceful dealing with the unions thru the pact signed in the offices of the State Labor Relations Board, the theatrical unions feel now is the time for them to make real headway in the hotel field.

The AFA has been unable to line up any AFA shop contracts with local hotels, due to the Hotel Association rules main- (See N. Y. HOTELS on page 75)

Field Rep Quits Outdoor Press Club

CINCINNATI, March 26.—Macon E. Willis, general representative of the Mammoth Marine Hippodrome, has resigned as field representative of the Outdoor Press Club and so notified the club's president by letter yesterday. This action was taken by Willis because (See FIELD REP on page 75)

Hamid, Gumpertz in Control for 14 Years With Purchase Option

Plan spending \$150,000 for renovation and improvement before season starts—changing name from Young's to Hamid's Million-Dollar Pier—Gumpertz general manager

ATLANTIC CITY, March 26.—Young's Million-Dollar Pier, for many years one of the amusement centers of this seaside resort, was leased this week by George A. Hamid, New York, and Samuel W. Gumpertz, of Sarasota, Fla. Hamid and Gumpertz, negotiating thru the Albert Greenfield realty office of Philadelphia, a syndicate which has held control of the pier since Young's retirement, signed to operate the establishment on a 14-year lease with purchase option thereafter. Plans have been made to spend nearly \$150,000 for general renovation and improvement before the regular season opens June 25. Pier will operate on week-ends, however, beginning Easter.

Gala Opening For NSA Club

Merry throng of prom-nents present — Hamid presides—auxiliary active

NEW YORK, March 26.—About 450 members of indoor and outdoor show business made merry Thursday evening on sixth floor of Palace Theater Building here in celebration of opening of National Showmen's Association's new clubrooms. Following a regular business meeting NSA members, Ladies' Auxiliary and guests joined in an informal housewarming. Refreshments were served, there was dancing to tunes of Joe Basile's abbreviated Madison Square Garden band and clever entertainers to bring on laughs.

Due chiefly to efforts of Sam Rothstein, his house committee and auxiliary, spacious suite of rooms, comprising nearly 4,000 square feet of space, were ready for occasion. Not more than a week previous rooms were bare. At that time Rothstein was charged with complete responsibility in fitting headquarters and by meeting time there were not only (See NATIONAL SHOWMEN'S page 73)

N. Y. FTP Gets OK To Add 300

Nine out of 10 new members to come from recognized actors' unions

NEW YORK, March 26.—Local Federal Theater Project has been authorized by the national heads of the Works Progress Administration to add 300 new actors to its rolls. Recruits will be taken from home relief lists under terms of agreement between FTP and Actors' Equity Association. Nine out of 10 of the new ones will be members of recognized performers' unions, including Actors' and Chorus Equity, American Federation of Actors and Hebrew Actors' Guild, to assure professional actors of preference.

Addition to the FTP comes as result of increase in monthly budget allowance (See N. Y. FTP on page 75)

Two Big Houses for Barnes-S-F Opening; Many New Acts Seen

SAN DIEGO, Calif., March 26.—Al G. Barnes-Sells-Photo Circus opened its 29th season here today to two big houses. Newness is manifest everywhere. Physical equipment is excellent, and there are special lighting features. Program is along a much different line, with mostly new acts.

The high spots: The Pageant of Glory, lavishly costumed, replacing the former (See TWO BIG HOUSES on page 75)

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RATING RADIO PROGRAMS --- A NEW SURVEY SERVICE -- PAGE 6

TMAT Tangles With League On Producer-P. A. and "Ice"

Also held up on question of house crews when show wants its own people in b. o.—may be thrown into arbitration—concessions made by both sides, but no more

NEW YORK, March 26.—Whether or not a producer may act as his own press agent, displacement of permanent house treasurers by a visiting production's own crew, and ramifications of "ice" constitute the deadlock which may force contractual negotiations between League of New York Theaters and the Theatrical Managers, Agents and Treasurers' union to go to arbitration, since the union declares it has made all the concession it intends to. At a special meeting of the press agents Wednesday night, group went on record as opposing requests of any individual producers to become duly recognized members of the p. a. chapter, even if they meet constitutional requirements. Nor will the union allow producers to act in p. a. capacity without membership registration, insisting that every production coming to New York must employ a union press agent. Wrangling sooner or later will have to face the fact, however, that plenty of press agents occasionally put on their own shows, and as members in good standing have the right to handle a show.

Concessions which the p. a.'s granted the league include a settlement of salary for press agents if press notices after the opening are practically unanimous in condemnation and there's enough evidence to indicate show will run just two or three weeks for movie right protection. In such instances p. a. will be required to notify the press and, if the tide should turn so that the apparent flop gets along in spite of bad notices.

(See **TMAT TANGLES** on page 17)

Unions Fight Org For Understudies

NEW YORK, March 23.—Application of the Understudy Group, Inc., for a certificate of incorporation was attacked here Thursday before the Board of Standards and Appeals of the State Department of Labor by performer unions.

The application stated that the group is composed of understudies, and that it is a social organization, but the unions took the position that it sought to be a rival union.

Paul Dulleall, executive secretary of Actors' Equity; James C. Quinn, secretary of the Central Trades and Labor Council here; Ralph Whitehead, executive secretary of the American Federation of Actors, and Tom Murtha, president of the stagehands' union of Brooklyn, appeared to oppose granting of the certificate.

The board withheld decision.

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George D. Fawcett Stricken

PROVIDENCE, March 26.—George D. Fawcett, 89, veteran stage and screen actor, who collapsed in the railroad station here Monday as the result of a stomach hemorrhage, is confined at a local hospital. He is expected to recover. He was en route from his home in Nantucket, Mass., to Virginia when stricken. Fawcett played with Maude Adams in *The Little Minister* and with Nat Goodwin in *A Gilded Fool*. He founded the Fawcett Stock Co. in Baltimore in 1900.

Mass. FTP First To Send Out Shows To Barnstorm Colleges

NEW YORK, March 26.—Massachusetts Federal Theater Project will be first in the WPA set-up to experiment with a tour of universities, as recommended by the National Service Bureau, when it inaugurates a series of campus productions in October. Thus far the FTP is scheduled to visit Smith at Northampton, Mt. Holyoke at South Hadley and Massachusetts State College at Amherst. Professor Eugene C. Keenan, who is supervising the Bay State collegiate tour, expects to line up a total of 50 institutions of higher learning. Program is flexible enough to permit longer runs

per college when favorable response warrants it.

Under stipulations laid down by the National Service Bureau, Federal Theater will provide production, but since government restricts expenditures of touring companies to labor costs, hosting college will have to guarantee other-than-labor dough, which will vary from \$200 to \$300 per performance. Government and school will divide on a 25-75 per cent basis, respectively, if receipts top guarantee. Maximum admission price is set at \$1.10. School shares other

(See **MASS. FTP** on page 75)

His Own Fault

LINCOLN, Neb., March 26.—Barney Oldfield, dramatic and picture editor of *The Lincoln Journal and Star*, flew out to Hollywood this week to appear on the *Luz Radio Theater* Monday.

Oldfield is *The Billboard* correspondent in this sector. Recently the newspaper slayed made Ripley's *Believe It or Not* column. Reason—he reviewed more pictures than any other critic in the country—catching just about every turkey produced. It's his own fault.

FTP Helps Pageant

MANTEO, N. C., March 26.—Federal Theater Project will again participate in production of Paul Green's *Lost Colony* on Roanoke Island this year, it is assured in messages received by D. Bradford-Pearing, executive director of Lost Colony Productions, Inc. Last year the project contributed services of 12 professional actors to the symphonic pageant. One hundred or more natives will appear in this year's production, now in casting stage.

THE STAGE RELIEF FUND received \$1,000 out of the \$10,000 distributed by the Theater Authority, New York, last week to religious guilds and theatrical charity and union groups. The SRP was inadvertently omitted in the story listing the organizations.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

PRESTON LAMBERT—tenor caught recently at the Hotel Billmore in connection with Horace Heidt's amateur stunt. A contagious smile and fine personality aid his excellent warbling, which left the customers goggle-eyed as the rafters reverberated. No crooning, soft mumbling or whispering for this lad; he stood up and delivered from his feet. Was presented as a dyed-in-the-wool tyro, fresh from the Pennsy coal mines. Rates a screen test.

MAURICE AND MARYEA—two young Americans who teamed up in Europe and are now playing the better class English spots with an outstanding dance offering. Boy is dark and well-groomed, while girl, a pretty and shapely blonde, has swell personality. A well-matched couple doing

smooth and polished numbers. Would also be a good bet for a stage musical.

For LEGIT DRAMATIC

H. E. CURRIER—student at the American Academy of Dramatic Arts who has specialized in character roles during the season and has given a generally excellent account of himself. Has poise, assurance and excellent sense of stage values. Rates a pro try.

MARJORIE SALES—American Academy student who did a bang-up job in the student presentation of *The Silver Cord*. Displayed intelligence in readings and ability to project big scenes effectively. Has bearing, assurance and ability.

KC Hits Top With Hayes; Swell Season

KANSAS CITY, Mo., March 26.—City's all-time legit records were shattered here this week when Helen Hayes, in *Victoria Regina*, grossed \$23,836 in four night and one matinee performances in Music Hall of Municipal Auditorium. James H. Nixon, auditorium treasurer, who is in charge of Kaycee theatrical fare this season, said it was the largest gross ever registered here. Al Jolson, at the old Shubert Theater in 1924, hung up a mark of \$33,000, but he played 10 shows and the top price was \$4.40, compared with the \$3 top for *Regina*.

At Miss Hayes' Saturday matinee the SBO sign went up days in advance and several hundred persons crowded into the hall to stand. With seats for 2,700, the crowd was estimated at more than 3,000 for the single show, also some kind of a record. Gross at the matinee hit \$4,800.

Regina managers said a total gross of \$44,093 was registered in six days, including one night at Des Moines, matinee and night at Omaha and the five shows here. Publicity has been excellent, they said, and increased interest in legit productions was apparent in virtually every city on the tour.

Nixon also announced totals for the recent showing of *The Women*, starring Lois Wilson. Ticket sales totaled \$8,600 for four days, a good showing.

Season here will extend until June 7 in the ornate air-conditioned hall. At least five more productions are scheduled, and Nixon has hopes of adding another. This year has been the best in last decade, Nixon declared, and the Hayes appearance was nothing short of phenomenal.

Four A Chiefs on Jaunt

NEW YORK, March 26.—With all jurisdictional squabbles and inner organization strife seemingly settled, Frank Gillmore, president of the Four A's, and his aid-de-camp, Paul Turner, counsel for Equity and the Four A's, set aside their cares for 30 days and sailed last Saturday for a cruise in the Caribbean sea, visiting Central and South America.

During Gillmore's absence Jean Greenfield, executive secretary of the Hebrew Actors' Union, will act as presiding officer, with his duties being performed by an executive committee named by the Four A's board.

Puppet-Toons Previewed

NEW YORK, March 26.—George Pal, Hungarian cartoonist and puppeteer, introduced his three dimensional color film cartoons to America at the Miles Projection Theaters March 14 soon after his arrival from Europe. He left for Hollywood Tuesday to sell the new idea for commercial production.

Called puppet-toons, the medium consists of stringless stationary puppets. To create illusion of motion, the cartoonist creates a separate figure for each motion-step.

THE BILTMORE BOYS And Their Orchestra (This Week's Cover Subject)

THE BILTMORE BOYS, who originally started as an instrumental trio, made rapid progress since last year when they augmented their outfit into a full-fledged band and added Dixie Francis, a striking-looking and capable vocalist. The original trio, Danny Lane, violinist; Don Taylor, guitarist, and Pat Alden, string boss, added four more musicians and concerted one of most successful musical combinations in the last year.

The boys signed with Consolidated Radio Artists and have since filled engagements in such spots as the Rice Hotel, Houston; Radisson Hotel, Minneapolis; Muehlebach Hotel, Kansas City, and recently closed an impressive stay at the Webster Hall Hotel, Detroit.

The boys in the orchestra are young and trained musicians. They have a large repertoire of standard and popular tunes, as well as special arrangements suitable for their particular instrumental combination. They will open an indefinite engagement at the Blue Fountain Room, La Salle Hotel, Chicago, April 16.

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By GEORGE SPELVIN

"ALL THAT CLITTERS" closed last week after an eight-week run; which recalls the fact that during the out-of-town tryout the ticket brokers were so enthused that they wanted a 20-week buy—but George Abbott wouldn't give them more than eight. . . . Despite the fact that names are desired and that both Ray Bolger and Buddy Ebsen are under consideration, Gil Lamb seems to have the inside track for the male lead in "Gentlemen Unafraid," to be tried out at the Muncy Opera, St. Louis, this summer by Larry Schwab and Dick Berger and tentatively set for the Center Theater in September. . . . Furiously applauding clichés of FTP excess spotted at strategic positions in the audience at the premiere of "Prologue to Glory" failed to click because the moguls didn't time their clapping any too well. . . . George Arliss' plea to save the Old Guard of Equity was placed on the obit page of The Journal-American. . . . Just thought you'd like to know.

Note to the City Fathers: Up in Central Park there's a tough guy on the loose. Specifically, he's a span who spends the greater part of his day chasing other spans around the lake and really making them scream. But the objects of his affection—if that's what it is—are much faster than he; they do a combination running and flying act, skimming over the surface of the water using both their webbed feet and their wings to help them along. The pay-off is to watch the tough guy; he loses his head and plowers, just like any bully, bringing up his wings the way a human hunches his shoulders when he's picking on a little fellow.

THE ALBUM: Louis Schaffer, 45 years old and executive director of Labor Stage, hailed as the theater's newest genius on the basis of Pins and Needles, has spent most of his life in labor journalism and organization of workers. Beyond arranging theater benefits for the Socialist Party he had no connection with the theater until 1935, when the International Ladies' Garment Workers' Union appointed him to take charge of Labor Stage. He had been such things as real estate salesman, advertising manager of The Jewish Daily Forward and campaign manager for Meyer London, first Socialist elected to Congress, back in 1916. He had always believed workers' theaters were too dull and pompously propagandistic, and the idea of a labor girlie-and-music show was his. He met strong opposition from the union when he proposed the idea and had to fight for Pins and Needles for over a year. And then, in rehearsal for 13 months, the musical continued to languish because the actors themselves wanted to do stuff like the Theater Union was doing. At one time a group of them walked out to protest for more militancy. Much of the material became dated during this time. When the production clicked many of the malcontents came back begging for roles.

Morality Invades last stronghold of Bohemianism: According to new rules for the semi-annual Greenwich Village outdoor art show, a husband and wife must offer legal proof of their marriage to obtain display space next to each other. . . . A pup a great deal like the famous pooch used by Victor for "His Master's Voice" is used as trademark for the California Animal Products Co., with the slogan, "His Master's Choice." . . . An ingenue who certainly should have known better, leaving a performance of the Mercury "Julius Caesar," said, "It's nearer to pictures than the theater's ever been able to get before." . . . To Mr. Spelvin that's like saying the sun has come nearer to electric lights than ever before. . . . There's a Bass Drum Club in town, open only to Local 802 musicians and including about 110 of the 700 to 1,000 drummers; it has bass drums in key locations around town, with each member given a key to the caches, therefore obviating the need of lugging his own drum around; it's about 50 years old. . . . Many, many thanks to Frank Day, who is hereby officially appointed Stogie No. 3,1417.

Miracle: Danny Collins, the agent, who rarely bets on the nags, was persuaded by a couple of 47th street boys, and put up dough on two ponies. It wasn't until after the races were over and he'd cashed in on both bets that he discovered the miracle. Oldtimers at the pasture say it happens maybe once in 100,000 times. Without knowing it, he had bet on two horses to win the same race—and he collected both bets. The race ended in a dead heat between his nags.

OUR OWN MAIL DEPT.: Since it's a few years old now it's safe to use it—and it still ranks as one of the best in the collection. It came from a bewildered justice of the peace in Monmouth, Ill.: "So-and-so, half man half woman, was refused permission to marry owing to being in doubt about he or she's sex. Kindly please supply us with this information if you know. Very important, as he or she gave us The Billboard as address."

Pageboys at MCA will have to be mighty careful with their pronunciation when Sammy Kaye comes to town and headquarters at that office; else there'll be confusion when a call comes in for Sammy Kaye and the MCA receptionist, Miss Maniquet, answers. . . . Chauncey Mochouse, who invented the N'goma drums, has delved into Belgian Congo chants for his latest swing inspirations; a couple of his forthcoming numbers are "Ku-Ba" (Here Is Food To Eat) and "Maxi-pani" (Do Not Like a Man Who Is Lying Down). . . . Some of the town's cabbies have added an off-and-on beacon light near the radiator cap to attract attention.

WOR's Intelligence Quiz program last week was good for a couple of unintentional laughs when two members of the feminine team, comprised of student nurses, went down to ignominious defeat when asked questions pertaining to osteopathy and insulin. Neither had the vaguest idea of the meaning of those two common medical terms. On the same show a farmer, when asked on which side he sufficed his cows, created another hotel by replying "On the outside."

TO KEEP THE RECORDS STRAIGHT: The week's highlight is what seems like a feud between Dan Walker and Ed Sullivan in adjoining columns of the same paper, The News. On the same day that Walker claimed Alan Lane was the cause (See BROADWAY BEAT on page 29)

AEA Nominators Find It No Picnic To Pick Prez Candidate

NEW YORK, March 26.—With the selection of a candidate for the presidency still up in the air, the nominating committee of Actors' Equity Association adjourned yesterday until April 4 after a week of constant meetings to select a regular slate consisting of president, vice-president and 12 councillors to run in the elections next June. Selections

for all offices outside of the presidency have been made, with certain concessions said to have been granted the Liberal group for the purposes of achieving harmony in the organization.

As the office of president will be an honorary one, the nominating committee, consisting entirely of Conservatives, (See AEA NOMINATORS on page 17)

Cowbarns in Early Start; Even Invade Midwest Spots

NEW YORK, March 26.—Cows up New England way have been served with dispossess notices earlier than usual this year, for Broadway's rural trek to the summer theaters is scheduled to start a month sooner than last year's. First among the early birds, if the publicity releases are right, is the Cumberland Hills (R. I.) Playhouse, which will stage a revival of Elizabeth the Queen May 2. Everything Under Control, new play by Raymond Van Sickle, will smell the hay some time in June.

Encouraged by last year's success, the Cliff Self Players, Charles O. Carey and the Wharf Theater will return to the barn circuit at Peapack, N. J.; Litchfield, Conn., and Provincetown, Mass., respectively. Jean Paul King, radio announcer, is tying up with Neil McPee

Skinner in the direction of the Wharf. Carey's plans call for two companies. One will hold forth at Litchfield proper, while the second will make the rounds of neighboring cities in Western Connecticut. His curriculum lists Yes, My Darling Daughter; French Without Tears, The Doll's House, Stage Door, Salome, Bachelor Born and Uncle Tom's Cabin.

When the Cape Playhouse opens its 12th season, June 27, for a 10-week run at Dennis, Mass., Richard Aldrich will be sharing the helm with Raymond Moore. The Nabunassett Players will get under way June 15 at Westford, Mass. Marie Louise Elkins and Edward Massey expect to reopen their Ridgeway Theater, White Plains, N. J., June 27, with a schedule of four new plays and six established hits. Each play will open on Monday and close on Saturday, with no matinees.

Charles Coburn is returning east next month to supervise plans for the 1938 Mohawk Drama Festival, Schenectady, N. Y., opening July 12. He has already booked Maxwell Anderson's High Tor for production and will himself take the (See COWBARNS IN on page 74)

N. Y. Agent Bills Killed at Albany

ALBANY, N. Y., March 28.—Employment agency bill, designed to exempt theater circuits of more than 20 houses and major network artists' bureaus from industrial supervision, was killed in the Senate last week after it had been ratified by the Assembly.

Passage of the bill, introduced by Assemblyman Harold Ostertag, would have taken jurisdiction out of the hands of New York City License Commissioner Paul Moss, who revoked the licenses of New York burlesque houses last summer, and Industrial Commissioner E. F. Andrews.

Also killed in the closing hours of the State Legislature was the DeMatteo Bill, which provided for the boosting of agents' license fees from \$25 to \$100 and the surety bond from \$1,000 to \$3,000, plus other regulations on agents and managers.

\$500,000 Taxes From N. Y. Area

NEW YORK, March 28.—Admission taxes paid to the U. S. Department of Internal Revenue for the month of February in the area extending from 23d street to Harlem totaled \$506,240.

Greatest single source of revenue in that district, which includes the main theater and movie section, was on paid admission at box offices, for which taxes of \$417,766 have been paid.

Next came taxes for admissions to roof gardens and cabarets, with \$52,348. Taxes on tickets sold by brokers netted the government \$26,845.

VARIETY CLUBS of AMERICA

4th ANNUAL WINTER QUARTERS NATIONAL CONVENTION

April 23, 24, 1938
(Business Meeting April 23 . . . and National Banquet April 24)

NOTE—Reserve Tickets thru JOHN H. HARRIS, Nat'l Chief Barker, 711 Clark Bldg., Pittsburgh, or JOSEPH OULAHAN, Variety Club, Netherland Plaza Hotel, Cincinnati, Ohio.

<p>QUALITY STOCK TICKETS ONE ROLL . . . \$ 50 FIVE ROLLS . . . 2.00 TEN ROLLS . . . 3.50 FIFTY ROLLS . 15.00 ROLLS 2,000 EACH. Double Coupons. Double Price. No C. O. D. Orders Size: Single Tick., 142"</p>	<p>TO THE SHOWMEN: You are about to pitch your tent for '38. We hope and wish for you a successful season. Our business, like yours, is nationally known for promptness and accuracy. You will need</p> <h2>TICKETS</h2> <p>In a hurry, We'll speed them up for you and you will have no cause to worry. THE TOLEDD TICKET CO., Toledo, Ohio.</p>	<p>SPECIAL PRINTED</p> <table border="0"> <tr><td>10,000 . . . \$</td><td>6.95</td></tr> <tr><td>30,000 . . .</td><td>9.85</td></tr> <tr><td>50,000 . . .</td><td>12.15</td></tr> <tr><td>100,000 . . .</td><td>20.00</td></tr> <tr><td>1,000,000 . . .</td><td>150.50</td></tr> </table> <p>Double Coupons, Double Price.</p>	10,000 . . . \$	6.95	30,000 . . .	9.85	50,000 . . .	12.15	100,000 . . .	20.00	1,000,000 . . .	150.50
10,000 . . . \$	6.95											
30,000 . . .	9.85											
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100,000 . . .	20.00											
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K. C. PROGRAM SURVEY

First "Billboard" Regional Study Proves Local Shows Weak, Audiences Choosy, News Draw Down

Survey indicates local programs no answer to talent demand—sweet music tops swing—only night-time shows covered this week—Quizzer Court best local offering

By JERRY FRANKEN

NEW YORK, March 26.—The first portion of the first radio program listening study made for *The Billboard* by the Market Research Corp., herewith presented, brings sharply into focus that Kansas City, the market studied in the survey, depends almost exclusively during the evening hours, from 5 p.m. on, upon network-originated programs. There are very few local shows offered by Kansas City stations after 5 o'clock, and those that are offered take a back seat—in fact, they take a seat almost outside the figurative car. *The Billboard* surveys do not propose to state flatly what Kansas City likes in radio. Rather, on the basis of an intensive and qualitative survey—not quantitative—the major trends are shown. It is important, too, to remember that the average radio survey—such as the Co-Operative Analysis of Broadcasting (Crosley)—does not give the rankings of local programs.

The survey, in presentation, is broken down into three portions. The chart on the opposite page is a chronological list of all radio programs mentioned by those interviewed as being heard. The column on the left gives the names of the programs. The other columns show the day or days of broadcast and the number of mentions. The column to the extreme right gives the total number of mentions. Another chart lists the leading programs according to the frequency they were mentioned by those interviewed, and the last breakdown shows the actual listening habits of respondents; that is, whether and when they were listening during the week. The majority were not listening, the figures show.

Listeners Pick Shows

The value of the chronological listing is dramatically proved in answering the question, "Do listeners practice selectivity?" The answer is an emphatic yes. Taking the Joe Penner program as an example, while Penner scores 18 mentions, the next program on KMBC is the Wrigley Double Everything, a flop show that has been dropped by the sponsor. Everything has one mention. The Vicks program pulls up to five mentions after the Wrigley production.

The point is again sharply brought out with relation to the Chase & Sanborn show, which garners 64 mentions for the leading spot on the entire program list. The preceding program on WDAF, Jerry Becher's Interesting Neighbors, took in nine mentions; the following program, Manhattan Merry-Go-Round, landed 12. But there is not one mention for any program broadcast Sunday in Kansas City at the same time the Chase & Sanborn show is on the air. Yet, immediately following, on KMBC (CBS), the Ford symphony nabbed 14 mentions. The same conclusion is to be drawn also from the comparative ratings of the Bing Crosby

Questionnaire

Five questions were asked by investigators for Market Research Corp. in completing *The Billboard* program studies. Only variation made applied to the period involved. Thus, during the day, question No. 1 applied to "last evening." During the evening, the question was, "Did you listen to the radio today at any time before 5 p.m.?" The full questionnaire follows:

Did you listen to the radio last evening after 5 p.m.?

If NO to question No. 1, do you ever listen to the radio evenings?

If YES to question No. 1, at what hours were you listening? (Questionnaire then allows space for various hours.)

What programs did you listen to? Which one of these programs do you prefer?

It is the practice of the Market Research Corp. to verify, by use of postcards, 10 per cent of those interviewed. Should there be any difference noted by the respondents on the postcards, a recheck is then made.

Kraft Music Hall, MGM-Maxwell House Coffee, Good News of 1938 and Major Bowes amateur shows. On the other hand, stronger competition appears to have affected Rudy Vallee's total. Vallee got 20, while Kate Smith got a fraction more than half of that, with 11 mentions.

Local Stuff Weak

The place occupied in the program tastes by local productions assumes importance in view of the investigation of monopoly charges against the major networks. Not only from the financial angle is the need of the local stations for networks shown, but also from the ever-present entertainment quota—or public service quota—which radio stations are required to maintain. They depend on the chains.

One of the principal purposes behind *The Billboard* survey is to show the place in the broadcasting picture of local shows, whether such shows are good, whether such programs offer material for nation-wide airing. There is no service in the radio industry today which

Breakdown Shows Thursday as Peak Day for Listening

Breakdown shown herewith gives data as to use of radio sets for the evenings on which programs surveyed were broadcast. Figures in parentheses immediately after the day of the week give the position in order of most listening noted. Further analysis of the data will be found in the general story dealing with the survey.

Day	Listening	Not List.	Total
Thursday (1)	88	57	145
Sunday (2)	84	76	160
Monday (3)	80	80	160
Wednesday (4)	73	72	145
Friday (5)	65	90	155
Tuesday (6)	64	86	150
Saturday (7)	63	94	157
	617	555	1,072

enables the field, whether performer, agency, network or station official, to keep generally apprised of program popularity, since other accepted program studies are extremely limited in circulation. It was felt also that at least one program originating in each locality would merit further attention and scrutiny. But on the night side in Kansas City there is not one such offering, altho Quizzer Court (KCKN) may measure up as a top local show.

In the first place, from 5:30 p.m. until 10 p.m. there are only 15 local programs

K. C.'s Leading Programs

HOURLY PROGRAMS

Chase & Sanborn (WDAF).....	64	NBC Symphony (WREN, WDAF).....	15
Bing Crosby (WDAF).....	47	Your Hit Parade (KMBC).....	15
Major Bowes (KMBC).....	46	Ford Symphony Hour (KMBC).....	14
Lux Radio Theater (KMBC).....	40	Good News of 1938 (WDAF).....	12
Fred Allen (WDAF).....	23	Kate Smith (KMBC).....	11
Rudy Vallee (WDAF).....	20	Your Hollywood Parade (WDAF).....	7
Barn Dance (WREN).....	15	Quizzer Court (KCKN).....	6
Hollywood Hotel (KMBC).....	15	Cities Services (WDAF).....	5

HALF-HOUR PROGRAMS

(Twice Weekly)

Wayne King (WDAF) Tuesday, 7.	Johnny Presents (KMBC) Saturday, 2;
(KMBC) Monday, 2)	(WDAF) Tuesday, 4.

HALF-HOUR PROGRAMS

(Once Weekly)

Jack Benny (WDAF).....	43	Ripley (WDAF).....	10
Eddie Cantor (KMBC).....	37	Ben Bernie (KMBC).....	9
Caro Busters (KMBC).....	27	Jack Haley (WDAF).....	9
One Man's Family (WDAF).....	27	Interesting Neighbors (WDAF).....	9
First Nighter (WDAF).....	26	Phil Spitznagel Girl Ork (WDAF).....	9
Al Johnson (KMBC).....	25	Carnation Contented Hour (WDAF).....	8
Fibber McGee (WDAF).....	24	Al Pearce (KMBC).....	8
Edward G. Robinson (KMBC).....	24	Firestone Program (WDAF).....	7
Burns and Allen (WDAF).....	23	Jack Oakie (KMBC).....	7
Joe Penner (KMBC).....	18	Waltz Time (WDAF).....	7
A. L. Alexander True Stories (WDAF).....	17	Benny Goodman (KMBC).....	6
Santa Anita Handicap (WDAF).....	17	Death Valley Days (WREN).....	6
Pick and Pat (KMBC).....	15	Hollywood Playhouse (WREN).....	6
Professor Quiz (KMBC).....	15	Lawrence Tibbett (KMBC).....	6
Baz-Barlund Fight (WREN).....	13	Behind Prison Bars (WREN).....	5
Manhattan Merry-Go-Round (WDAF).....	12	Court of Missing Heels (WDAF).....	5
Vox Pop (WDAF).....	12	Vick's Open House (KMBC).....	5

15-MINUTE PROGRAMS

(Five Times Weekly)

Ames n' Andy (WDAF).....	59	Jack Armstrong (WDAF).....	17
Little Orphan Annie (WDAF).....	18	Boake Carter (KMBC).....	13

15-MINUTE PROGRAMS

(Three Times Weekly)

Easy Aces (WDAF).....	28	Terry and the Pirates (KMBC).....	1
Uncle Ezra (WDAF).....	9		

15-MINUTE PROGRAMS

(Twice Weekly)

Lum and Abner (KMBC).....	5	Terry and Ted (WDAF).....	2
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15-MINUTE PROGRAMS

(Once Weekly)

Walter Winchell (WREN).....	9	Harriet Parson (WREN).....	1
Bughouse Rhythm (WDAF).....	2	Dorothy Thompson (WDAF).....	1
Dale Carnegie (WDAF).....	2	Comedy Stars of Broadway (KMBC).....	1
Poetic Melodies (KMBC).....	2	Irene Rich (WREN).....	1

mentioned in the listing. There are probably others broadcast, but none was rewarded with any identification in the inquiries. And of all the local programs tabulated, with the exception of a local sports attraction, a basket-ball game, only one program, Quizzer Court on KCKN, topped five listener mentions. Court got six. The listening record of daytime programs broadcast in Kansas City will be discussed in next week's issue of *The Billboard*. That list will show one more station than this. WHB, the Mutual outlet in Kansas City, signs off at sundown. Both WREN, the NBC Blue outlet and KFKU are located in Lawrence, Kan. NBC considers WREN its Kansas City outlet. KFKU does not sell time. Another Kansas City station, KCMO, was not mentioned in connection with any night-time program. KCKN is in Kansas City, Kansas.

That Dummy

Breakdown of the leading productions in the various time categories is almost self-explanatory. The listings of the hour programs conform to general ratings, with the mammoth Chase & Sanborn melange standing tower high over its nearest competitor, the Bing Crosby show. Both shows are produced by the J. Walter Thompson ad agency. To get a better idea of the C. & S. hold on public approval it is merely necessary to refer to the tabulation showing the number of people listening on Sunday, March 6. Eighty-four of those queried stated they were listening and of this 84, 64 mentioned this one production.

Toscanini

One surprise is the dead heat run by (See *TOSCOV*, "PARADE," page 8)

Explanation of Procedure in Billboard Survey

The program study of Kansas City is the first in a series. Following studies will be made in principal markets, and all information will be published exclusively in *The Billboard*. Four issues will be devoted to analysis of each study. The first, as is the case in this issue, will deal with night-time listening habits. The second in each series will discuss daytime listening habits. The third will show station popularity according to number of hours listened to, together with program preferences of those interviewed, with reference to night-time programs. The fourth will give station popularity and program preferences covering the day periods.

The *Billboard* surveys are made on the basis of 2,100 completed telephone calls in homes owning radios. Thus, calls made during the day refer to programs broadcast the evening before; evening calls refer to programs broadcast prior to 5 p.m. the same day. The questions asked are shown in a box headed "Questionnaire."

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

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

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

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

EVENING PROGRAMS HEARD IN KANSAS CITY, MO.

Hour	Programs Heard	Program Origin	Station	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Total
				March 3	March 4	March 5	March 6	March 7	March 8	March 9	No. List.
5:00-5:30	Catholic Hour	N	WDAF	—	—	—	4	—	—	—	4
5:00-5:30	Joe Penner	N	KMBC	—	—	—	18	—	—	—	18
5:15-5:30	Terry and Ted	S	WDAF	—	—	—	—	—	—	—	—
5:15-5:30	Terry and the Pirates	S	KMBC	—	—	—	—	—	—	—	—
5:30-5:45	Bookie Carter	N	KMBC	1	—	—	—	—	—	—	1
5:30-5:45	Jack Armstrong	S	WDAF	—	—	—	—	—	—	—	—
5:30-5:45	News	N	WDAF	—	—	—	—	—	—	—	—
5:30-5:45	Double Everything	N	KMBC	—	—	—	—	—	—	—	—
5:30-5:45	Rev. George Griffith	L	KXBY	—	—	—	—	—	—	—	—
5:45-6:00	Little Orphan Annie	S	WDAF	—	—	—	—	—	—	—	—
6:00-6:15	Sports Program	L	WDAF	—	—	—	—	—	—	—	—
6:00-6:30	Scotts Anita and Skip	N	WDAF	—	—	—	—	—	—	—	—
6:00-6:30	Jack Benny Solo	N	WDAF	—	—	—	—	—	—	—	—
6:00-6:30	Vicks Open House	N	KMBC	—	—	—	—	—	—	—	—
6:00-6:30	University of Kansas Band	L	KFKU	—	—	—	—	—	—	—	—
6:00-6:30	Little Theater on the Hill	L	KFKU	—	—	—	—	—	—	—	—
6:15-6:30	Under the Stars	N	WDAF	—	—	—	—	—	—	—	—
6:15-6:30	Lum and Abner	N	KMBC	—	—	—	—	—	—	—	—
6:15-6:45	Hoody Lobby	N	KMBC	—	—	—	—	—	—	—	—
6:30-6:45	Home Talk	L	KCKN	—	—	—	—	—	—	—	—
6:30-6:45	Home and Veri	L	WREN	—	—	—	—	—	—	—	—
6:30-6:45	Handel's William Van Loan	N	WDAF	—	—	—	—	—	—	—	—
6:30-6:45	Through the Years	N	WDAF	—	—	—	—	—	—	—	—
6:30-7:00	We, the People	N	KMBC	—	—	—	—	—	—	—	—
6:30-7:00	Interesting Neighbors	N	WDAF	—	—	—	—	—	—	—	—
6:30-7:00	L. D. S. Vesper Service	L	KMBC	—	—	—	—	—	—	—	—
6:30-7:00	Bakers' Broadcast	L	WREN	—	—	—	—	—	—	—	—
6:30-7:00	Second Husband	N	KMBC	—	—	—	—	—	—	—	—
6:45-7:00	Easy Aces	S	WDAF	—	—	—	—	—	—	—	—
6:45-7:00	Adult Education Program	N	KMBC	—	—	—	—	—	—	—	—
6:45-7:00	Bluegrass Rhythms	N	WDAF	—	—	—	—	—	—	—	—
6:45-7:00	McDowell Music Club	L	KCKN	—	—	—	—	—	—	—	—
7:00-7:30	One Man's Family	N	WDAF	—	—	—	—	—	—	—	—
7:00-7:30	Burns and Allen	N	WDAF	—	—	—	—	—	—	—	—
7:00-7:30	Caravane of America	N	KMBC	—	—	—	—	—	—	—	—
7:00-7:30	Edw. G. Robinson	N	KMBC	—	—	—	—	—	—	—	—
7:00-7:30	Ripley	N	WDAF	—	—	—	—	—	—	—	—
7:00-7:30	Grand Central Station	N	WREN	—	—	—	—	—	—	—	—
7:00-7:30	Hammertone Music Hall	N	KMBC	—	—	—	—	—	—	—	—
7:00-7:30	Hollywood Reporter	L	KXBY	—	—	—	—	—	—	—	—
7:00-7:30	March of Time	N	WREN	—	—	—	—	—	—	—	—
7:00-8:00	Rudy Vallee Hour	N	WDAF	—	—	—	—	—	—	—	—
7:00-8:00	Kate Smith Hour	N	KMBC	—	—	—	—	—	—	—	—
7:00-8:00	Class Service Concert	N	WDAF	—	—	—	—	—	—	—	—
7:00-8:00	Chase & Sanborn Hour	N	WDAF	—	—	—	—	—	—	—	—
7:30-7:45	Harrist Parsons	N	WREN	—	—	—	—	—	—	—	—
7:30-8:00	Tommy Dorsey	N	WDAF	—	—	—	—	—	—	—	—
7:30-8:00	Edna Cantor	N	KMBC	—	—	—	—	—	—	—	—
7:30-8:00	Campagna's Grand Hotel	N	WREN	—	—	—	—	—	—	—	—
7:30-8:00	Richard Crooks, Voice of Firestone	N	WDAF	—	—	—	—	—	—	—	—
7:30-8:00	Pick and Pat	N	KMBC	—	—	—	—	—	—	—	—
7:30-8:00	Wayne King	N	WDAF	—	—	—	—	—	—	—	—
7:30-8:00	Al Jolson	N	KMBC	—	—	—	—	—	—	—	—
7:30-8:00	Jack Haley's Log Cabin	N	WDAF	—	—	—	—	—	—	—	—
7:30-8:00	Death Valley Days	N	WREN	—	—	—	—	—	—	—	—
7:30-8:00	Johnnie Presents	N	KMBC	—	—	—	—	—	—	—	—
7:30-8:00	Johnnie Presents	N	WDAF	—	—	—	—	—	—	—	—
7:30-8:00	Barn Warmers	L	KXBY	—	—	—	—	—	—	—	—
7:30-8:00	K. U. M. U. Basket Ball	L	WREN	—	—	—	—	—	—	—	—
8:00-8:30	Walk, Time	N	WDAF	—	—	—	—	—	—	—	—
8:00-8:30	Rolls Day Song	N	WREN	—	—	—	—	—	—	—	—
8:00-8:30	Prof. Quilt	N	KMBC	—	—	—	—	—	—	—	—
8:00-8:30	Manhattan Merry-Go-Round	N	WDAF	—	—	—	—	—	—	—	—
8:00-8:30	Hollywood Playhouse	N	WREN	—	—	—	—	—	—	—	—
8:00-8:30	Harold Hecht	N	WREN	—	—	—	—	—	—	—	—
8:00-8:30	Watch the Fun Go By	N	KMBC	—	—	—	—	—	—	—	—
8:00-8:30	Vex Pop	N	WDAF	—	—	—	—	—	—	—	—
8:00-8:30	Fisher McGee and Molly	N	WDAF	—	—	—	—	—	—	—	—
8:00-8:30	Lawrence Tibbitt	N	KMBC	—	—	—	—	—	—	—	—
8:00-8:30	Town Hall Tonight	N	WDAF	—	—	—	—	—	—	—	—
8:00-8:30	Philadelphia Orchestra	N	WREN	—	—	—	—	—	—	—	—
8:00-8:30	Lux Radio Theater	N	KMBC	—	—	—	—	—	—	—	—
8:30-9:00	Ford Sunday Evening Hour	N	KMBC	—	—	—	—	—	—	—	—
8:30-9:00	National Barn Dance	N	WREN	—	—	—	—	—	—	—	—
8:30-9:00	Hollywood Hotel	N	KMBC	—	—	—	—	—	—	—	—
8:30-9:00	Good News of 1938	N	WDAF	—	—	—	—	—	—	—	—
8:30-9:00	Major Bowes' Amateur Hour	N	KMBC	—	—	—	—	—	—	—	—
8:30-10:00	Food Show	L	OK	—	—	—	—	—	—	—	—
8:30-8:45	Walter Winchell-Jargon	N	WREN	—	—	—	—	—	—	—	—
8:30-9:00	Ben Bernie	N	KMBC	—	—	—	—	—	—	—	—
8:30-9:00	Hour of Charm	N	WDAF	—	—	—	—	—	—	—	—
8:30-9:00	Hollywood Mardi Gras	N	WDAF	—	—	—	—	—	—	—	—
8:30-9:00	Jack Oakie	N	KMBC	—	—	—	—	—	—	—	—
8:30-9:00	Alvin Karpis Valentine	N	WREN	—	—	—	—	—	—	—	—
8:30-9:00	Saturday Night Serenade	N	KMBC	—	—	—	—	—	—	—	—
8:30-9:00	American Portraits	N	WDAF	—	—	—	—	—	—	—	—
8:30-9:00	A. L. Alexander, Your Scarier	N	WDAF	—	—	—	—	—	—	—	—
8:30-9:00	Amer. Town Meeting of the Air	N	WREN	—	—	—	—	—	—	—	—
8:45-9:00	Irene Rich for Welch	N	WREN	—	—	—	—	—	—	—	—
9:00-9:30	Campagna's First Nighter	N	WDAF	—	—	—	—	—	—	—	—
9:00-9:30	Ban-Barland Fight	N	WREN	—	—	—	—	—	—	—	—
9:00-9:30	Unity School Program	N	KXBY	—	—	—	—	—	—	—	—
9:00-9:30	Zanith Foundation	N	KMBC	—	—	—	—	—	—	—	—
9:00-9:30	Rising Musical Stars	N	WDAF	—	—	—	—	—	—	—	—
9:00-9:30	Henry Goodman	N	KMBC	—	—	—	—	—	—	—	—
9:00-9:30	Elliott Gilt's Orchestra	N	WDAF	—	—	—	—	—	—	—	—
9:00-9:30	Behind Prison Bars	N	WREN	—	—	—	—	—	—	—	—
9:00-9:30	Contented Program	N	WDAF	—	—	—	—	—	—	—	—
9:00-9:30	Wayne King's Orchestra	N	KMBC	—	—	—	—	—	—	—	—
9:00-9:30	Essays in Music	N	KMBC	—	—	—	—	—	—	—	—
9:00-9:45	Poly Follies	L	KMBC	—	—	—	—	—	—	—	—
9:00-9:30	Gang Busters	N	KMBC	—	—	—	—	—	—	—	—
9:00-10:00	Kraft Music Hall	N	WDAF	—	—	—	—	—	—	—	—
9:00-10:00	Your Hit Parade	N	KMBC	—	—	—	—	—	—	—	—
9:00-10:00	N. B. C. Symphony	N	(WREN)	—	—	—	—	—	—	—	—
9:00-10:00	Quizze Court	L	KCKN	—	—	—	—	—	—	—	—
9:00-10:00	Your Hollywood Parade	N	WDAF	—	—	—	—	—	—	—	—
9:00-10:00	Jimmy Fidler	N	WDAF	—	—	—	—	—	—	—	—
9:00-10:00	Court of Missing Heirs	N	WDAF	—	—	—	—	—	—	—	—
9:00-10:00	Fights-Local	L	OK	—	—	—	—	—	—	—	—
9:00-10:00	Gertrude Thompson	N	WDAF	—	—	—	—	—	—	—	—
9:45-10:00	Comedy Stars of Broadway	S	KMBC	—	—	—	—	—	—	—	—
9:45-10:00	Date Carnegie	N	WDAF	—	—	—	—	—	—	—	—
10:00-10:15	Amos 'n' Andy	N	WDAF	—	—	—	—	—	—	—	—
10:00-10:15	Pastic Melodies	N	KMBC	—	—	—	—	—	—	—	—
10:00-11:00	Wrestling Matches	N	KCKN	—	—	—	—	—	—	—	—
10:00-11:00	Brush Creek Follies	L	KMBC	—	—	—	—	—	—	—	—

Toscy, "Parade" Run Dead Heat

(Continued from page 6)

The NBC Symphony Orchestra and Lucky Strike's *Hit Parade*, both on the air Saturday and even at 15 mentions. However, the NBC program was broadcast on the two NBC stations in Kansas City. Saturday evening is shown to be the poorest listening evening, yet *Hit Parade* doubled its sister show, the Warner-produced *Your Hollywood Parade* (Wednesday). Latter being mentioned seven times. Aided by the Toscanini name, NBC Symp got itself but one more credit than the Ford Sunday symphony show. The Lux dramatic presentation, with Hollywood names playing the lead, came home with a handsome 40. Show, too, is a J. Walter Thompson production.

For the half-hour programs no shows with less than five mentions were listed in the breakdown, in which first place, as usual for the past two years or so in radio, goes to Jack Benny, followed by Eddie Cantor. Dramatic shows did quite well, with *Gang Busters*, *One Man's Family* and *First Nighter* bunched after Cantor.

Amos 'n' Andy in the five-time-a-week quarter-hour programs seem to have no competition, scoring a weekly total of 59. Orphan Annie is a bad second with 18, due, of course, to Annie being for the moppets exclusively. In the three-time-a-week scoring, *Easy Aces* show up with a good 23, and Pat Barrett, who does Uncle Ezra for Alka Seltzer, gathered nine. In the one-time-a-week quarter-hour spasms, Walter Winchell tops the pack with nine. Incidentally, Ben Bernie, the columnist's pal, comes in with the same mention for the half-hour shows, but not the same ranking position. Winchell has a commanding position in his classification. Irene Rich, who follows immediately after Winchell, gathered but one mention, again indicating listeners select their shows.

Use of Sets

The breakdown of listening habits, according to whether radio sets were in use, gives non-use of a majority, with 555 non-users to 517 dialers. The days of the week which get most listeners rank in this order: Thursday, Sunday, Monday, Wednesday, Friday, Tuesday, Saturday. Strong position shown for Monday night in this breakdown is a surprise, but is probably due to the presence of the Lux Radio Theater aided by Burns and Allen and Fibber McGee. McGee has since shifted to a Tuesday spot.

Considering the number of new broadcasts on all stations, the results of the survey are not particularly favorable to the audience pull of this feature. In interviewing for this survey—and others using the recall or coincidental method—the respondent is not requested to give the station, but to mention the program or programs. This, in turn, is credited to the station carrying that program. A breakdown as to the respective audiences of the various Kansas City stations' news broadcasts is not therefore possible, since all of them have news. The replies on news shows were not particularly clear as to whether the program was a news flash or a 5, 10 or 15-minute straight news summary. The total of 26 mentions for news is not impressive, since it covers seven days.

Taking Benny Goodman and Wayne King as respective champions in swing and sweet music, it appears that sweet wins, but by a mere squeeze. Goodman has a total of seven mentions, six on his Tuesday commercial and one on a Wednesday evening dance session. King mustered a total of nine, his commercial on WDAP accounting for seven mentions, his KMBC commercial, for the same sponsor, Lady Esther cosmetics, delivering two more.

Analysis of Competing Factors During Period Survey Was Made

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

A city primary election took place Tuesday, March 8, with about 118,000 voting.

There were no emergencies of any kind, nor any traveling attractions other than one legit show mentioned below.

Kansas City's population for 1937 was, according to the 1938 World Almanac, 428,358. The U. S. Department of Commerce census in 1930 gave the city 399,746.

The report of the Joint Committee on Radio Research gave Jackson County, in which Kansas City is located, radio set ownership of 121,000 as of January 1, 1936. These figures are now being revised, new figures to be released shortly. The 121,000 radio homes represent, as of the 1936 figures, 95.4 per cent saturation. While the national increase in set ownership since then has been 7.1 per cent, this cannot apply to Kansas City, since it would give an ownership rating of more than 100 per cent in that city. The industry estimates the increase to be shown in K. C. set ownership will bring the figures up to about 96 or 97 per cent.

Picture Theaters

Leading K. C. film houses changed attractions once during the survey period. Day the survey started, Thursday, was the last day for the following:

FOX TOWER—Stage show headed by Sara Ann McCabe, with Monroe and Grant, Johnny Bryant, Chester and Duley, Val Williams and Lester Harding. Pic, *International Settlement*.

LOEW'S MIDLAND—Yank at Oxford and Love is a Headache.

RKO MAIN STREET—Snow White and the Seven Dwarfs, March of Time.

NEWMAN—Romance in the Dark, The River.

Starting Friday, and running for seven days, the following were the attractions at the same theaters:

FOX TOWER—Stage show topped by Borrah Minevitch's Harmonica Band, with Sally and Thomas, Bud and his Buddies, Gilbert and Carroll, Dancin' Adorables (girl line). Only vaude show in the city. Picture, *Change of Heart*.

LOEW'S MIDLAND—Merrily We Live, Arsene Lupin Returns.

RKO MAIN STREET—Snow White and the Seven Dwarfs, March of Time (holdover—second week).

NEWMAN—Romance in the Dark, The River.

Night Clubs

MUESLEBACH HOTEL GRILL-ROOM—Dusty Rhodes' Orchestra opened Friday, March 4.

PLA-MOR BALLROOM—Spot changes bands several times weekly. During the particular week following orchestras appeared in the order given, starting Thursday: Little Joe Hart, Jimmie Lunceford (Saturday), Wally Stoefler (Sunday thru Wednesday), Little Joe Hart.

WORNALL GARDENS—Niterly opened to good biz Thursday.

Night club business was especially good Friday and Saturday, tapering off later and remaining fair the rest of the week.

General Business Conditions

Business and employment have been below normal for the past two months in Kansas City. However, there is a general feeling of optimism. Good weather from March 3 on, except one day, helped department stores and general business. Local advertising lineage increased considerably.

Closing of Chevrolet assembly plant temporarily hurt employment at the time the survey was made. It is expected that employment will gain soon, although many are now suffering from lay-offs. Gain may eventuate, it is felt, after the city elections, March 19.

Keasler, Griffith Join KGKO Staff, Fort Worth

FORT WORTH, Tex., March 26.—Jack Keasler, recently resigned as merchandising manager and publicity director of KWKH-KTBS, Shreveport, has been appointed in the same capacity to KGKO, new NBC outlet for the Fort Worth-Dallas area. D. A. Kahn, business manager, also appointed Philip G. Griffith to the

sales department. KGKO's transmitting and studio facilities are nearing completion and station will probably begin operating May 1. Transmitter is located at Arlington, midway between Fort Worth and Dallas, and studios and headquarters are centered in the Medical Arts Building, Fort Worth.

Formerly located in Wichita Falls, Tex., KGKO was acquired last year by Arnon G. Carter, publisher of Fort Worth Star-Telegram. Station will transmit with 5,000 watts day and 1,000 night power.

Open Forum

An open forum is being maintained with regard to The Billboard radio program surveys. It is in the nature of such research that there be conflicting opinions. In view of this The Billboard invites comment.

Communications should be addressed to Radio Editor, The Billboard, 1564 Broadway, New York.

FCC's Law Dept. Is Reorganized

WASHINGTON, March 26.—Law department of the FCC this week was reorganized upon order of Hampton Gary, general counsel. Three divisions have been established to handle the commission's legal work. First is the Common Carrier Division covering telegraph, telephone and safety services cases. Heading it is Assistant General Counsel James A. Kennedy. Second is Radio Broadcast Division I to handle license applications, complaints, hearings and criminal litigation, headed by Assistant General Counsel George B. Porter. Third is Radio Broadcast Division II, which will handle legal research, decisions and appeals, headed by Acting Assistant General Counsel W. H. Bauer.

About seven new lawyers have been added to the broadcast divisions, most being transferred from other work in the commission and some from other government agencies. Revised set-up follows internal criticism that the legal staff was unable to function as expected and that it had permitted a huge backlog to accumulate with no method to get the machinery working again.

According to stories circulating locally, commission has already voted and decided upon about 40 broadcasting cases within the last two weeks with none released as yet. Delay is credited mainly to inability of FCC legal staff to prepare opinions and statements of facts to meet recent court requirements in any sizable quantity. Other stories credit a member of the commission for some delay in an effort to have other commissioners reverse their votes.

"From 7 to 11—It's a Natural," reads the first of a four-page sales promotional leaflet mailed this week by Station WWL, New Orleans. On the air from 7 a.m. to 11 p.m. (and at other hours, too), WWL "doesn't gamble with your 1938 profits," the leaflet points out. In turning over leaflet, reader finds two dice glued to figure of open hand. Reading to right of dice, are clever double-meaning phrases on dice language. "With a 'hot hand' of good merchandise or service, you can make 'pass' after 'pass' and win increased prestige, patronage and profits. No 'snake eyes'—except perhaps envy of others. No 'box cars'—except new shipments of goods. No loaded dice. Let us 'make our point' by showing how WWL boosts sales. 'Fede' us by rolling our phone number."

Quizzer Court Originates in Movie Theater

KANSAS CITY, March 26.—A copyright version of a question bee, Quizzer Court, is broadcast from the stage of the Electric Theater by KCKN. Scene is a "courtroom" on the stage, and there are seven chairs lined up on each side of the "judge." The "prosecuting attorney" or quizzer selects 14 contestants from the audience, usually seven men vs. seven women or seven blondes against seven redheads or similar classifications.

The "court" is then called to order and contestants begin. There are cash prizes for correct answers and less expensive merchandise prizes if answer is incorrect, so all contestants are assured of prizes. Sum of \$25 is set aside, and if it is not used it is added to the next week's \$25.

"Court" is sponsored by seven non-competitive local merchants and each gives a small prize to each contestant. Listeners who submit questions which are used receive theater passes. Average mail has been 1,000 letters each week.

CHASE
and
LUDLAM
RADIO PROGRAM SERVICE
Send for our current listing of Programs Immediately Available for Commercial Sponsorship
30 Rockefeller Plaza, New York City
RCA Building, Circle 7-4366

**Sam Goldberg Petitions
For Change in Moniker**

BOSTON, March 26.—Samuel Goldberg, of Dorchester (Boston), petitioned Suffolk Probate Court Thursday (24) for permission to change his name to Samuel Buddy Clark.
Goldberg is known professionally on the stage, screen and radio as Buddy Clark and has been for several years since his Boston debut. That's his argument.
Clark is vocalist on the Ben Bernie-CBS show for U. S. Rubber, with Lew Lehr and Jane Pickens, Wednesdays at 8:30 p.m.

**2 Unions Aim at
FCC Precedent**

WASHINGTON, March 26.—Both AFL and CIO radio organizations are seeking to establish precedents aiming at co-operation between the Federal Communications Commission and the National Labor Relations Board. Last week American Federation of Radio Artists went to bat for Richard Peavey, AFRA member, dismissed from Station KSD, St. Louis, Counsel for AFRA, in giving case to NLRB, brings up point that radio stations are licensed under provision that they obey rules and regulations of United States. Question is whether KSD is guilty of Wagner Act infraction, and if so, what about its license. KSD is also understood to be after an FCC ok for more time.

American Communications Association, CIO affiliate, recently contacted FCC with the same end in view, namely, co-operation between FCC and NLRB. Mervyn Rathborne, ARTA president, asked Frank R. McNinch, FCC chief, for an opinion as to how the FCC felt about renewing licenses of stations failing to obey stipulations in the Wagner Act regarding fights between employers and employees. FCC promised that union matters would receive careful consideration in such cases. According to ACA, additional contacts will be held.

NEW YORK, March 26.—Louis E. Goyette, provisional director for ACA broadcast division, and Peter Testen, owner of Brooklyn Broadcasting Corp., signed contract recently providing for closed shop, 40-hour, five-day week, and salary increases amounting to 100 per cent in some instances. Union hopes to ink contracts soon with WARD, WJWP and WLTH, all of which share time with WBBC.

PHILADELPHIA, March 26.—ACA will soon present to WPEN a renewal contract of existing working agreement with certain modifications. Chief provisions specify a 40-hour, five-day week, scale from \$37.50 to \$60. Minimums represent an increase of \$1.50 to \$10 over present scale.

SAN FRANCISCO, March 26.—Ralph Brunton, owner of KJBS, presided at first regional meeting of the National Association of Broadcasters Monday. Twenty-one station representatives attended. Group will convene regularly for discussion of radio matters affecting this area. L. D. West, of Honolulu, is secretary.

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**

NAB'S SOS FOR FUNDS

**Lady Esther
Answers Suit**

CHICAGO, March 26.—Lady Esther Cosmetic Co. replied to announcer Phil Stewart's threat of suit this week thru Attorney Benjamin Weisbrod, who sent a letter to Stewart's mouthpiece stating that in the company's estimation his dismissal from the radio stint was backed with sufficient "grounds" and that the letter of notice sent the announcer the day after barring him from the studio should satisfy any claims.

Stewart was let out of Lady Esther's employ last Tuesday when he ignored an order to omit mentioning his name at the end of the broadcast on Monday night. Harry P. Munns, attorney retained by Stewart, wrote a letter to the sponsor asking for compensation for the duration of the announcer's verbal agreement, which does not expire until October 1. Munns now says he will await the coming of that expiration date and will then file suit for salary allegedly coming to his client for that period.

**Detroit-Originated
Shows Hit Chute**

DETROIT, March 26.—Gloom prevails among local radio studios as a result of business recession. From a foremost place among producing centers, because of the concentration of automotive accounts here, Detroit has taken a swift drop as far as sponsored hours accredited to local business are concerned.

Sustaining time is just carrying on—practically no stations appear to be devoting serious attention to building up new program ideas, a quick survey this week showed. Rather, several have ideas, but they are scarcely on the paper stage yet, and will stay there until signs of sponsor money appear.

Actual last time has not been very great yet—the number of shows taken off the air, originating locally, has been negligible, altho some of the major net-works Detroit-sponsored shows have been hit, beginning with the Chevrolet drop about three months back. Business offices report a reluctance to renew contracts, and it looks as tho the summer will have plenty of wide-open spaces in existing schedules.

Solution appears to be merely a resort to sustaining transcriptions or use of more available network time in the case of affiliated stations. The dearth of sold time should provide an opportunity for new talent to get an experiential airing as sustaining, but little in the way of such plans has so far been heard.

**Report Warns of "Urgent" Need
To Face Problems With Cash Aid**

WASHINGTON, March 26.—Flashing out an SOS, the National Association of Broadcasters this week, over the signature of Mark Ethridge, advised the industry that money is what makes wheels go round. Declaring that some broadcasters were holding out to see if it (NAB) works, the tocsin said: "To set up an organization before obtaining the finances would put the cart before the horse."

"It is not only essential to get the horse first," Ethridge said, "but also to get the oats to feed the horse."

Problems facing the industry were covered in the message, listing the Federal Communications Commission investigation of networks as problem No. 1. Senator White's resolution to investigate the FCC and the industry is given second place, and the Duffy Copyright Bill plus the International Copyright Union third place. In commenting on copyright, one report said: "The Duffy Copyright Bill, which would eliminate statutory damages from the copyright laws and render network performance of a musical composition a single performance, is now being pressed by its author, Senator Duffy. It is imperative that this measure be passed by the Congress before the Berne convention of the International Copyright Union is ratified. Otherwise there is danger that the entire public domain of music will be lost to American broadcasters, large and small, and that numerous copyright licensing societies will spring up almost overnight. It is impossible to compute the enormity of the cost which would follow."

Fourth mention was ASCAP license expiring December, 1940. "If you are content with that situation by no means join the NAB, because the new board is working on it (ASCAP) now," the letter stated. Problem No. 5 was the "musicians' situation" affecting at the moment independent stations. Reorganization of NAB arose out of its failure to meet the situation when the musicians' union made its demand last year. Because the NAB did not act, the network affiliate stations assessed themselves \$12,000 to pay the cost of negotiations. The NAB is now directing the negotiations for the independent stations and is saving most of them much more than the annual dues to the association would be," according to the letter.

Gov's Ownership

"The McAdoo-Chavez Bill (pigeon-holed in the Senate), which provides for

the construction of a \$3,000,000 government radio station in California, is now before Congress and hearings by a sub-committee of the Senate Interstate Commerce Committee may be scheduled any day. Do you believe the government should go into broadcasting in competition with privately owned stations? If not, do you want your viewpoint presented to the Senate committee? Do you prefer that your views be presented by the NAB or that you appear by yourself to present them?" That was problem No. 6, and in succession up to problem No. 14 were the Wheeler-Lea Bill (signed by the President), phonograph recording licenses, the Havana Radio Agreement, commission rules to meet Havana agreement, newspaper ownership, station sales, uniform accounting, commission attitude on Wagner Law, informal complaints of stations, State radio regulation, broadcasting taxes and international broadcasting.

"The men who are endeavoring to work out in your behalf an effective trade association," said the letter, "are not miracle workers, nor do they promise miracles. All we say to you is that in radio's most critical period, you have got the chance to determine whether you want intelligent effective representation in matters that affect your station's policies and your own finances, or whether you want no representation."

"At the February meeting the reorganization plan was put into effect by unanimous vote. You are now called upon to decide a more serious matter: whether that plan is to be put into effective operation. It cannot be made effective if you and other broadcasters do not put up the money. If you consider the dues high, then consider also that unless the organization is effective you are likely to have to pay a great deal more than you are being asked for. The cheapest insurance you can have just now is membership in the NAB."

Industry was told to advise Phil Loucks, NAB counsel, whether the association would have a substantial membership. On Thursday (24) the executive committee, composed of Frank M. Russell (WRC), Edwin W. Craig (WSSM), Mark Ethridge (WHAS), John Elmer (WGBM), Walter J. Damm (WTMJ) and Herb Hollister (KANS), met with Loucks to canvass the "president situation," with the committee breaking up at the end of the day with no comment. Inquiries were warded off with, "Wait until the board meets on March 30. Until that time we can't give out."

The report, which is given an impetus by being labeled, in large capital letters, "Urgent," attacks those radio men who have adopted a watchful waiting attitude toward the NAB. This attitude is criticized because it means that such broadcasters want the rest of the NAB to underwrite present efforts, but will not help themselves. It implies the watchers will benefit at no cost to themselves.

Anzac Concerts Challenged

SYDNEY, Feb. 23.—The "right" of the Australian Broadcasting Commission to import overseas artists to Australia for concert engagements has been challenged by J. G. Williamson, leading Australian theatrical producer. Action is being heard before the High Court.

Despite the suit, the commission has announced that violinist Guilia Bustabo has been signed for Australian engagements later this year.

Treasure Hunt Commercial

HARTFORD, Conn., March 26.—After a week's debut as a sustainer WHTA's *Treasure Hunt* has been sold to a local department store. First 15 minutes include commercials and a listing of articles to be brought to the station. After a two-hour wait "winners" who brought the proper articles to the studio are named and interviewed. Winners receive merchandise coupons and passes.

N. Y. Station Publicity Chart

NEW YORK, March 26.—WQXR, high-fidelity local station, continues to gain in publicity breaks given local stations by the metropolitan dailies. Last month's publicity tabulation showed the station climbing to seventh position in the rankings. Since then the gains have been given a further boost and the station has pulled itself up another notch, going to sixth position and pulling ahead of all other local stations except WMCA. WOR, of course, is not considered a local station.

Almost as impressive a gain is marked for WNEW, which moved up one spot to seventh, going ahead of WHN. WMCA remains in fifth place, while WJZ, the NBC fled outlet, has replaced WJZ. NBC Blue, in the deuce spot. WJZ is now third. WABC, as it has for a long period, holds the top of the pile.

Several stations have commented that the "C" column, covering mentions in radio columns, gives WMCA a break because of that station's deal with *The New York Daily Mirror*. WMCA answers that such a deal certainly should not be counted against it, since any other station could have and can work out a daily-station agreement of some sort.

Station	1938			1937		
	F.	C.	Gt.	F.	C.	Gt.
WABC	810	227	1046	1144	357	1501
WEAF	651	153	804	867	277	1144
WJZ	645	153	798	1019	323	1342
WOR	328	130	458	438	194	632
WMCA	284	86	370	333	155	539
WQXR	134	35	169	85	13	99
WNEW	85	64	149	197	36	233
WHN	107	37	144	173	122	300
WINS	56	28	84	136	92	318
WEVD	58	17	75	60	14	74
WNYC	33	13	46	67	21	108
WBXX	4	5	9	4	9	13
Totals	3204	958	4162	4599	1604	6203

Program Reviews

EST Unless Otherwise Indicated

"Crossroads"

Reviewed Sunday, 2:30-3 p.m. CST. Style—Dramatic. Sponsor—Monroe Chemical Co. Agency—Stack-Coble, Inc. Station—WMAQ (Chicago).

Calling the script for this opus original, as the announcer did, must have meant that it was the first time it had been done by the author involved. Had all the old bromides, with a trace of rehashing. An impoverished debutante gets a job as society reporter because her old man is a friend of the editor. She doesn't pan out, but the benevolent editor gives her one more chance, sending her to interview Michael McKay, a champ race driver. Before leaving for the shindig, tho, she is confronted by a man breaking into her apartment via the fire escape. He finally leaves, but bobs up again at the reception. Yep, you guessed it. He's the celeb our fair heroine is supposed to interview, but she doesn't get hep until after she makes him escape from the party, choosing to do that at the risk of losing her assignment and job. Of course, she's fallen in love with the bloke, so there's really no big decision there, for a woman in the clutches of Cupid.

Same title is used for each week's stint, and is supposed to tie in with some terrific decision to be made in a gal's life. Anne Seymour plays the lead each week. Her emoting could have stood more restraint when caught. Rex Maupin's Ork turns back okah musical relief. Best of the cast did all right, considering what they had to work with. Included Bob Healy, Ethel Owen, Margaret Fuller, Ken Christy and Al Hahn.

H. H.

"Under Western Skies"

Reviewed Wednesday, 9:30-10 p.m. Style—Dramatic. Sustaining over WEA (NBC network).

Western Skies presents regulation sagebrush sagas for other consumption. Particular alfalfa opus caught Wednesday was titled *Brotherly Love*, as good a stamping ground for ham actors as anything the motion pictures ever provided. Yarn was told in flashback fashion, an old prospector working up an introduction that was later developed by the regular cast.

Judging by precedents, a series of this type should have plenty of pulling power within a defined, and not very small, audience. *Lone Ranger* series is an example.

Cast and story develop suitable melodramatic intensity. Program emanates from KDKA.

P. A.

Colonel Stoopnagle

Reviewed Thursday, 8-9 p.m. Style—Comedy. Sponsor—Standard Brands, Inc. Agency—J. Walter Thompson, Inc. Station—WEAF (NBC Red network).

P. Chase Taylor, the Stoopnagle of Stoop and Budd (Hallick), worked the Rudy Vallee show as a single. The team, most important comedy pair created in, by and of radio, has split. Their humor was too smart and couldn't be sold commercially.

Supposedly, Stoop was to try to bring his humor to a lower level. He did, slightly, on the Vallee show. Half of his stint was uproarious. The second half, a sketch, was less successful, going off the deep end and becoming too silly. First half involved Stoop's new way of speaking. He takes an ordinary sentence and emphasizes the wrong half or a phrase that shouldn't be accented, or breaks it up by a pause. For instance, he asked Vallee, "How do you find things—in California?" Last two words followed the rest with a two-second break and a rising inflection. Hard to describe in print, it's really screwy and hilarious. Very likely it will, if kept on the air constantly as it should, become a national affliction, along with Penner's duck et al.

Sketch was a progressive drunk and mix-up line affair. Edward Hove, former columnist on *The New York Herald Tribune*, once wrote a masterpiece, starting at the top of his column sober but drinking his way down to the end in a climax of misplaced words and phrases.

Sketch here had the same idea. Somehow the idea of the men drinking the whiskeys and cels instead of the ale and setting the tavern out to sea, did not quite come off.

But on the talk angle—you've got something—there colonel! J. F.

"Club Celebrity"

Reviewed Tuesday, 7-7:30 p.m. Style—Music, chatter, imitations. Sponsor—Harris Clothing Co. Station—WWSW (Pittsburgh).

Club Celebrity is a field day for its emcee, Ollie O'Toole, but a turkey as a program because of its lack of originality. Alfred formerly over another station by this same sponsor, who copyrighted the name, program uses transcriptions of name bands and a combination emcee-imitation act by announcer O'Toole, whose jim-crank acting ability isn't sufficiently hardy to compensate for the weakness of his material. Weakening the show even further is that Hollywood and stage stars are represented in a low-cost attempt to make audience believe program is product of name combos. Program's dance music by name orks, and the imitations, are individually good. Show runs five nights a week.

M. F.

"News of the Week"

Reviewed Wednesday, 8-8:30 p.m. Style—News dramatizations. Sponsor—Bulletin-Index (newspaper). Station—KDKA (Pittsburgh).

Admirable for relieving the monotony of straight news comment, *Bulletin-Index's* dramatizations of events in Pittsburgh, family a la *March of Time*, fall short of intended intensity. Making its debut as only commercial of its kind in Pittsburgh, half-hour includes three numbers by Maurice Spitalny's studio band, re-enactment of one event, and comment on other happenings in voices supposedly imitating real-life speakers.

Program's strength is in potentialities, weaknesses are in having too much music, regardless of its high quality, and in too prosaic material. Stanza could stand more drama, fewer quotations of editorial copy and change in narrator, whose voice, despite its suitability, is heard too often on other KDKA programs to establish a connotation singular to B-I show.

M. F.

"What's My Name?"

Reviewed Friday, 8:30-9 p.m. Style—Novelty. Sponsor—Philip Morris & Co., Ltd., Inc. Agency—Blow Co. Station—WOR (MBS network).

What's My Name is a honey of a show. It's built on curiosity and is given a flying start by Budd Hulick and Arlene Frances, featured, who assume the first person and describe different notables,

either historical or current. Each brief description ends with the query, "What's My Name?" Volunteer from the audience must answer within five seconds. If unsuccessful, a second leading question is asked concerning the same character, then a third and fourth. Ten is the limit. Prize for answering on first description is \$10 and some cigars, then \$5 and so on. First descriptions are the most baffling, but succeeding ones are progressively easier, with result that each of the volunteers gets something.

Character descriptions are cleverly contrived, with Hulick tackling the women volunteers and Miss Frances the men.

Charles O'Connor gives a good sales talk, with emphasis and restraint in the right places. Ork varies the show.

Program should grab off a lot of listeners.

P. A.

Irving Caesar

Reviewed Thursday, 8-9 p.m. Style—Novelty songs. Sponsor—Standard Brands, Inc. Agency—J. Walter Thompson, Inc. Station—WEAF (NBC Red network).

Irving Caesar, composer and music publisher, appeared on the Rudy Vallee show with his latest novelty tunes, *Songs of Safety*, built for kids. Idea is to sing to the moppets about the danger of running in front of autos, turning on the hot water for the cold and so on. Songs have had a strong reception from civic authorities and educators. For their purpose they are good. Tunes are simple and catchy; the lyrics, likewise catchy, are direct, and if the little ones don't learn how not to play with razor blades and ground glass it won't be Caesar's fault.

An interview with Vallee on the interrogating end preceded the introduction of the sloganized songs. This gave the composer a chance to plug his catalog, including tunes like *Tea for Two*, *Lady Play Your Mandolin*, *Siranee*, et al. It all helps and ASCAP, for the record, sort of regards Caesar as a bogey man. Imagine a bogey man writing songs for kids. But even ASCAP members will admit that the tunes, lyrics—and Caesar—are smart.

P. A.

"Girl With a Swing"

Reviewed Tuesday, 6:45-7 p.m. CST. Style—Vocal solos. Sustaining over KXBY (Kansas City, Mo.).

Billed as the girl "who sings with a swing," Julie Marchant does just that and, in addition, plays a neat accompaniment for herself on piano. Possessor of a better than average style of delivering a pop tune, Miss Marchant was especially pleasing on show caught with rhythmic renditions of *Dippy Doodle*, *Rhythm and Romance*, *I'm Glad for Your Sake* and *It's Perfectly Normal*, last named being one of her many compositions.

A local gal, June has a large following in the Kansas City area. Might be a good bet for sponsorship. Two quarter-hour programs are being aired by her weekly at present, the other on Thursday nights.

D. F. D.

"Lights Out," on 4th Birthday, Dons New Togs To Lure Sponsor

CHICAGO, March 26.—Once in a long while something comes along in the various fields of art and entertainment which attracts widespread attention, but which is immediately labeled as a freak by those in the know principally because it is far from the trite and beaten path and for that reason they find it impossible to reconcile it with the venture's resulting popularity.

Lights Out, NBC sustainer, has proved itself as one of those "freaks" in the radio industry. Stint celebrated its fourth anniversary this week by featuring Boris Karloff, Hollywood's bogey man, who will play the lead for the next few weeks. This is the first time in the program's history that a cast name has been billed. Change is part of NBC program department's drive to get a sponsor for the half-hour thriller. Show is aired at 11:30 p.m. local time, making it plenty late to lure a backer. Repeat broadcast was launched this week, however, at 12:30 Chl time, heard on the Coast at 10:30 p.m., an experiment which has the network a little jittery, wonder-

ing just what reaction will be received by an earlier hour audience.

Original idea back of *Lights Out* was conceived four years ago by NBC program department and first scripts were done by Willis Cooper. Show became popular immediately and when it was dropped for a time during 1937 squawks galore poured in demanding its return. Ninety-nine per cent of NBC's station managers were among those complaining about the discontinuation. Recently, another poll feeler was sent out and 13,000 letters convinced NBC that it must have something there.

Arch Oboler has been doing *Lights Out* the past two years and says the opportunity has afforded him the chance to prove conclusively that radio dramatic scripts do not have to be as insane as has been typically true so far. Because of the late-hour airing, NBC issues very little censorship over Oboler's scripts. Altho the program has a heavy measure of blood and thunder and the supernatural, Oboler says he always keeps the idea paramount to the horror stuff and varies the weekly diet by swinging be-

Foreign Reviews

"In Town Tonight"

Reviewed Saturday, March 12, 7:30-8 p.m. Style—Novelty. British Broadcasting Corp. National.

In Town Tonight, broadcast every Saturday night, is one of British radio's most successful regular features. Interesting personalities, mainly those not connected with radio or any phase of show business, are brought to the mike to recount interesting experiences or unusual vocations. Two outstanding features on this program were Helena Clark and Esther Potter and "Beauty" Metcalf.

Helena Clark and Esther Potter are stenographers living in New Zealand and London respectively. By means of advertising they exchanged their jobs. Meeting in London, they recounted their experiences and the difference in life in the two territories. Interesting.

"Beauty" Metcalf proved to be a talking canary with an extensive vocabulary. Words came over distinctly.

Other items included the winner of a Scots bagpipes competition. Rendition on his instrument seemed too ardent and harsh for the mike. Also a big game hunter from Central Africa, a journalist who had observed one of the afternoon's race-track meetings from a balloon drifting over the course, and a member of the London press gallery.

Given the right entrants, *In Town Tonight* is well worth listening to. B. R.

"Music Hall"

Reviewed Saturday, March 12, 8-9 p.m. Style—Variety. British Broadcasting Corp. National.

Music Hall is a vaude program which is a regular feature, alternating each Saturday with *Palace of Varieties*. There is very little difference in the two programs. Show caught had as its mainstays Vic Oliver, Elsie and Doris Waters, Harry Claff and Florrie Forde.

Vic, More and Nevard, average three-man comedy piano team, with topical numbers, were okah as openers. Florrie Forde, a prominent chorus singer, did boisterous numbers, most of which had biting refrains. Her style smacks of 30 years ago. Harry Claff, resonant baritone singer and monologist, assisted by Winnie Wager, was a solid hit in his radio version of his comedy, *The White Knight*, which is still a vaude stand-by. Vic Oliver, most popular American comedian and monologist in England, yowled. He's a sure-fire bet for the British networks.

James Pickard and his Chinese Syncopators registered successfully with stringed instrumentalists and vocals. Elsie and Doris Waters, London vaude comedienne, hit heavily and had plenty of laughs to their credit with one of their many "Gert and Daisy" comedy dialogues. Good program.

B. R.

tween psychological plays, adventure and just plain neurotic material.

Production of this air play has an important role and results should open the eyes of agency men in particular who continually harp that the commercial value is the thing. No musical theme is used and with the exception of the new Karloff series no introductory continuity is employed. A large gang is pounded, the announcer says "lights out, everybody," and the show is on. Incidentally, but with the idea that the hint might be helpful, this show probably has more rehearsals than any other. Result shows up in the finished product, too, with everyone nearly always handing in a stellar performance.

Interesting sidelight of show's appeal is displayed in the types of listeners who write into the stations. Good percentage of them are college professors, scientists, students and people in the radio field who have made it one of the chief topics of their shop talk. This point should do something to those writers, radio men and agency chiefs who are always telling themselves that programs have to be done with an eye to the demands of listeners with 11-year-old minds.

If *Lights Out* goes commercial, which is hoped for now, it will go a long way toward educating radio advertisers on late-hour entertainment and also open up the field for higher-class productions all the way around. If a sponsor is obtained, it is likely NBC will switch the chiller from its Wednesday airing to the same time Saturday, figuring to catch a larger audience on that night.

Air Briefs

New York

ABIE'S IRISH ROSE is slated to hit the networks as a five-time-a-week serial. Well, you should have expected it. Jack Benny came in on the 30th-Century Wednesday and was met by 25 page boys from NBC and a flock of high school girls. Bill Morro and Eddie Beloyne, scripters, arrived with him. And so did Julius Snytkin, his boyhood pal, who visited him on the train at Chicago and was persuaded to come along—sans baggage. . . . Jim McWilliams' *Question Free* starts at the Hartford State Theater March 28. Spotted for three nights a week.

General Foods' "On Broadway" goes off March 27, with *Log Cabin Jamboree* slated for the cupboard in April. Both are seasonal programs and will be aired next year. . . . Wednesday (23) was the anniversary of 15 years in radio for G. W. (Johnny) Johnstone, publicity director for WOR-Mutual. But Johnstone takes no chances. He still pays dues to the musicians' union. . . . Joe Donohue, scout for William Eby's testimonials, has just been named supervisor of the coming *Camel* program on the Coast. . . . Arthur Sinsheimer, of Peck Advertising Co., has placed 24 additional 1-cent sales spots for Manhattan Soap.

MAXON'S, fashion shop, has contracted with WMCA for a series of broadcasts. Anice Ives will be commentator. Program set by Hicks Advertising Agency. . . . Phillips H. Lord, producer of *Gang Busters* and *We, the People*, leaves for London Wednesday (30) on the *Normandie*. Will stay two weeks. . . . Blanche Merrill, Inc., has set up offices in connection with Irving Mills for selling radio scripts. . . . Sylvia Press, of the WINS publicity department (no gag), is expected to return this week after a bout with grippe. . . . Happy Irving Kaufman, "Lasy Dan" to his radio audience, inaugurated a new series of daily programs over WIN beginning Monday (28). Show, known as *Happy Irving Kaufman*, is sponsored by Morton Salt. . . . *Hobby Lobby* folds at end of March.

NBC statisticians figure that 54,531 shows were broadcast over the net during 1937, including repeats and programs aired more than once a week. Figures taken in between 200 and 300 commercials and between 300 and 400 sustaining series. . . . Kate Smith show probably will remain on this summer, the decision is not definite yet. . . . *Merry Macs*, swing quartet, signed thru June 29 on *Fred Allen* series, are optioned for a summer show. . . . E. E. (Rusty) Pierce, of Cecil, Warwick & Lester, leaves in April for a round-the-world trip. . . . *Bentley & Bowles' "Good News"*, now into its third contract, is expected to last quite a while. Agency expects it to pass *Major Bowes'* show in the next two crossings, they hope, they hope, they hope.

Chicago By HAROLD HUMPHREY

RADIO editors and press agents went strictly social here this week, attending blowouts for the Andrews Sisters' new show, Boris Karloff's *Lights Out* debut and Arch Oboler's arrival. Another was scheduled for Jack Benny between trains, but the comedian passed thru too quickly, so the boys had to buy their own that day. . . . Mrs. Lavinia Schwartz, alumna of Vassar and the University of Chicago, is new head of WBBM's educational department. . . . Kay Kuser will hit the Paramount, New York, for two weeks the latter part of this month with his *Musical Ktaz* radio show, and then goes in for a run at the Pennay Hotel there. . . . Ed Wood, WGN sales manager, in the Big Town this week on biz.

Willard Bliss, national vice-pres of CIO's ARTA union, in town this week mulling over the technical radio workers' set-up with the idea of launching a drive here. . . . Chuck Acres, WLS entertainer, is editing that station's soap since *Ethel Dixie* left to go with Tom Riddle. . . . *Zenith Radio Corp.* laying down a real campaign in marketing its new *Radio Nurse*, a gadget to hang in the kids' nursery to warn parents if the tots get in trouble.

Ulmer Turner, *Herald and Examiner* radio ed, took exception in his column this week to *The Billboard* calling him a tough gent when it comes to handling radio p. a.'s. Spent half his pillar showing the weaknesses and absurdities in radio releases. . . . Karloff appeared plenty nervous just before his initial "Lights Out" broadcast Wednesday, but turned in a bang-up performance just the same. First audience to witness the show got a particular bang out of watching a sound man take a dive to the floor whenever a body dropped in the script. . . . Dorothy Chaquette, formerly of J. Walter Thompson, now in WHIP's program department. . . . Gale Page headed this way from the Coast for a visit.

ALEX HOLDEN, Hal Kemp's manager, off to New York to dig up a spot for him when he starts his new air shot there. . . . Lynn Chalmers getting ready to take in a few nighterlies. . . . Gabe Wellner, on the electric organ at Richards Restaurant, gets a break now, with the spot getting a remote over WCFL six times a week. Station has no flat fee for pick-ups, and plans to cash in since the nets lost their accounts by charging a century note for the wires.

From All Around

WAAT'S Sunday show, *Let's Talk About Stars*, hopes to line up the booklovers by presenting Jack Mitchell's weekly reviews. Other features, including movies, theater, etc., will be retained. . . . Major Ethner Ridge, manager of WBIG, announced his Congressional candidacy in the Democratic primary, June 4, for Sixth District representative, North Carolina. . . . Lawrence McDowell, Hal Nichols, Lawrence Weston and Frank Goss, all of KFOX, Long Beach, Calif., put over a series of successful broadcasts from the moving Santa Fe train, the San Diego. . . . S. S. Fox, president and general manager of KDYL, now on the Coast. . . . George Provel recently appointed KDYL's assistant program director.

series, "Dan and Scotty," three times weekly over WPTF, Raleigh, N. C., beginning April 5. Perry-Belch sponsors. . . . President Lester A. Benson, WIL, St. Louis, and Claude Rock, of the sales staff, are attending the annual *Shriners' Convention*. . . . Eight years ago Kay Barr remarked at his *Pittsburgh Press* desk that he'd some day like to vacation on a cargo ship plying between New York and Honduras. Yesterday Barr, now publicity director for KDKA-NBC in Pittsburgh, left New York on his long-delayed seapod cruise aboard a banana boat, bound for the Caribbean.

Dixie Doings

Radio stations at New Orleans report a sharp falling off in commercials since beginning of March, average drop in national sponsoring being about 25 per cent in past six weeks, but ability of

Second-Hand Resale of Floppo Platters Latest in Wax Field

NEW YORK, March 26.—Transcribed Radio Shows, Inc., purveyors of transcription productions, have hit the business from a new angle. Firm buys transcribed shows from wax producers who have been unable to keep them moving, and in addition claims it is in a position to build both live and e. t. productions. Firm buys up the old e. t. shows outright, or else makes deals for certain titles.

Much of this hard-to-move e. t. material comes from the Coast, particularly from those producing firms which have no Eastern reps. In the event Transcribed Radio settles with the original owner on a net price, an additional percentage is slapped on, usually about 15 per cent.

Transcribed Radio's breadwinner thus far is Robinson Crusoe Jr., kiddie show presumably suitable for milk, ice cream, bread, coal and other companies who "reach the parent thru the child." It's

episodic, with 30 15-minute shots. According to E. C. Moore, president of Transcribed Radio, Crusoe is used extensively by dairy firms in Florida. Specific cities are Miami, West Palm Beach, Tampa, Clearwater and Jacksonville.

Crusoe was used two years ago by the New York State Milk Control. Other sponsors using different Transcribed Radio Shows are Finlay-Strauss, Sears-Roebuck, Aetna Casualty and Life Insurance and Coco Malt in Hawaii.

Firm has about 11 shows and is working on a bundle of scripts.

Col. A. Brown Buys Station WINS, N. Y.

NEW YORK, March 26.—Sale of Hearst-owned Station WINS, here, to Col. Arthur Brown, Seattle attorney, was confirmed this week by Joseph V. Connolly, president of King Features Syndicate and chairman of the board of Hearst Radio. Price set at \$250,000 and deal is contingent upon oke from the Federal Communications Commission. Two weeks ago a Hearst spokesman said the deal was off. Details of the transfer are being completed now.

Sale of KEHE, Hearst outlet in Los Angeles, is already closed, Earl C. Anthony having bought it for \$400,000.

O'Brien, who will own WINS, also has an interest in KIRO, CBS outlet in Seattle.

S. F. Baseball Switch?

SAN FRANCISCO, March 26.—KGO may air baseball games this season instead of KYA. Latter reported unwilling to enter long-term contract, due to uncertainty of Hearst's radio plans. General Mills (Wheaties) is the likely sponsor.

Herb Allen has been chosen again this year to call home games of Oakland ball club over KROW. General Mills will sponsor.

"Gadgets" New Co-Op Show

BOSTON, March 26.—New series of participating programs titled *Gadgets* is scheduled for airing soon over several New England outlets. Angle is housewife appeal, selling products calculated to minimize household drudgery. Comment and plugs on the items will be worked into the script. Bertha Bannan, Little Building, Boston, handling.

DES MOINES, Ia., March 26.—Three commercial radio writers, Burke Boyce, Lyle Flanagan and David Nowinson, have been named judges of the Drake University second annual playwrighting contest, which closed March 15. Aim is to encourage creative effort in radio dramatists. According to E. G. Barrett, director of Drake Radio School, entries for 1938 show a 300 per cent increase over last year.

general business to hold up in Louisiana helping to sustain local commercials. . . . Southern Baseball League breaks old ban on home games in 1938 and stations in Birmingham, Memphis, Little Rock, Atlanta and New Orleans will benefit with remotes, commercialized, from home fields. Kellogg will give Coca-Cola plenty of competition for baseball broadcasts in Dixie this summer. Heretofore the soft drink people held the spotlight in sports. . . . WMPB, Memphis, for first time in several years, is void of bill-boards, effective March 21. . . . Clark Alexander, newly named farm announcer for WWL, admits that he has never been on a farm. . . . ASCAP suit against State of Florida, testing that State's anti-ASCAP law, has been taken under advisement by three-judge federal court at New Orleans. . . . Will Rushing, named new ork director at WBRB, has enlarged band from six to 10 men. . . . Leo Reisman, ork leader, called from New Orleans last Saturday for Cuba, where he plans to study modern Cuban tunes for future programs. His wife was with him. . . . Les Carmichael, an Illinois grad, new production manager of WQBC, Vicksburg.

Double Feature

PHILADELPHIA, March 26.—WIP sprang a new program Friday night (25) called *Stern-Co*. It's a quiz with bank night angle tossed in. Listeners participate while the program is going on. Questions are asked and listeners sitting at home are asked to grab phone and telephone answers. An extra corps of operators hired for the program receive answers. Prizes are awarded and announced during program.

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G U S AVAILABLE FOR STAGE, SCREEN or RADIO address Care GOLDIE & GUMM, 1540 Broadway, N. Y. **V A N**

Thomas Conrad Sawyer, commentator, now aired over WCAU, Philadelphia, Wednesday and Friday. . . . Vocalist Clay Dandel and organist Kingham Scott featured in a new

Music Pubs Divided on ASCAP Method of Divvying the Dough

Merits of performance or availability for greatest pay-offs to be ironed out—claim songs leaping into lime-light and disappearing add nothing to society

NEW YORK, March 26.—Looming battle between music publisher factions over the royalty divvy will be a free-for-all, with two distinct camps involved. On one side will be those publishers who derive most of their income from a tabulation of performances, or "uses," and on the other the publishers who depend upon availability or the value of a catalog. Under the present system used by the American Society of Composers, Authors and Publishers, the publisher coin is split on a 30-30-20 per cent basis, the first availability and the third for seniority.

Under the old method a self-perpetuating board classified the pubs in different categories, as AA, A, BB, B, etc. Old system had its abuses, notably the fact that an appeal on rating was heard by the same men that sat on the board. But present system, according to those who oppose it, places too much emphasis and pays too much money to those publishers who depend not upon the value of the catalog but upon the excellence of the professional men. Most of the songs leaping into the spotlight for two or three weeks disappear and add nothing to the sum total of ASCAP music.

On the other hand, allocating a higher percentage for availability, while favored by firms which have good catalogs, is exceedingly tricky in that no mechanical means of determining availability has ever been found. But, as opposed to the old system whereby rating was given by a self-perpetuating board, appeals from the current availability committee are at least heard by men who do not comprise the committee itself.

As far as the Society itself is concerned, it derives more benefit from 10 tunes which keep on getting performance years after year than 100 tunes which last only two weeks.

Cutting down on value given to performances when reckoning the publisher royalty divvy is considered as likely to stabilize the industry. This, together with ultimate adoption of the music code, may set the industry on a cleaner basis. At least such is the hope, and with the undermining of cutthroat competition it is possible that fly-by-night firms will disappear.

Plug evil has been very bad of late, with the situation in Chicago becoming unbearable for the more ethical publishers. It's simply a question of no play for no pay.

ASCAP pub membership meeting, originally slated for last Tuesday to iron out this situation, has been postponed indefinitely owing to sickness of Gene Buck's son. Regular membership meeting, scheduled for last Thursday at 125 Ritz-Carlton, was also postponed.

More Taxes for Postolers

NEW ORLEANS, March 26.—In an effort to return to the State of Louisiana some of the money taken out of it by bands getting big pay for misery, hotel and ballroom locations, idea is being considered to stretch income tax law to cover orks visiting the State and playing these spots. Location data would be taxable, with single stands exempt.

Tax collectors intend recommending to Legislature, which convenes in May, that idea be put into effect as an amendment to present law, with band employers responsible for collection of the tax.

Don't Miss

This Feature:

**The Musician
and
Mechanization**

By JAMES C. PETRILLO

in the

**Spring Number
of The Billboard**

April Sues Harms On Radio Rights

NEW YORK, March 26.—April Productions, Inc., assignee of the Shubert Theater Corp., is seeking damages totaling \$990,000 from Harms, Inc., charging that exclusive publication and mechanical rights were granted the music pub on songs from 11 Shubert productions, but that radio rights were not included. Damages represent alleged profits from broadcasts of music involved. Harms has filed a general denial, absolving itself from responsibility regarding the use of the songs on radio broadcasts, and contending that an accounting had been rendered to the plaintiff's predecessors.

Shows involved in the litigation are *Artists and Models*, *Mad Cap*, *Greenwich Village Follies*, *A Night in Spain*, *The Nightingale*, *Sky High*, *Sunny Days*, *Cherry Blossoms*, *Under the Red Robe*, *Love Call* and *Studio Girl*.

Hutton Signs With CRA

NEW YORK, March 26.—Ina Ray Hutton, under Irving Mills aegis since her entrance to erkdrom, signed a management contract with Consolidated Radio Artists Thursday (24). Mills retains all booking rights for theaters, radio and screen until February, 1939, the expiration of his contract with the "blonde bombshell." Until that date CRA will confine itself to the dance field, locations and one-nighters. CRA term runs for five years. There is also a strong possibility that Will Hudson, splitting with Eddie DeLange, will turn maestro in his own right under a CRA banner. Negotiations have already begun, outcome depending on a release from Mills, who also handles the Hudson-DeLange Band.

Black Cat Returns Terping

WILMINGTON, Del., March 26.—Black Cat Casino, on DuPont boulevard near here, has completed every stage in its career—dance hall, nitery, roller-skating rink and now once again a sanatorium. Tavern accommodates 3,000, and a series of hops using name bands will be presented by the Swing Fraternity. Season started with Bunny Bergan.

Vocal Class

The Commodore Hotel, New York, where Red Norvo holds forth, appeals to that hidden desire in everyone to sing. Idea is a series of song instruction nights, at which time Mildred Bailey, Norvo's chanteuse, conducts the classes participated in by patrons. Prizes are awarded the embryo singer showing the most promise at each of the sessions.

Incidentally, Miss Bailey's prominence in the Norvo Band is only another example of the growing list of fem singers who are developing into stars and drawing cards in their own right. Miss Bailey receives equal billing in ad copy with Norvo, and Martha Tilton, Dolly Dawn and Edythe Wright aren't far behind in sharing honors with Benny Goodman, George Hall and Tommy Dorsey, respectively.

Good Use of Reply Card

Southeastern Orchestra Service goes in for the always reliable prepaid reply

If You Please

NEW YORK, March 26.—There used to be a time when only symphony conductors rated the dignity of a "Mr." But since Richard Himber—er, Mr. Richard Himber—decided he had been bourgeois long enough, other batoneers are beginning to resent the titleless ignominy in which they have wallowed and are starting to do things about it.

Latest to rise to the exalted height of a name-prefix is Joe Rines. He opens at the St. Regis Roof May 5 and his billing will read, if you please, "Mr. Joseph Rines and his Music!"

Pauley Pacts for KC Park Ballroom

LINCOLN, Neb., March 26.—Dance concession of Fairland Amusement Park, Kansas City, Mo., was contracted by R. H. Pauley, of the Turnpike Casino here. Deal is for the 1938 season, May 16 to September 6. Pauley signed with Park Manager Victor Bianco this week, stipend calling for almost \$2,000.

Pauley is at present busy with the paint-brushing on the new Turnpike Casino, a \$25,000 construction job on the site of the one burned down last November. Opening signal set for April 15, with possibly Eddy Duchin for the starter.

Fairland deal gives him a good tie in dealing with names, offering two dates close together. Park dancing will go every night but Monday. Ballroom holds about 4,000 people handily. The booking will be thru MCA and Frederick Brothers, of Kansas City. If both spots hit well Pauley plans further expansion in ballroom biz in this territory.

Detroit Local Retains Staff

DETROIT, March 26.—Detroit branch of American Federation of Musicians, at its annual election of officers this week, retained President Albert Luconi, Vice-President Ralph Jewell and Secretary-Treasurer George Clancy.

Two new directors were added to the board, Mike Plovnan, music director of WXYZ, and George Kavanagh, local ork leader. Jack Perentz is business manager.

CRA Sets Bands for Parks

VERMILION, O., March 26.—Consolidated Radio Artists have lined up a string of mid-bracket bands to make the music at Crystal Park for the summer. Orks fill as week-end attractions, Mickey Katz starting off April 7, with Rita Rio, Mike Farley and others to follow. Farley moves from here to open the summer season at Iroquois Gardens, Louisville, April 28. Set for a month with options.

Wis. Locals Meet Weber

SUPERIOR, Wis., March 26.—Wisconsin State Musicians' Association, comprising 31 local unions, is scheduled to meet here May 1 with Joseph N. Weber, AFM proxy, as the principal speaker.

Selling the Band

card method to secure dates for Jack Wardlaw. Folding card employs the attention-getting style of having leader's name spelled vertically, each letter being the first of a pertinent sentence running horizontally. Same method is applied to further data on back of the card, in this case first word of each line, reading down, forming a sentence absent Wardlaw's theme. The Look That I See in Your Eyes, Red and black printing emphasizes the point.

Double Feature

Dean Hudson and his Florida Clubmen, currently touring the South, are building up plenty of good will for themselves in a unique manner. Hudson obliges all requests from churches in cities housing his band by donating the services of his glee club. Vocalists assume the role of choir boys, with Frances Colwell and Hudson himself as soloists. One of the recent Sundays choro took place at the swanky Royal Potemans Chapel, Palm Beach, Fla.

Powerhouse No TNT for Chi's Terrace B. O.

CHICAGO, March 26.—Growing distaste for noisy dance music is reflected in the standing of the colored name bands playing Ed Fox's Grand Terrace Cafe here this season. Once the word is around that the orchestra is too loud, business drops, Fox admits.

Louis Armstrong, because of his long and loud trumpet blowing, it is believed, set a business low in that spot during his six-week stay recently. He opened strong during the first week and dropped off a little during the second and third; during his last lap the club lost over \$5,000.

Many patrons frankly admit that while they like hot music they don't like to be figuratively blown out of the spot and want to hear each other talk when sitting out a dance session.

Of the four bands that made the Grand Terrace since its opening in July, Fletcher Henderson has proved the best drawing attraction. In his favor was his initial engagement when the club opened and was still a novelty to hundreds of local night-clubbers. Personally managed by Fox, he was given a good build-up and held for nine weeks.

Andy Kirk held his own for the next several weeks, grosses boosted considerably by a strong floor show. Next came Earl (Father) Hines, who remained for four months to normal biz, packing them in on week-ends to make up for week-day lulls. Andy Kirk, current attraction, returned to succeed Armstrong, with Henderson scheduled to make another return trip in May for the follow.

Grand Terrace is the only night spot here using a steady diet of ace colored bands. The boys get top billing, regardless of what names the accompanying floor bills may have. Presently, spot entirely depends on the orks to bring in the trade.

No Sabbath Jamming At New York Spots

ROCHESTER, N. Y., March 26.—Night spots in the 22 counties in Western New York, comprising zone three of the State Liquor Authority, received a body blow this week with the announcement of Deputy Commissioner Charles W. Wilson, of this city, that Sunday "jam sessions" would in future be definitely out. Ruling was prompted by protests of church organizations in Buffalo.

"The conditions which now exist throughout Western New York," said Wilson, "have become intolerable. These so-called jam sessions held on Sunday afternoons entice youngsters into clubs and restaurants holding liquor licenses. The order is as much for the protection of the licensee as anyone else."

Provisions of the State Liquor Authority's code make the ruling permissible and absolute.

MCA May Get NBC Wires

NEW YORK, March 26.—Possibility looms that Music Corporation of America may get dance remote spots for its location bands on National Broadcasting Co. networks. Negotiations between the booking office and the broadcasting chain were entered into this week. Since the American Federation of Musicians took radio out of the booking business, Consolidated Radio Artists has had the exclusive on dance remotes for both NBC chains, with an occasional spot from the Coast given to Rockwell-O'Keefe. Latter office has a booking deal with CRA on the West Coast territory. MCA has full sway on spotting dance bands on Columbia and Mutual networks. Proposed deal will not affect CRA, plan being for MCA to deliver when CRA cannot feed formidable bands to fill.

MCA Keeps Drake on Books

CHICAGO, March 26.—Music Corporation of America will continue to spot its bands into the Drake Hotel following Hal Kemp's departure, Jimmy Joy coming in for an indefinite period April 15. Earlier, the Rockwell-O'Keefe office was given a chance to book the band-stand attraction there, as Charles Richter, formerly connected with the hotel, is now a R-O-K booker.

Records Reviewed

La Bailey Lilts The Lovers and BG Sizzles Sing

By M. H. ORODENKER

Abbreviations: V-Victor, R-Brunswick, D-Decca, BL-Bluebird, VO-Vocalion.

With his band wearing its best riding breeches, DUKE ELLINGTON goes riding on a Blue Note. The whole class rides a single riff, and it's classy, while Cootie Williams tootles some top trumpet improvisations. For the plattermate, *Trunk's Lost in Meditation* (B), the band exemplifies the best of taste in giving a lift to leverage to a soulful ballad. Harry Carney's bary sax phrasings here are the last word. With clarrying BARNY BIGARD identifying the label, the Duke's pupils again go balladeering for *I Thought You Cared*, and with Bigard going blue on the black stick, and Sonny Greer beating the pots and pans, offer a delight in *Drummer's Delight* (VO).

CAB CALLOWAY turns comrade in cutting the *Flas and Needles* score, applying his scatology in standard style for *Doing the Reactionary* and *One Big Union for Two* (VO). TEDDY WILSON, with Billie Holiday and the Basie boys, brings *Miss Brown to You* and *Sweet Lorraine* (B) with the harmonious jam sauce whipped to a fine pulp. And the Midwest JETER-PILLARS Band not only have a time of it to sound convincing for their sock-stuff *Make Beliefs* and *All Always Be in Love With You* (VO), but have a time of it trying to play in tune.

Sugar Coated

RUSS MORGAN invites the cheek-to-cheek conditionals with *Two Bouquets* and *You're an Education* (B). GUY LOMBARDO has a typical double-riff mated in his music for *Home Town* and *In My Little Red Book* (V). BLUE BARON styles it smoothly for *How Can You Forget?* and *There's a Boy in Harlem* (BL), and BERT BLOCK adds a distinctive touch to the dissipation with his bell beatings on *This Is My Night to Dream* and *Can't It* (VO).

Imparting a right rhythmic touch to the smooth tootling, TOMMY DORSEY has a dandy in *How Can You Forget?* and with lift lickings, *There's a Boy in Harlem* (V). LARRY CLINTON for a fetching coupling of *Romance in the Dark* and *Gypsy Told Me* (V); there's a distinct touch of danceability in TOMMY TUCKER for *A Heavenly Party* and *Somebody's Thinking of You Tonight* (VO), and thanks to the pace set by Gene Krupa at the drums, JACK JENNY commands a commercial couplet that's stock standard at its best in *I've Gone Romantic on You* and *In the Shade of the New Apple Tree* (VO).

Sing, Sing, Sing

A killer of the diller order when first cut as a 12-inch special for the Victor "Swing Symposium," *Sing, Sing, Sing*, the BENNY GOODMAN tom-tom con-certo, becomes available in the single package at standard size and price. And on the Decca Race roster we find a re-pressing of WINGY MANNONE in his earlier groove glory for *Big Butter* and *Egg Men and Weary Blues*.

MILDRED BAILEY at her best in turning the classical hymns into hot hymns, the bless-you-sister rating goes for *Love, Come Back to Me*, and *From the Land of the Sky Blue Water* (VO). DOLLY DAWN doubles her la-de-das most effectively for *On the Sentimental Side* and *My Heart Is Taking Lessons* (VO). And RED NORVO, with La Bailey, dishes out the sweet swing for *More* (See RECORDS REVIEWED on page 15)

Woo-Woo

PHILADELPHIA, March 26.—Using various themes on different programs featuring his band didn't satisfy Clarence Fuhrman, musical director of WIP, so staff pianist-composer Bill Davis was commissioned to write a special ditty for use as one theme to cover all the shows. Result is *The Wip-eroo*, which now becomes the identifying signature for all Fuhrman programs.

Colored Band Biz Becoming Big Biz

NEW YORK, March 26.—Colored band booking field moves a step closer to the big business category with Music Corporation of America starting a detailed survey of that field of ork activity, and Joe Glaser adding Helen Oakley to his staff to head the promotional work for his office. MCA doesn't expect to make its initial stride in the colored band picture until next fall. But at that time all the preliminary groundwork will have been laid out to enter the field on a large scale. With Count Basie already on the roster, a nucleus for the list of impressive colored name attractions will be formed with Teddy Wilson and Lionel Hampton, each to blossom forth with his own band.

Glaser, linked with Rockwell O'Keefe, moves into his own offices May 1. Miss Oakley, formerly with Moe Gale publishing Chick Webb and Teddy Hill, ties with Glaser this week for further building of Louise Armstrong, Andy Kirk, Willie Bryant and Lips Paige.

Deals whereby MCA would take over Duke Ellington and Cab Calloway from Irving Mills, and Glaser's similar plans for CRA's Fletcher Henderson and Earl Hines as well as Gale's bands, have fallen thru.

McDonald Moves to Seattle

SEATTLE, Wash., March 26.—Bill McDonald and his Royal Highlanders, coming here from the Cafe de Paris in Los Angeles, open this week at the Trionon Ballroom. Jerry Lester and Ray Carroll handle the ork's warbling assignment. Al Paige, manager of the Century Ballroom, Tacoma, has added Sam Gore to the personnel to emcee the dancing sessions.

Spare "Loch Lomond"!

DETROIT, March 26.—Of the 2,500 telegrams received in the Sweet vs. Swing contest, conducted by Station WJR here last Saturday night, 85 per cent oppose "swinging" the old-time melodies, according to Station Manager Leo J. Fitzpatrick.

Songs with Most Radio Plugs

"Ti-Pi-Tin" Tops; "Gold Mine" Back Among the Leaders Again

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 25. Independent plugs are those received on WOR, WNEV, WMGA and WIN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk.	Title	Publisher	Plugs Net	Ind.
3	1. Ti-Pi-Tin	Pelet	39	27
..	2. There's a Gold Mine in the Sky	Berlin	33	17
3	3. You're an Education	Remick	26	18
4	4. How'dja Like to Love Me? (F)	Paramount	24	7
5	5. Thanks for the Memory (F)	Paramount	23	21
9	6. Let's Sail to Dreamland	Spier	23	20
1	7. Love Walked In (F)	Chappell	23	12
2	8. It's Wonderful	Hobbs	21	19
5	9. Please Be Kind	Harms	20	31
6	7. Whistle While You Work (F)	Berlin	20	13
13	8. In My Little Red Book	Marks	19	18
3	9. Sweet as a Song (F)	Hobbs	19	16
4	9. Goodnight, Angel (F)	Berlin	18	21
8	9. Always and Always (F)	Pelet	18	19
4	8. More Than Ever	Miller	18	18
..	9. On the Sentimental Side (F)	Select	18	8
12	9. I Can Dream, Can't I? (M)	Mario	18	12
9	10. Sunday in the Park (M)	Mills	17	14
10	10. I Fall in Love With You Every Day (F)	Famous	17	4
..	11. Somebody's Thinking of You Tonight	Schuster-Miller	16	7
11	12. At a Perfume Counter (M)	Donaldson	15	22
13	12. Romance in the Dark (F)	Paramount	15	18
14	12. Two Bouquets	Shapiro, Bernstein	15	9
6	13. High Ho (F)	Berlin	14	24
7	13. Dipsy Doodle	Lincoln	14	22
5	13. I Double Dare You	Shapiro, Bernstein	14	21
7	13. I See Your Face Before Me (M)	Crawford	14	12
..	14. It's Easier Said Than Done	Olman	13	13
..	15. Goodnight, Sweet Dreams, Goodnight	Remick	12	13
11	15. Toy Trumpet	Shapiro, Bernstein	12	8
..	15. Ten Pretty Girls	Circle	12	6
14	16. In the Shade of the New Apple Tree (M)	Crawford	12	5
13	16. Just a Simple Melody (F)	Chappell	11	9
..	16. I Love To Whistle (F)	Hobbs	11	6
13	16. Moon of Manakoa (F)	Kalmar-Ruby	11	2
14	17. I Simply Adore You	Ager, Yellen	10	18
..	17. Garden in Granada	Southern	10	1

A Briton Looks at the B'way Swing Scene and Goes B'way

By LEONARD G. FEATHER

(Music Critic for The Melody Maker in London)

Every time I cross the Atlantic to survey jazz on its native soil I become increasingly aware, with some alarm, of an internal struggle that is constantly being waged in the realm of swing music.

The average American, who for many years has had too much of everything until he cannot see the wood for the trees, will perhaps never become fully conscious, in a detached manner, of the situation that the swing music craze has produced in the profession (I almost wrote industry). I visualize the scene as a battle between two unequal forces. On one side, the genuine music as an American art form; and, on the other, Broadway and all that the term signifies.

Broadway (Tin Pan Alley in particular) does not care for swing music and does not even commence to understand it. The "lickies," who crowd around the band stand gazing at Benny Goodman, are the same suckers who have set up the false idols of jazz, such as the Cass Loma Orchestra, and, most reprehensible of all recent creations, Larry Clinton. They are the same trifling youths who have caused bands like Chick Webb's, Louis Armstrong's and Tommy Dorsey's to degenerate into commercial commodities to whom swing is but an incidental attribute.

In the same way the music publishers, who mean that sheet music sales are dropping because of the vogue for hot numbers, do not hesitate to fawn on the swing band leaders in an effort to make them play *My Little Old Home* in Osh-

kosh or *The Schmoetz Waltz* on their next broadcast. Possibly because in their school days they heard the story of Canute and the tide, they partially realize that the swing wave cannot be checked, but still they will do their damndest to check it, since they are in this business for a living.

Until the swing craze began, swing music and Broadway did not have to meet. Jam sessions took place informally without publicity, records were made for the limited public of connoisseurs, and the musicians were allowed to play whatever they pleased. Nowadays, however, the position is characterized by an incident which took place in my presence at the Victor recording studios only a few days ago.

Fats Waller was making a session of current popular songs. He had scarcely been given a chance to see the numbers before the date but was expected to read off the lyrics and music simultaneously and make six good records immediately that afternoon. Finally he came to one number which he objected was particularly unsuitable to his style and impossible to learn at such short notice. He insisted on substituting a hot number (which, by the way, was of the type that would sell excellently to the nickel-machine trade), and waxed it. However, he was then instructed to do the pop tune and reluctantly plodded his way thru it. The following week I learned that the records of the swing number had been destroyed.

Another angle that is holding swing music back is the racial question. This has been dealt with elsewhere and I do not intend to dilate upon it, but, in passing, I must point out that a set-up where colored musicians are subjected to every kind of sharp practice there is little hope for complete musical freedom. The development of mixed-color bands is an essential step in the future, tho it will have to surmount the objections of prejudiced managers, publishers and audiences.

If I have painted a very black picture of the American scene, I must add that by comparison with the state of affairs in Great Britain, this country has very few faults. In England there are practically no nickel-machines, and consequently record sales are appallingly low (See A BRITON LOOKS on page 15)

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Orchestra Notes

By M. H. ORODENKER

Talk o' Town

Following in wake of GENE KRUPA'S departure from the Goodman gang, there has been a strong undertone of inactivity on the part of Broadway agency to infest that band with the batonitis bug . . . so while the percenters were planning a raiding party, Benny countered with a housecleaning . . . and when Goodman puts his house in order again, band will be sans the services of Babe Rusin, tenor sax; alto saxers George Koenig and Hyman Shertzer and guitarist Allen Reuss. . . . **BUD FREEMAN** leaves Tommy Dorsey to replace Rusin with Dave Matthews, and possibly Milt Yaner filling the other chairs . . . and unless Goodman finds a git-boxer to his liking, band will carry on without that chordage . . . give the go-by to gossip that trumpeter **HARRY JAMES** is leaving for an ark of his own. . . . MCA has a personal contract that's still good for a dozen months and the bugler will stay put . . . and by the same token MOA is saving **LIONEL HAMPTON** and **TEDDY WILSON** for themselves, contrary to the wild rumors.

Cocktail Combos

When Paul Whiteman returns to the riatto in June, after a May sojourn in southlands, the rhythm ranger will bring back the **WHITEMAN BAD HABITS**, Mickey Germano, Johnny Heubner and Joe Pant . . . threesome is tooting at Werk's Back Yard, West Palm Beach, Fla. . . . **THREE PEPPERS** have been renewed to linger '41 next fall at the Hickory House, 52d street haunt. . . . **BUDDY RUSSELL'S** Manhattan Tio closes next Saturday at Hotel Roosevelt, Pittsburgh. . . . Jack Dempsey's Gotham eatery has added **THE INTERNATIONALS** to stroll their stuff. . . . **THE VERSATILIANS** open this week for an indef stay at the Orler-Lincoln Hotel, Danville, Ill. . . . **THE MELODEARS** stroll for sippers at the Community Coffee Shop, Binghamton, N. Y., starting April 15 . . . prior to their opening April 17 at Chicago's Hotel La Salle, **THE BILTMORE BOYS** fill a fortnight at the Log Cabin, Omaha.

Coast to Coast

FLOYD RAY makes it a return trip for the April 25 week at the Howard Theater, Washington . . . and **REGGIE CHILDS** holds down the May 6 stanza at Loew's Capitol, Baltimore. . . . Philadelphians will soon find **LOUIE PRIMA** taking over the toolings at Benny the Bum's bistro, **HAPPY FELTON** turning up again at Arcadia International House, and **PAUL WHITEMAN** playing the Charity Ball May 4, from which point he cultivates the collegiates below the Mason-Dixon for the remainder of that month . . . on the West Coast, **BOB MOHR**, who has been one-nighting it in these parts for MCA, turns his attentions to the movie lots . . . has been spotted in a forthcoming Monogram flicker, *The Old Fool*. . . . **HARRY GILES** has resigned from the R-O-K Coast office to manage Jimmie Grier's Band . . . and across the pond, from foreign shores, London's famous **COLDSTREAMERS BAND**, whose inception starts back in 1795, is planning on an American tour, the AFM permitting. . . . MCA sent **ART TATUM**, blind swing pianist, overseas for a tour of the British music halls . . . opens April 15 at Ciro's in London. . . . **EDGAR HAYES** winds up his Scandinavian tour April 17, but there is a possibility of an optional six weeks will be taken up.

Gotham Gab

Quite a bit of sailings from MCA quarters this week, **SONNY WERBLING** embarking on the seas of matrimony, and **WILLARD ALEXANDER** boating it for a 10-day Cuban tour. . . . **STAN ZUCKER**, CRA general manager, trains it for a couple weeks at the Chicago office, and **LOU WASSERMAN** returns to his MCA desk in the Windy City. . . . **ERNE HOLST** is due back on the stem in mid-April, already angling for an air-outlet location. . . . **JIMMIE EVANS**, of Century Orchestra Corporation, has taken over the managerial reins of the **LUCKY MILLINDER** Band. . . . Paul Whiteman's revamped radio commercial, patterned along CBS Swing Club lines,

starts the guestarring this Friday with **MILDRED BAILEY** and **BUNNY BERIGAN** . . . with **ARTIE SHAW** already set for the April 15 show . . . and don't be surprised to find PW booming his tromboning **JACK TEAGARDEN** as a new maestro on the ark horizon. . . . **HAL KEMP** is another name slated for the Hotel Astor Roof, Valice and Lopez already penciled in . . . and count on Valice as a follow-upper for Berigan at the Paradise Cafe.

Midwest Musicals

NORBERT E. KOHL leaves Cincinnati this week for an extended booking trip thru the Midwest for A. L. Dahlman's office in the interest of the Art Morgan and Larry Smith orks. . . . **HAL RAYMOND**, recently returned from Miami, opens this week at the Ohio Villa, Cleveland. . . . Jean Bowers is cast for the warbling. . . . **WADE HAMILTON** grabs off the studio post at Oklahoma's **KTUL** . . . and in spite of the fact that Chicago's **WHFO** is only a 100-watter, **DAVE VOLKOW** brings in an eight-piece combo for the aroasting. . . . **JIMMY NOONEY** succeeds Horace Henderson this week at Chi's Swing Lane Club . . . and **FLETCHER HENDERSON** takes in the Topper temp tavern, Cincinnati, April 24, and Marigold Ballroom, Minneapolis, on the 24th. . . . **BARNEY RAPP** plays a date at the Trianon, Indianapolis, on the 10th, and **JOE HAYMES** makes it a date for a private party in Detroit at the Book-Cadillac Hotel on the 10th. . . . **HARRY CANDULLO** opens Wednesday at Hotel Commodore Perry, Toledo, and the same night finds **EDDIE LEONARD JR.** blossoming forth as a bandmaster under Rudy Vallee's guidance, opening at Hotel Gibson, Cincinnati.

Mason-Dixon Doings

Most of the pending activity is centered on the college campus. . . . fresh from a New England triumph, **DEAN HUDSON** is prominently featured. . . . and there's a strong suspicion that his Florida Clubmen might grab off the Edgewater Beach Hotel, Chicago, for the summer. . . . **DICK BALLOU** hits this territory April 18 for three weeks of campus dates. . . . Texas A. & M. has **JERRY JOHNSON** for the April 21 weekend. . . . **PARI HINES** plays the same school a week previous. . . . **CARL (DEACON) MOORE** takes in the May 6 and 7 dancing dates at the University of Alabama. . . . **JIMMIE RICHARDS** replaced **HAL BERDUN** this week at the Atlanta Biltmore Hotel, CRA moving Berdun to a Detroit location within the next fortnight. . . . **WALTER HAGEN** lingers for a third month at San Carlos Hotel, Pensacola, Fla. . . . **JERRY GILBERT** stays on '41 April 27 at the Edgewater Gulf Hotel, Biloxi, Miss. . . . the Stepin Fetchit unit, featuring **ERSKINE HAWKINS**, takes over the April 15 week at the Paramount Theater, Nashville.

Broadway Band Stand

LOU SHERWOOD switches booking offices, leaving MCA for R-O-K. . . . **JOE RINES** opens the St. Regis Roof May 5 . . . and **ARTHUR WARREN** replaces Isham Jones at Hotel Lincoln May 2 . . . back from a Miami season, **MAXMILLIAN BERGERE** opened this week at the Versailles. . . . **DON BERTOR** has been set for the May 5 week at Loew's State. . . . **DICK CASPARRE** has his contract renewed for the balance of the season at Hotel Ambassador, **MAYO** and his Cubans remaining for the rumba relieving. . . . **JOE COLLINS** draws a second holdover ticket good until Easter at the Wellington Hotel.

Notes Off the Cuff

HENRY BUSSE will net CRA a couple cool grands for a week of solo stands in North Dakota, starting May 9 . . . dates take in Fargo, Bismarck, Jamestown, Devils Lake, Minot and Grand Forks. . . . **DELL COON** filling a string of Midwest theater dates and then moves into the Chicago Loop. . . . **LORIN TOWNE** lingers for a fourth month at Club Joy, Lexington, Ky. . . . The **ANDRINI BROTHERS**, "Kreisters of Strings," set by the Meyer Davis office for a month at Community Lounge, Binghamton, N. Y. . . . **EL BRENDEL JR.**, son of the film comic, has the batonitis bug in

Don't Miss

This Feature:
On Buying Bands for Summer Ballrooms

By HARRY MOSS

in the

Spring Number of The Billboard

Philly. . . . **JACK CRAWFORD** will be the follow-upper for Leighton Noble at Bill Green's Casino, Pittsburgh. . . . **DON RICORDO** rumba relievers replace Don Renaldo at Arcadia-International, Philly. . . . Ricordo is really Ritchie Phillips, brother of Tony Phillips, Philly booker. . . . Lilly the Litter lispes that the only music in some souls is when their shoes squeak . . . and so we send our cuffs to the cleaners.

Duchin Starts Season

SPOKANE, Wash., March 28.—Eddy Duchin opens the summer dancing season at Spokane's Natatorium Park with a one-night stand April 9. Boots Brindle is booked for April 30 and May 7.

Errol Flynn a Songwriter

HOLLYWOOD, March 26.—A newcomer to the ranks of songwriters is Errol Flynn, Warner star, whose first effort will be brought out soon by Witmark. Titled *Tahiti Lullaby*, Flynn sold it under the assumed name of David Mallon. Edwin H. Morris, Witmark head, discovered that Mallon was the well-known Flynn when he negotiated with the author for its publication and use in the forthcoming *The Singing Cop* flicker.

SONNY and his CHICKENS ORCHESTRA

One Year STORK CLUB, N. Y. 4 Months FALL MALL ROOM Washington, D. C. Now Glass Has BELMONT PLAZA HOTEL, N. Y.

JOE SANDERS and his NIGHTHAWKS

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HOLLIS CHANDLER'S

Two-hundred-piece University of Missouri Dance Orchestra. Previous engagements include Peabody Hotel in Memphis, Tenn., and Southern Hills Country Club in Tulsa, Okla. Dance and show band. Debuting summer location. Address: 105 Metropolitan Bldg., Columbia, Mo.

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New Playing
HOTEL EDISON, New York.
NBC Network.

Biltmore Boys AND THEIR ORCHESTRA
Now Playing
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Jack Denny AND HIS ORCHESTRA
BEVERLY HILLS COUNTRY CLUB,
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"The Biggest Little Band in America"
AND THEIR ORCHESTRA
WILLIAM PENN HOTEL, Pittsburgh, Pa.
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Jan Savitt AND HIS "TOP HATTERS"
KYW, PHILADELPHIA, AND NEC NETWORK

Jack Sherr AND HIS ORCHESTRA
Now Playing
BROADMOOR COUNTRY CLUB,
Denver, Colo.

CONSOLIDATED RADIO ARTISTS, Inc.
CHICAGO - CLEVELAND - DALLAS - HOLLYWOOD

JOE MARSALA and his Chicagoans
NOW HICKORY HOUSE, N. Y.

DON REDMAN and his Orchestra
With ORLANDO ROBERSON and LOUISE MCARROL
Now ON TOUR.
For Dates, Communicate With CENTURY ORCHESTRA CORP., 1010 Broadway, New York City.

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Return Engagement.
PERSIAN ROOM PLAZA HOTEL, N. Y.
Mt. MUSIC CORP. OF AMERICA.

3 PEPPERS HICKORY N. Y.
Now HOUSE, Y.
Personal Direction George Invernizzi, 155 W. 44th St., N. Y. Master Recording Artists.

Music Items

Suesse Cleffs New And Nutsy Musical

A PROMINENT maestro who recently opened in one of the better Broadway spots has placed an absolute ban on song pluggers and refuses to see them any more. They have to contact his arranger to make specials of their stocks before he considers the ditty. Maxine Sullivan has had bestowed upon her a nice new Scotch ballad for her very own, *Fair These Well, Annie Laurie*. It's the creation of Al Stillman and Claude Thornhill. . . . Mel White is a new man in the professional department at Mills. . . . Now that Al Dubin has resigned from the Warner fold, his place as Harry Warren's lyricist is being filled by Johnny Mercer.

Music pubs have a new way of saying "no" to songwriters now. Instead of the usual "it's-a-swell-production-number-but-no-good-for-us" or the equally common "it's-a-great-tune-but-our-catalog's-full," the comeback now is, "You're a member of Songwriters Protective Association and we can't take their songs." Some of the music houses who first agreed on this, however, are already knifing each other and taking SPA ditties. . . . Bob Mellon is in Chicago representing Aliman Music Co. He succeeds Herb Lutz, formerly with Donaldson, Douglas & Oumble's Chi office. . . . Another Windy City item has Chick Castle resigning as Western rep for the Gem Music Co. to take over a job with a theatrical photographer.

Dana Suesse will do part of the score of a Vinton Freedley show next season, *Gentlemen, Be Seated*. Book and lyrics will be the work of Allen Ebrez, who's got a novel idea for it—a sitdown strike in a musical instrument factory working at top speed due to the swing craze, thus bringing about a return to the old-fashioned waltz. . . . Rube Bloom is back on Broadway after several years of Hollywood writing. . . . Lew Lehr has directed his newsreel-commentating inanities into song channels and comes up with a typical Lehr-ism in *Monkeys Is the Coolest People*. Mills is set to bring out the number on which Walter Bishop and Basil G. Adlam collaborated with Lehr. . . . If Teddy Powell ever formed his own band, he wouldn't experience much difficulty in debuting at a New York hotel spot, 'tis said.

Kyser Set for Penn Roof

NEW YORK, March 26.—First location stand for Kay Kyser in New York will be the Hotel Pennsylvania, he unshutters the roof garden June 1. There will be no follow-up for Benny Goodman at the Madison Room after May 4, hotel using a cocktail combo until Kyser moves into the upstairs salon. Set by Music Corporation of America.

Sheet-Music Leaders

(Week Ending March 26)

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

- | Position Last Wk. | Title |
|-------------------|-----------------------------------|
| 1 | 1. Ti-Pi-Tin |
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| 8 | 8. I Double Dare You |
| 9 | 9. Moon of Manakoa |
| 10 | 10. Please Be Kind |
| 11 | 11. Ten Pretty Girls |
| 12 | 12. Love Walked In |
| 13 | 13. Let's Sail to Dreamland |
| 14 | 14. The New Apple Tree |
| 15 | 15. It's Wonderful |

Hollywood Folly

NEW YORK, March 26.—Oscar Bradley was in Hollywood for the past six months, serenely conducting his ark on a radio show in the midst of the movie capital's hurly-burly, and never once in all that time being touched by it. He wasn't even the victim of a candid-camera fiend. Bradley is back in New York this week, and he won't be here many days before he'll be busily engaged making movie shorts. Which goes to prove something or other, we wouldn't be knowing just what.

Buying Ads in Dance Program To Get Club Dates Taboo in Pitt

PITTSBURGH, March 26.—Adding another service for its members to the list that already includes a \$500 life insurance policy and a job clearing house for \$12 annual dues, the Musicians' Union, Local 69, has inaugurated free legal aid that includes collection service.

Local 69 has also changed the composition of its theatrical commission, cutting the former board of seven members to six, including representatives from the Stanley, Nixon and Casino theaters, and three from the union's board of 13. Reason for the change, informs Secretary-Treasurer Charles Grafelder, is less necessity for an active commission, since theaters showing flesh have declined in number since commission was created.

Pittsburgh Musical Society is also compelling members to play only music stamped by a union arranger. Local 60 likewise has warned members, upon complaint of victims, that bands offering to buy ad space in dance programs or tickets in order to secure club dance jobs will be penalized by the union board.

Frisco Fed Music Hits Storm Weather

SAN FRANCISCO, March 26.—Alfred Hertz, director of the Bay Region Federal Music Project, has been asked to quit his post. In a formal resolution to the WPA music headquarters in Washington a self-appointed "protest committee" asked his discharge on the allegations that he is arbitrary, negligent, autocratic, incompetent and unfaithful.

Hertz attributes the action to vindictiveness on the part of Mrs. Johanne Bietry-Slinger, recently the project's field representative. Group leaders expressed the general belief that the charges are unfounded and would be dropped.

Local Federal Music Project was a center of controversy long before Hertz became associated with it.

Felton Pinch-Hitting

PITTSBURGH, March 26.—Happy Felton is stepping into the breach caused by Shep Fields' attack of appendicitis. With Fields in a hospital in Indianapolis, Felton filled in for him at the Stanley Theater here and takes over the ailing maestro's dates at the Earle, Washington, and Earle, Philadelphia. Felton's own opening at the Arcadia-International, Philly nitery, has accordingly been set back from April 4 to 16.

RECORDS REVIEWED—

(Continued from page 13)

Thus Ezer, Terry Allen baring the word-age for *A Serenade to the Stars* (B).

A Burping Bassoon

The ticks are omitted, but the tone poem is likable when EDDIE STONE lends his moniker to the Isham Jones Ark as an excuse to present the instrumental qualities of that lowly blow-pipe for a rhythmic ramble in *Burping Bassoon*. More burps on the diskette, Eddie deLange's minor-strained stompology, Morocco (VO). Purely for the novelty of a string bass bowing out an improvised chorus, catch SLIM and SLAM for their taproomy Ti-Pi-Tin and *That's What You Call Romance* (VO). And for the fiddle screechers, the AL DUFFY FOUR (with Frank Victor on guitar, Joe Tarbo on bass and clarrying Jimmie Lytell) riff it lightly for *Giribirbin and Marie, Ah Marie* (D).

American Jazz Fails To Take Root in Carney's Class Hall

NEW YORK, March 26.—In a further attempt to justify American jazz as fodder for the concert folk, Carnegie Hall's proscenium arch again gave way Friday night to another pseudo-synco-symphonic circus.

This time it was for the benefit of the Milk Fund, and Ferde Grofe took command of the podium, over which he never once during the evening had complete control. Unlike the Benny Goodman coterie when the swing cats bulged the boxes, the sparsely populated Carney was mostly stuff shirt and lorgnette. And unlike that jamboree of jittersbugs, there was no stomping by downy debs or manifestations of clap-ye-handisms by the more en matrons. Rather, there was an attitude of indifference to it all, an enthusiasm equally shared by 59 members of the New York Philharmonic Orchestra, who interpreted the down

beats and most of the off ones. The 60th member of the musicians, a French-horn, must have drifted in under false pretenses, as did some of the Tin Pan Alley gentry. And he reacted to this rendezvous of Mister Jazz and Mrs. Classic by hitting "kinklers" all night, and not with steins, either.

But like all other conversions when jazz goes parting with the Philharmonic, including those "all-Wagner" programs in the Paul Whiteman manner, there is never nearly enough nourishment for the concert-goer. Adding little to the general fund of American music that might eventually find a place among the old masters, a summation of the sensations experienced hardly exceed a "jam" session indulged in by a corps of music arrangers, if one can conceive such folly.

And, after leaving the concert hall, this reviewer cannot help emphasizing the futility in the endeavors to effect a compromise between the hotty-totty Gold Horseshoe mob and your rabid worshippers at the West 53d street temples.

At their best, these concerts of modern American music represent serious experiments. The novel note has certainly worn thin. But not until our serious essayers have exhausted their prowess of orchestration trickery and furrow the American scene for musical transcription alone, making their music a manifestation of that universal language rather than a demonstration of mechanical devices that characterize the arrangements, can true American music evolve to the stage where it meets concert standards.

Grofe added little to his glory as a composer or conductor, rather showing as being one of the best arrangers of our times. His *Kilgarney*, a rhapsody of Irish medleys: *Hollywood Suite*, a trite satire on Hollywood, and *The Melodic Decades*, a tribute to the pop tunes produced by Tin Pan Alley, are show-pieces of arranging powers. His more serious scoring was in the amplification of George Gershwin's *Three Preludes*, originally written for the piano and representing one of the few glowing moments of the concert. The preludes represent a beautiful expression of musical thought, based on the Negro blues, and deserves a deepening wave of enthusiasm.

There was musical meat in the two movements from a symphonic suite, *Wanderlust*, by Julian Work, Alabama's Negro composer. But Grofe's reading failed to reach the depths of this portrayal of emotional conflicts in searching for the open road of freedom, *Fantasy Americana*, by Milton Rosen, New York composer, a fantasy founded in the turbulent byways of Manhattan, makes no impression. Sounded more like a gargantuan attempt to smother the melody of a yesterday pop, *Out of Nowhere*. And that's exactly where it ended.

The most exciting episode of the evening went to Vittorio Giannini, Philadelphia composer, who conducted his own tone poem, *Trypites*, with Jane Pickens singing the lyrical expression of the musical moods. The composition, having marked quality in capturing the true spirit of birds, finally finding peace and consolation in love, even inspired the musicians to heights not shown under the Grofe baton.

Other soloists adding a welcome change of pace were Lucille Manners, singing Gershwin's *Summertime* from *Porgy and Bess*, and Clara Rita, a Spanish ditty of classical origin; Concert Pianist Herman Wasserman paraphrasing Gershwin's *The Man I Love* and Vincent Youman's *Without a Song* and also Cellist Abrasha Borodkin, playing his own *Synco Rhythmicon*, an exhibitionistic parlor piece of no melodic content.

With the assistance of venerable Joe Miller, the symbolism of this ordeal was interpreted by Leonard Lieblich, music critic turned commentator and comic. The regular symphony subscribers read their own interpolations, either in the program notes or drinking it indirectly from the music. But at these picnics, as Deems Taylor once aptly explained at a Paul Whiteman-Philadelphia Orchestra side show, "We are having verbal program notes today because most of Whiteman's followers can't read."

M. H. Orodinler.

New License Law for Denver Dansoriums

DENVER, March 26.—License fees based on how many hours the dance hall keeps open, signatures of approval from adjacent property owners before license is issued, and setting a minimum requirement of space for dancing per individual are the principal features of an ordinance regulating ballrooms to be introduced in the city council this week.

Bill would place the fees at \$150 annually for dansoriums staying open until 12:30 a.m.; \$350 to 2 a.m., and \$550 to 3 a.m. Applicants for license would be compelled to secure signatures of 80 per cent of property owners within 400 feet of the hall and each dance hall would be required to have five square feet of dancing space for each individual. Law was proposed by William E. Guthner, city manager of safety.

Lunceford May Stay Home

NEW YORK, March 26.—If Jimmie Lunceford doesn't take his proposed European jaunt this summer there is a strong possibility that he will go back to the Larchmont Casino, Larchmont, N. Y., for the warm months. Reason for canceling trip would be war tension. Next two months keep Lunceford jumping around plenty. April 3 finds the band in Philadelphia, playing at the Mercy Hospital, and the 10th calls for an appearance on Martin Block's Swing Concert. Starting April 29 and running thru May, Lunceford swings out at several college affairs, and May 20, 21 and 22 has him penciled in at the Eastwood Gardens, Detroit.

A BRITON LOOKS—

(Continued from page 13)

(swing records like Goodman's and Lunceford's are lucky to reach a thousand sale); there are no swing bands and only a handful of musicians who have any instinctive feeling for improvisation of this kind; there are very few big-time jobs, for the lack of a strong union has caused prices to be slashed to ribbons, and many famous West End spots in London are employing full-sized bands for an all-in weekly salary of \$400 or \$500.

So America is not really the worst country in the world for musical conditions, even if Broadway is eating into the vitals of this thing called swing.

Finally, I may as well tell a story against myself. In my anxiety to assemble a recording band during my stay here, and knowing that my ideas would be held "uncommercial" unless I presented some novel angle, I waxed four numbers for Vocalion featuring old traditional tunes in swing style and also a rendering of the Negro blues played as a waltz. When the waltz record came thru I was told that this was a commercial idea, that the number would be published, enlarged into an orchestration for a big band, and that I was to write lyrics for it (even tho an improvised swing solo is about as easy to fit words to as a violin sonata). I shamelessly admit that I consented to this commercialization, which only goes to show that everyone, sooner or later, goes Broadway!

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: (Manos Inn) Manos, Pa. 20.
 Alberto, Don: (El Chico) NYC, 20.
 Anderson, Kenan: (Varsity Inn) Athens, O.
 Andrews, Jimmie: (Hiscox) North Attleboro, Mass., 10.
 Angelino, Don: (Adelphia) Phila., 10.
 Angelos: (Berolotti's) NYC, 20.
 Apollon, Al: (Chalfonte) Pischurst, N. C., 10.
 Armstrong, Louis: (State) NYC, 10.
 Austin, Ed: (Laurels) Rockett Lake, N. Y., 20.
 Awtwater, Fred: (Fishing Club) Orlando, Fla., 20.

B
 Balne, Jack: (Desert) Spokane, Wash., 10.
 Baker, Fred: (Tropical Bar) Vero Beach, Fla., 20.
 Barber, Hal: (Parody Club) Chi. 20.
 Bardo, Bill: (New Richmond) Albany, N. Y., 10.
 Barron, Blue: (Edison) NYC, 10.
 Becher, Gene: (De Witt Clinton) Albany, N. Y., 10.
 Berger, Maximilian: (Verailles) NYC, re.
 Bergan, Benny: (Paradise) NYC, 20.
 Berkley, Duke: (Honkey-Dory) Stamford, Conn., 20.
 Bistner, Jack: (Knox House) Newark, N. J., 20.
 Billo, Balakara: (Yar) NYC, 20.
 Bland, Jerry: (Park Central) NYC, 10.
 Black, Bob: (Pete Marquette) Peoria, Ill., 10.
 Black, Bert: (Rainbow Grill) NYC, 20.
 Boroff, Misch: (Chi-Am Chateau) Mountaineer, N. J., 20.
 Boroff, Misch: (Waldorf-Astoria) NYC, 10.
 Bradford, Jimmy: (Piazza) Kansas City, Mo., 20.
 Bradshaw, Tiny: (Cotton Club) Cincinnati, 20.
 Braxton, Irv: (Stamps') Phila., 20.
 Bresser, Lou: (Chal Farrel) Chi., 10.
 Breitaky, Hal: (El Tabor) San Francisco, 20.
 Briggs, Ace: (Olsson) Cincinnati, 10.
 Brinkley, Charles: (Log Cabin) Aurora, Ill., 20.
 Brooks, Tiny: (De Lisa) Chi., 20.
 Brunson, Jan: (Jack Dempsey's) NYC, re.
 Bryant, Willie: (Bucky) NYC, 10.
 Bunchuk, Yasha: (International Casino) NYC, 20.
 Burke, Clarence: (Garden) White Plains, N. Y., 20.
 Busse, Henry: (Beverly Hills) Southgate, Ky., 20.

C
 Callaway, Cab: (Palace) Cleveland, 10.
 Callaway, Blanche: (Southland) Boston, 20.
 Campbell, Jan: (Ohio) Utica, N. Y., 10.
 Candulo, Joe: (Casa Manana) NYC, 20.
 Caney, Sexton: (Mayana Madrid) NYC, 20.
 Capello, Joe: (Jimmy Kelly's) NYC, 20.
 Carle, Frankie: (Club Edgewood) East Green-wood, N. Y., 20.
 Carlin, Ray: (Northwood Inn) Detroit, 20.
 Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.
 Carroll, Johnnie: (The Races) Omaha, 20.
 Carroll, Lou: (Village Bachelors) NYC, 20.
 Castro, Armando: (Yumuri) NYC, 20.
 Chiesta, Don: (Oriental Gardens) Chi., re.
 Clancy, Lou: (Henry Grady) Atlanta, Ga., 10.
 Clark, Lowrey: (Grand Terrace) Detroit, 10.
 Cobban, Geraldine: (St. Regis) NYC, 10.
 Cochran, Cesarina: (St. Regis) NYC, 10.
 Coleman, Emil: (St. Regis) NYC, 10.
 Costello, Charles: (Commodore) Detroit, 20.
 Courtney, Del: (Schroeder) Milwaukee, 10.
 Covato, Ede: (Italian Garden) Pittsburgh, 20.
 Coyard, Buster: (Hayoti) San Antonio, 20.
 Craig, Carl: (Whitcomb) San Francisco, 10.
 Craig, Francis: (Hermitage) Nashville, 10.
 Crosby, Bob: (Blackhawk) Chi., 10.
 Cugat, Xavier: (Waldorf-Astoria) NYC, 10.

D
 Dale, Dick: (Cocked Hat) Kansas City, Mo., 20.
 Darrall, Pat: (Wonder Bar) Zanerille, O., 20.
 Davidson, Davey: (Blue Moon) Milwaukee, 20.
 Davies, Lew: (Embassy Club) Jacksonville, Fla., 20.
 Davis, Eddie: (Lalune) NYC, 20.
 Davis, Johnny: (Miami Club) Milwaukee, 20.
 Davis, Fred: (House of Jacques) Oklahoma City, Okla., 20.
 De Angelo, James: (Frolic Grill) Albany, N. Y., 20.
 De Angelo, J.: (Frolic Grill) Albany, N. Y., 20.
 De Vera: (El Morocco) NYC, 20.
 De Vost, Don: (Starbow Room) NYC, 20.
 Dell & Hamery: (Community Lounge) Birmingham, N. Y., 20.
 Demmy, Jack: (Beverly Hills) Newport, Ky., 20.
 DiPolo, Mario: (Sabiga) Washington, D. C., 10.
 Dinham, Dick: (Clover) Portland, Ore., 20.
 Dixon, Dick: (Oldies) Albany, N. Y., 20.
 Dobb, Henry: (Benny the Bum's) Phila., 20.
 Donahue, Al: (Newberry) New Orleans, 10.
 Donath, Memo: (Walton) Phila., 10.
 Dominguez, Jose: (Salon Royal) NYC, 20.
 Donnell, Dave: (Lawrence) Erie, Pa., 10.
 Dorsey, Tommy & Orch.: (Earle) Washington, D. C., 10.
 Dorsey, Tommy: (Palace) Cleveland, 10.
 Drummond, Jack: (University Bar) Albany, N. Y., 20.
 Duchan, Eddy: (Palmer House) Chi., 10.
 Duert, Delph: (Green Derby) Cleveland, 20.

E
 Edmund, George: (Loyale) NYC, 20.
 Eicher, Fran: (Nixon) Pittsburgh, 20.
 Ellington, Duke: (Cotton Club) NYC, 20.
 Elliott, Lee: (Broadford) Boston, 10.
 Esch, Freddy: (University Club) Albany, N. Y., 20.
 Estes, Robert: (Rex) Birmingham, Ala., 20.
 Evans, Al: (Ches Firehouse) NYC, 20.
 Fain, Paul: (Grossman) Lakewood, N. J., 20.
 Fink, John: (The Finest) New York, Conn., 20.
 Finton, Harry: (Stater) Buffalo, 10.
 Funtaine Notes: (Chateau Moderne) NYC, re.

Ford, Don: (Stratford) Bridgeport, Conn., 10.
 Ferdinando, Felix: (Biltmore) Providence, 10.
 Fielder, Johnny: (Cosmo) San Antonio, 20.
 Fink, Harry: (Hoytson) Monticello, N. Y., 10.
 Finch, Freddy: (State Line) Kansas City, Mo., 20.
 Fin-Rilo, Ted: (Palomar) Los Angeles, 10.
 Fisher, Mark: (Royale Frolics) Chi., 20.
 Fitzpatrick, Eddie: (St. Anthony) San Antonio, 10.
 Flinch, Emil: (Oh Henry Park) Chi., 10.
 Foder, Jerry: (Check-In) Toledo, 20.
 Fomen, Basil: (St. Moritz) NYC, 20.
 Forte, Larry: (Cocoanut Grove) Phila., 20.
 Four Emperors: (Fontenelle) Omaha, 10.
 Franelto, Joe: (Adelphia) Phila., 10.
 Frederick, Marvin: (Syracuse) Syracuse, N. Y., 10.
 French, Jan: (Boulevard Tavern) Elmhurst, Ill., 20.
 Frits, J.: (Hodolph) Dallas, 10.
 Fulcher, Charles: (Colonial Club) Augusta, Ga., 20.
 Furst, Joe: (The Brook) Summit, N. J., 20.

G
 Gallo, Phil: (Moorehead) Pittsburgh, 10.
 Galar, Jan: (Topsy's) Los Angeles, 20.
 Gee, Billy: (Continental Club) Canton, O., 20.
 Gendron, Henri: (Colosmo's) Chi., 20.
 Gerken, Joe: (Pant) Rockford, Ill., 10.
 Gilbert, Jerry: (Edgewater) Gulf Bldg., Miss., 10.
 Glick, Billy: (Checker Box) Buffalo, 10.
 Goodman, Benny: (Pennsylvania) NYC, 10.
 Gordon, Gray: (Merry Garden) Chi., 10.
 Gordon, Herb: (Ten Eyck) Albany, N. Y., 10.
 Gorodetsky, David: (Russian Kretcham) Phila., 10.
 Gorrill, Ray: (Arcadia) Detroit, 10.
 Gonzalez, Ralph: (St. Moritz) NYC, 10.
 Graf, Johnny: (Anchorage Inn) Phila., 20.
 Grafstoler, Freddy: (Southern Mansion) Phila., 20.
 Gravel, Lou: (Victoria Trade Riveries, Que.) 10.
 Gray, Lem: (New Cedars) New Bedford, Mass., 20.
 Grayson, Hal: (Mayfair) Yatesville, Pa., 20.
 Griffin, Jack: (Little Balshazer) Phila., 20.

H
 Hackitt, Bobby: (Nick's) NYC, 20.
 Hagen, Walter: (San Carlos) Pensacola, Fla., 10.
 Hall, George: (Tati) New York, 10.
 Hamp, Johnny: (Book-Cadillac) Detroit, 10.

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

Harris, Claude: (Joey's Stables) Detroit, 20.
 Harro, Leroy: (Hit Kat Club) NYC, 20.
 Harris, Jack: (Ciro's) London, Eng., 20.
 Haviland, Dick: (De Lisa) Chi., re.
 Hayes, Billy: (Hollywood) Phila., 20.
 Hayes, Joe: (New Penn) Pittsburgh, 10.
 Headrick, Pearl: (Lawrence) Carrington, Conn., 10.
 Heidl, Kerac: (Biltmore) NYC, 10.
 Henderson, Will: (Saki) Detroit, 20.
 Henderson, Fletcher: (King's) Lincoln, Neb., 20.
 Herstein, Woody: (Wisconsin Roof) Milwaukee, 10.
 Hill, Wooley: (Pavilion Royale) Savin Rock, Conn., 20.
 Hoffman, Earl: (Ivanhoe) Chi., 20.
 Holden, Virginia: (Normandy Inn) Warren, Pa., 20.
 Holt, Ernie: (Netherland Plaza) Cincinnati, 10.
 Hood, Bill: (Silver Lake Inn) Clementon, N. J., 20.
 Hope, Hal: (Queen Mary) NYC, 20.
 Horton, Harry: (Le Mirage) NYC, 20.
 Howard, Vincent: (Perona Park) Andover, Vt., 20.
 Hudson, Dean: (Murray's) Tuckahoe, N. Y., 20.
 Humber, Wilson: (Southern Dinner Club) Shreveport, La., 20.
 Hunsell, Ray: (Howell, N. M., 1) (Oasis) Pecos, Tex., 20.
 Hunsell, Ray: (Barney's) Carlsbad, N. M., 10.
 Huntley, Lloyd: (Mount Royal) Montreal, 10.
 Hunt, Brad: (The Finest) Pittsburgh, 20.
 Hyder, Doc: (Ubangi) Phila., 20.

I
 Inshila, Vic: (Rainbow) Houston, Tex., 20.
 Jack & Jill: (Lorraine) Madison, Wis., 10.
 Jackson, Paul: (Old Mill Tavern) Jackson Mich., 20.
 Johns, Al: (New Kennore) Albany, N. Y., 10.
 James, Ann: (Tavern) Steubenville, O., 20.
 Jerome, Henry: (Nat Club) NYC, 20.
 Johnson, Johnny: (Village Bard) NYC, 20.
 Jones, Eldon: (Harris) Columbia, Mo., 20.
 Jones, Elham: (Lincoln) NYC, 10.
 Jones, Teddy: (Club Mandarin) Houston, Tex., 20.
 Juba, Frank: (Bellevue-Stratford) Phila., 10.
 Juba, Frank: (Kelly's Gull) Elizabeth, N. J., 20.

K
 Kay, Herbert: (Cocoanut Grove) Los Angeles, 20.
 Kaye, Joe: (Hills London) 10.
 Kaye, Sammy: (Stater) Cleveland, 10.
 Keating, Ray: (Murray's) Tuckahoe, N. Y., 20.
 Kemp, Hal: (Drake) Chi., 10.
 King's Jesters: (Carleton) Washington, D. C., 10.
 Kirby, John: (Oryx) NYC, 20.
 Kirk, Andy: (Grand Terrace) Chi., 10.
 Kirkham, Don: (Blackland Inn) Denver, 20.

Knaupp, Augie: (Viking) Chi., 10.
 Kristal, Cecil: (Dempsey) Mason, Ga., 10.
 Krumsa, Coity: (Russian Bear) New York, 20.
 Kuenzler, Robert: (Martin's Rathskeller) NYC, 20.
 Kuhn, Louis: (Pia-Mor) Kansas City, Mo., 10.
 Kurtz, Jack: (Seibach) Louisville, 10.

L
 Lamothe, Olive: (Rosegarden) Middletown, Conn., 20.
 Laganan, Bill: (Club Trianon) Mobile, Ala., 20.
 Lally, Howard: (Sunny Isles) North Miami Beach, 20.
 Lamb, Ives: (Marine Room) Muskegon, Mich., 10.
 Lang, Teddy: (Cavalier) NYC, 20.
 Lanza, Leo: (Five o'Clock Club) Miami Beach, 10.
 Lee, Larry: (Peabody) Memphis, 10.
 Leonard, Marian: (Wornall Gardens) Kansas City, Mo., 20.
 Leroy, Howard: (Nelson) Rockford, Ill., 10.
 Lewis, Vic: (Colvin Gables) Buffalo, 10.
 Lewis, Vic: (Times Square) Rochester, N. Y., 20.
 Lippman, Udo: (Gloria Palace) New York, 20.
 Link, Al: (Windoff) Irvington, N. J., 20.
 Longo, Leo: (20th Century) Phila., 20.
 Long, Jimmy: (Garden of Roses) Key West, Fla., 20.
 Lorraine, Steve: (Ches Pace) New Orleans, 10.
 Lyman, Abe: (Billy Rose's Casa Manana) NYC, 20.
 Lyons, Mill: (3 o'Clock) Baltimore, 20.

M
 McCune, Bill: (Bossert) Brooklyn, 10.
 McIntire, Lou: (Lexington) NYC, 10.
 Madden, Bill: (Traymor) Atlantic City, 10.
 Madriguera, Ernie: (La Canga) NYC, 20.
 Malaga, Albert: (Garbo) NYC, 20.
 Malone, York: (Continental) Kansas City, Mo., 20.
 Maresco, Frank: (Sweens) Baltimore, 10.
 Maras, Joe: (Hickory House) NYC, 20.
 Marshall, Jack: (Stater) Detroit, 10.
 Marshall, Duane: (Essex) Boston, 10.
 Marshall, Paul: (Arcadia) NYC, 10.
 Martin, Bill: (Reno) Kansas City, Mo., 20.
 Martin, Lou: (Leon & Eddie's) NYC, 20.
 Martin, Bob: (Ches Moresco) Paris, 20.
 Martin, Duke: (El Morocco) Hartford, Conn., 20.

N
 Manning, Bert: (Hi-Hat) Houston, 20.
 May, Henry: (Evergreen Casino) Phila., 20.
 McCreedy, Nido: (Stork Club) NYC, 20.
 McNewer, Johnny: (McAlpin) NYC, 10.
 McNeil, Paul: (Sportsman's Inn) Galveston, Tex., 20.
 Mills, Floyd: (Du Pont) Wilmington, Del., 10.
 Moore, Darny: (Athens Club) Oakland, Calif., 20.
 Moore, Eddie: (Eagles) Ithaca, N. Y., 10.
 Moore, Deacon: (Cotton Club) Boston, Mo., 20.
 Morrill, Larry: (Merry Gardens) Lynchburg, Va., 20.
 Morro, Bobby: (Palumbo's) Phila., 20.
 Morton, Gerry: (Favory-Palms) NYC, 10.
 Motely, Berk: (Casa Grande) Berwyn, Md., 20.
 Munro, Hal: (Medinah) Chi., 10.
 Munson, Dave: (Coo Rouge) NYC, 20.
 Murphy, Larry: (International Casino) NYC, 20.
 Murray, Charles: (Mon Pare) NYC, 20.

O
 Namara, Jimmy: (Club Equine) Toronto, 20.
 Nance, Skipper: (Rainbow Gardens) Little Rock, Ark., 20.
 Navarro, Al: (Belvedere) Baltimore, 10.
 Navard, Oliver: (Club Rex) Birmingham, 20.
 Neil, Paul: (Walton Cocktail Lounge) Phila., 20.
 Nelson, Victor: (Mike Dinkin's Rathskeller) Phila., 20.
 Nickles, Billie: (Torch Club) Los Angeles, 20.
 Noble, Frank: (Eppes-Phant) Phila., 10.
 Noble, Leighton: (Casino) Pittsburgh, 10.
 Norton, Bob: (New Garden Center) Detroit, 10.
 Norve, Red: (Commodore) NYC, 10.
 Noury, Walter: (M & J Club) Haverhill, Mass., 20.

P
 Olson, Walter: (New Julius) Gardenville, N. Y., 20.
 Oliver, Eved: (Book's Cafe) Yakima, Wash., 20.
 Onisko, Senka: (Netherland) NYC, 20.
 Orwick, Harry: (Beverly White) Beverly Hills, Calif., 10.
 Orenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., 20.

Q
 Pablo, Don: (Merry-Co-Round) Dayton, O., 20.
 Page, Hot Lips: (Small's) NYC, 20.
 Palmer, Freddy: (Colonial Inn) Singe, N. J., 20.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., 10.
 Panchita: (Trocadore) Hollywood, Calif., 20.
 Panico, Louis: (College Inn) Chi., 20.
 Pancho: (Viana) NYC, 10.
 Pantone, Mike: (Lotus Grill) Albany, N. Y., 20.
 Paris, Chick: (Evergreen) Newark, N. J., 20.
 Parks, Bobby: (Stork Club) NYC, 20.
 Payton, Al: (Gull) Leon) Montclair, N. J., 20.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., 20.

Pendarvis, Paul: (Peabody) Memphis, 10.
 Penlan, Jack: (Port Arthur) Providence, R. I., 20.
 Pina, Louis: (Famous Door) NYC, 20.
 Pryor, Roger: (St. Francis) San Francisco, 10.

R
 Reeborn, Boyd: (Congress Casino) Chi., 10.
 Rainey, Dud: (The Crest) Pittsburgh, 20.
 Rand, Lionel: (Paradise) NYC, 20.
 Ray, Frankie: (Lake) Gary, Ind., 10.
 Ray, Floyd: (Apollo) NYC, 10.
 Reader, Charles: (Port Montague) Nassau, N. W. I., 10.
 Reichman, Joe: (Mark Hopkins) San Francisco, 20.
 Reisman, Leo: (Waldorf-Astoria) NYC, 10.
 Renaldo, Don: (Areada International) Phila., 20.
 Reah, Benny: (The Bowers) Detroit, 20.
 Reyes, Chico: (Continental) Detroit, 20.
 Reynolds, Buddy: (Rose Garden) Hamhal, Mo., 10.
 Richell, George: (Mattoon's) Stockton, Calif., 20.
 Richards, Jimmy: (Biltmore) Atlanta, Ga., 10.
 Richardson, Orch.: (Biltmore) Atlanta, Ga., 10.
 Riffe, Benny: (Gables) Kingdom City, Mo., 20.
 Riley, Mike: (Nu Film) Youngstown, O., 10.
 Rivald, Freddie: (Oraystone) Detroit, 10.
 Rivers, Vincent: (Walton) Phila., 10.
 Rodeo, Dusty: (Muehlebach) Kansas City, Mo., 10.
 Roberts, Red: (Eagle's) Milwaukee, 10.
 Rocco, Maurice: (Ris East) NYC, 20.
 Rodgers, Jess: (Belmont) Phila., NYC, 10.
 Rogers, Buddy: (Arcadio International) Phila., re.
 Roman, Emil: (Garbo) NYC, 20.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, 20.
 Ross, Charles: (Broadway Tavern) San Antonio, 20.
 Roiger, Ralph: (International Casino) NYC, 20.
 Roy Ambassadors: (Club Roxy) Columbus, O., 20.
 Ruby, John: (Times Square) Rochester, N. Y., 20.
 Russell, Jack: (Melody Mill) Chi., 10.

S
 Sanders, Joe: (Palace) San Francisco, 20.
 Sanders, Roy: (Belvedere Club) Hot Springs, Ark., 20.
 Sanders, Harold: (Montparnasse) NYC, 20.
 Scheban, George: (Belmont-Palms) NYC, 10.
 Schenk, Frankie: (Aragon) Lima, O., 10.
 Scholl, Russell: (Pamboo) Orlando, Fla., 20.
 Shapiro, Cantor: (San Sotel) Havana, 20.
 Sharp, Artie: (State) Boston, 10.
 Sheer, Jack: (Broadmoor) Denver, 10.
 Sheer, Irv: (Merry-Co-Round) Miami, 20.
 Sheer, Irving: (Rex's) White Lake, N. Y., 20.
 Silvers, Buddy: (McCurdy) Evansville, Ind., 10.
 Smith, Carl: (Mayfield) Akron, 10.
 Smith, Van: (Merry-Co-Round) NYC, 20.
 Smith, Stuff: (Famous Door) Hollywood, 20.
 Smith, Buster: (Lacelle's Club) Kansas City, Mo., 20.
 Smith, Joseph C.: (La Rea) NYC, 20.
 Snyder, Billy: (Lookout House) Cornington, Ky., 20.
 Southern Gentlemen: (Rainbow) Denver, 10.
 Sparr, Paul: (Warwick) NYC, 10.
 Spaul, Dick: (Stater) Buffalo, 10.
 Spaul, Frank: (Yorktown Tavern) Elkins Park, Pa., 20.
 Steel, Leonard: (Pt. Shelly) Detroit, 10.
 Stein, Maurice: (Yacht) Chi., 10.
 Stern, Harold: (St. George) Brooklyn, 10.
 Stern, Eddie: (Frank's) Toledo, O., 20.
 Stover, Wally: (Pia-Mor) Kansas City, Mo., 10.
 Stolz, Colie: (Tropical Roof) Memphis, 20.
 Stone, Russ: (Rendez) Monroe, La., 10.
 Strom, Ray: (Irish Avenue) NYC, 10.
 Strong, Benny: (Brown) Louisville, 10.
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., 10.
 Sudy, Joe: (Rio Del Mar) Monterey, Calif., 20.

T
 Tatro, Bill: (Bridgeway) Springfield, Mass., 10.
 Taylor, Dick: (Sun Ivy Garden) Phila., 20.
 Texas Co-Eds: (La Fontaine) Huntington, Ind., 10.
 Thomas, Tommy: (Gaffney) Seattle, 10.
 Thornton, Bill: (Club Parakeet) Upper Darby, Pa., 20.
 Tinsley, Ted: (Parrish) Phila., 20.
 Tracy, Jack: (Rice) Houston, Tex., 10.
 Trampine, Paul: (Club Parte) Hartford, Conn., 20.
 Triel, Anthony: (Roceland) NYC, 10.
 Terman, Bob: (Dixie Grove) South Bend, Ind., 20.
 Towne, Loren: (Club Joy) Lexington, Ky., 20.
 Towne, Loren: (Club Joy) Lexington, Ky., 20.
 Tracy, Jack: (Ches Pace) New Orleans, 20.
 Trumbauer, Frankie: (Biltmore Bowl) Los Angeles, 20.
 Tucker, Orrin: (Roceland) NYC, 10.

U
 Ulrich, Roberto: (Lobby Cafe) Juarez, Mex., 10.
V
 Van, Garwood: (Trocadore) Los Angeles, 20.
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Vanderbilt, Arrie: (Blue Moon) Vicksburg, Miss.
 Vanderbilt, Arrie: (El Fidel) Albuquerque, N. M., 10.
 Veil, Tubby: (Grays) Chi., 20.
 Vernon, Joe: (Club Joy Tavern) Youngstown, O., 20.
 Verden, Vivian: (Twin Palms) San Antonio, 20.

W
 Wade, Johnny: (Romance Inn) Angola, N. Y., 20.
 Wadler, Herman: (Spinning Wheel) Kansas City, Mo., 20.
 Wagner, Amner: (Gloria) Glens, N. M., 19-Apr. 19, 10.
 Walsh, Jimmy: (Sweets) Oakland, Calif., 20.
 (See ROUTES on page 30)

"FOOLS FOR SCANDAL"

TIME—61 minutes. (WARNER) **RELEASE DATE**—April 18.
PLOT—An impoverished marquis, accompanied by an American henchman-
 stooge, runs into an American movie queen vacationing in Paris and takes it
 into his silly head to know the gal better. A strange accomplishment of the
 lad's, in addition to his supposedly irresistible charm, is his culinary skill,
 especially in the matter of crepes Suzettes. In some inexplicable manner, when
 he follows the girl to London and crashes one of her parties, he manages to dis-
 place her cook and hangs on to the job for himself. Of course, he has to
 spend the night with her under the same roof, and this is supposed to start
 scandal flying. It only results in some unfunny tongue wagging and chiding
 by the girl's girl friends and some equally unfunny bewildered remonstrances
 from her phlegmatic boy friend. She makes a pretense of being angry and plays
 hard to get. But when the marquis decides to do a little putting of his own,
 she runs after him like heck. Fadeout will leave you limp.
CAST—Carole Lombard, Fernand Gravet, Ralph Bellamy, Allen Jenkins,
 Isabel Jeans, Marie Wilson and others. Lombard in this somehow seems weighed
 down. Jenkins runs away with the comedy. Bellamy's portrayal of the le-
 thargic boy friend is, too. Jeans and Wilson handle minor comedy roles well.
DIRECTOR—Mervyn LeRoy. Shame on you, Mervyn!
AUTHORS—Screen play by Herbert Fields and Joseph Fields, with addi-
 tional dialog by Irv Brecher from a play by Nancy Hamilton, James Shute and
 Rosemary Casey. **COMMENT**—Double feature at best.
APPEAL—A few femmes may be fooled by the intriguing title and the pos-
 sibility of discovering a new Continental heart throb in Gravet.
EXPLOITATION—The two leads and the title.
(Reviewed at Radio City Music Hall, New York) **George Colson.**

"BULLDOG DRUMMOND'S PERIL"

TIME—65 minutes. (PARAMOUNT) **RELEASE DATE**—March 18.
PLOT—The legendary and eminent flatfoot, Bulldog Drummond, can't quit.
 His wedding plans are again interrupted by the theft of a synthetic diamond
 and the murder of the family guard. Sudden departure of Sir Raymond Blamyre,
 head of an international diamond syndicate, arouses the obvious suspicion that
 Sir Raymond has the diamond and is out to squelch the synthetic process lest
 his business be ruined. His plans would have the scientist, his formula and lab
 destroyed in an accidental explosion, but he failed to account for the greed of
 a second scientist whose aim is to save the colleague, force the diamond formula
 out of him, and bring glory to himself. Like Samson of old, Sir Raymond
 brought his scheme tumbling down on his own head. Tarnout, the Bulldog is,
 as usual, the omnipotent, the omniscient and the omnipresent.
CAST—John Barrymore, John Howard, Louise Campbell, Reginald Denny,
 E. E. Clive, Porter Hall, Elizabeth Patterson, Nydia Westman, Michael Brooke,
 Halliwell Hobbs, Matthew Boulton, Zeffie Tibury. Nobody will let the public
 down.
DIRECTOR—James Hogan. All right.
AUTHORS—Screen play by Stuart Palmer, from H. C. Sapper McNettle's *The*
Third Round. Story a bit clumsy and slow, and too restricting for Barrymore
 and Howard characterizations.
COMMENT—Dependable entertainment.
APPEAL—Universal.
EXPLOITATION—Drummond heritage.
(Reviewed at the Criterion) **Sylvia Weiss.**

"TELEPHONE OPERATOR"

(MONOGRAM) **RELEASE DATE**—December 8.
RUNNING TIME—62 minutes.
PLOT—Grant Withers and his buddy, Warren Hymer, a couple of phone
 linemen, get a job and both fall in love with switchboard operators at the
 main office. There's the usual misunderstanding (between Withers and Judith
 Allen and also between Hymer and Alice White) and the climax comes when a
 dam bursts and the heroic linemen keep the wires up while the equally heroic
 girls stick to the switchboard and arouse the countryside.
CAST—Withers, Hymer, White and Allen all turning in fair jobs, noth-
 ing more.
DIRECTOR—Scott Pembroke—but does it matter?
AUTHORS—Ditto.
COMMENT—Monogram obviously got its hands on Mississippi flood scenes
 and then patched together a story to make use of them. Story is awful, but
 some of the newsreel flood scenes are exciting and might make the customers
 forget some of the tripe called dialog and plot that came before the flood—
 in more ways than one.
APPEAL—Might get by patrons who would rather hold hands than look
 at the screen.
EXPLOITATION—Play up the flood angle. Tie-ups with the telephone
 company would be a natural.
(Reviewed at the Brooklyn Strand, New York.) **Faul Dent.**

TMAT TANGLES
 (Continued from page 4)
 prom agent will have to be rehired
 pronto.
 Agents yielded to producers also in al-
 lowing each to hire a press agent at a
 minimum of \$125 on a second simul-
 taneous production. Compromise was
 reached also on point of how long before

opening press agent must be engaged.
 Union wanted agent's salary to begin
 three weeks preceding Monday before
 premiere, while league asked right to
 hire publicity man as late as a week be-
 fore opening. Parties agreed on two
 weeks before Monday of opening week.
 Delay in signing contract will have no
 ill effect on salaries of treasurers, agents
 and managers. Minimums (\$150 for p. a.,
 \$125 for company managers, \$100 for
 house managers, \$75 for treasurers and
 \$50 for assistant treasurers) agreed upon
 became effective Monday (21). Producers
 have choice of paying up now or
 shelling out back wages when contract
 is formally signed, because terms have
 retroactive clause.
 Treasurers' unit insists that house
 staff be fully reimbursed when replaced
 by an incoming company's own em-
 ployees. That's the union reply to issue
 raised by Theater Guild, which wants
 right to carry its own treasurers when it
 branches out into other than its own
 theater.

Ingenuity is needed on both sides to
 figure out an equitable settlement of

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"GIRL OF THE GOLDEN WEST"

RUNNING TIME—120 minutes. (MGM) **RELEASE DATE**—March 18.
PLOT—Mary Robbins, sweet and innocent proprietress of a saloon in a
 California mining town, falls in love with Ramirez, notorious outlaw with a
 price on his head, not knowing his real identity. Learning who he is, she saves
 him from lynching by staking his life against her hand in marriage in a card
 game with the sheriff, who also loves her. Ramirez goes free and Mary prepares
 to go thru with her part of the bargain and marry the sheriff, but the latter,
 noble soul, is not the man to stand in the way of true love, so he conveniently
 steps out of the picture.
CAST—Jeanette MacDonald, Nelson Eddy, Walter Pidgeon, Leo Carrillo,
 Buddy Ebsen, H. B. Warner, Cliff Edwards, Leonard Penn, Priscilla Lawson, Bob
 Murphy, Olin Howard, Billy Bevan, Brandon Tynan and Monty Woolley. The
 leads sing well, of course, but there's not much anyone in the cast can do to
 lend the slightest bit of credulity to the phony roles they're asked to play.
 Ebsen stands out in a straight part without the aid of a single dance routine.
DIRECTOR—Robert Z. Leonard. Pedestrian direction, with only occasional
 sequences displaying the sure touch of which this megaphoner is capable.
AUTHORS—Screen play by Isabel Dawn and Boyce DeGaw, from the play by
 David Belasco. Scripters apparently forgot that what wowed 'em in 1905 might
 seem a bit silly 33 years later.
COMMENT—Dated and old fashioned in story, characterization and produc-
 tion. Tinted film is attractive, but Metro might have used real location shots.
APPEAL—General, especially operetta enthusiasts.
EXPLOITATION—MacDonald-Eddy combination singing Sigmund Romberg
 melodies in Belasco's famous stage success.
(Reviewed at the Capitol, New York.) **Daniel Richman.**

"TIP-OFF GIRLS"

(PARAMOUNT) **RELEASE DATE**—April 1.
TIME—60 minutes.
PLOT—In an effort to break up the racket of hijacking transportation
 trucks on highways, the government hijacks the hijackers, beating them at
 their own game. That's natural enough in this cops and robbers' plot where
 the G men have all the advantages of "plants." Gangsters operate on a female
 decoy system. Their girls fake faints or hitch-hike trouble, creating a ruse which
 never fails to stop the trucks. Two G men who got themselves hired for frisking
 trucks work up into a tight squeeze, and their jig is almost up when a
 stenographer's eavesdropping records are turned over to the police in time to
 spare the lives of Jack and Jill.
CAST—Nice going for all them. Lloyd Nolan, Mary Carlisle, Roscoe Karns,
 Larry Crabbe, J. Carroll Nash, Evelyn Brent, Anthony Quinn, Benny Baker,
 Harvey Stephens, Irving Bacon, Gertrude Short, Archie Twitchell, Barlow Bor-
 land and Pierre Watkin.
DIRECTOR—Louis King. Freshens up an old tale and gives it zest.
AUTHORS—Screen play by Maxwell Shane, Robert Yoast and Stuart Anthony.
COMMENT—Title poor. Exaggerates weakest angles.
APPEAL—Adult and mostly male.
EXPLOITATION—Racket busting.
(Reviewed at the Criterion, New York) **Sylvia Weiss.**

broker-treasurer-money-kickbacks. Issue
 has a third dimension in form of
 Equity's interest in possibilities of wip-
 out speculation and broker abuses.
 League-TMAT settlement will probably
 follow guide set up by League-Equity
 confabs, first of which was held this
 week.

Outside of these hitches, negotiations
 between the league and the union are
 said to be progressing.

BOSTON BOOKERS

(Continued from page 3)
 ard, secretary, and Everett L. Rich,
 treasurer, of the MAEB, were there to
 present the bookers' side of the question
 and explain how anxious they were to
 have a decent wage for the actor.

Matt Ott, veteran showman, called
 attention of the actor to the fact that
 life begins when a man begins to think;
 and "now is the time for the actor to
 start thinking." Thomas D. Senna Jr.,
 Boston AFA rep; Thomas D. Senna Sr.
 and William Dunlea also spoke.

Minimum accepted wage scale cites:
 Class A—Hotels, night clubs, theaters;
 \$7.50 per day, \$40 weekly.

Class B—Smaller hotels, cafes; \$5 per
 day, \$25 weekly.

Class C—Beer gardens; \$3 per day, \$18
 weekly. All three scales are based on a
 six-day week.

The Association of Restaurants of
 Massachusetts, of which Tom Maren, of
 the Penthouse, is president, assured
 Senna that his members would sign up
 under the minimum wage scale. Senna
 was stated to close the deal, but Maren
 called off an appointed meeting with
 the alternative that he would wait for
 Ralph Whitehead, AFA executive sec-
 retary, to visit Boston for final consum-
 mation.

The minimum wage scale as proposed
 would affect some 1,000 A, B and C spots
 thruout Massachusetts.

Thomas D. Senna Jr., son-hooper of
 Thomas D. Senna Sr., has been named
 Boston representative of the American
 Federation of Actors.

Senna Sr., who is now assistant State
 director of the Massachusetts Federal
 Theater Vaudeville Project, was the
 original organizer and representative of
 the AFA here from May, 1934, thru 1935.
 Then Senna Jr. stepped in as active rep.

The Boston branch has 85 per cent of
 all performers in Boston enrolled as
 members sans picketing, fines or
 quarrels.

AEA NOMINATORS

(Continued from page 5)
 has met with a great deal of difficulty
 in selecting a candidate who will be will-
 ing to serve as a front man without pay.
 Several prospective candidates have been
 approached in the past week, but they
 have turned down the offer.

While it is generally conceded that
 the nominating committee is attempt-
 ing to propose a slate that will please
 all factions in Equity, the Liberal group
 is setting-up machinery for an inde-
 pendent ticket to oppose the regular
 slate if they feel it is not a representa-
 tive one for all actors.

There have been rumors that Paul
 Dulzell, executive secretary of Equity,
 is being seriously considered for the
 presidency, but he has stated in the past
 and reiterated that he would not ac-
 cept the nomination, as he has been in
 ill health. He has said that when he
 felt that the union could function under
 its own steam he intended to resign.
 Dulzell, who as executive secretary
 would be in the saddle if the presidency
 is honorary, has definitely stated that
 he is opposed to the office being a paid
 one.

"Other branches of the Four A's have
 been functioning all along with hon-
 orary presidents," he said, "and Equity,
 too, has for the most part had an hon-
 orary president, so I can't see any reason
 that the job would be less desirable be-
 cause it carried no salary."

Certain Conservative forces, on the
 other hand, oppose the idea of a presi-
 dent serving without pay as an "un-
 sound" one, because they feel that the
 position will require full time and that
 an unpaid officer cannot be held strictly
 accountable to the membership. It is
 felt among certain officials that after
 the elections in June a salary will again
 be attached to the job.

Announcement of those selected by
 the nominating committee is being
 withheld pending the nomination of a
 president and acceptances from candi-
 dates proposed for the council.

fired because she gives low marks to America's dumb little Darling; how the investigator, mistaken in his intentions, has the schoolteacher signed to an acting contract; how the harried, sleazy and out-smarting producer spreads tales of lurid and legendary sin concerning them; how the chief officer of the bank arrives in Hollywood and is forthwith slipped a mistakenly directed Mickey Finn; how he is shepherded into Terry-cloth pajamas by the studio's glimmering glamour girl; how the nasty little model of American childhood schemes and lies and plots to get her own willful way, are all matters demanding attendance at the Ritz rather than a perusal of this column. Despite the pacing, I don't think you'll be entirely sorry that you went.

The acting is excellent, with Robert H. Harris, on the Jewish stage, doing some gaudily hilarious pretending as the producer, and beating down the breed with satirical sledge-hammer blows; with a little girl named either Betty Phillon or Jean Harris (they alternate in the part), and the program wasn't specific at the performance caught) leveling the child star with what I hope were consciously satirical shafts of infant nastiness; with Mary Mason and Onslow Stevens doing bang-up jobs as the schoolteacher and the bank investigator, and with excellent subsidiary work contributed by Eda Helsenmann, Averell Harris, Carter Blake, Gerald A. Cornell, Nancy Sheridan, Houseley Stevens and numerous others, including a few youngsters from the recently graduated senior class of the American Academy.

Schoolhouse on the Lot offers, in other words, a thoroughly amusing evening—but I still wish that the pacing were faster.

MARTIN BECK

Beginning Monday Evening, March 21, 1938

SPRING THAW

A comedy by Clare Kummer, starring Roland Young. Directed by Arthur Hopkins. Settings designed by Donald Oenslager, built by T. B. McDonald Construction Co. and painted by Triangle Scenic Studios, Inc. Presented by Max Gordon.

Edie.....Mary Phillips Beckman.....I. P. Young Willie.....Roland Young Myrtle.....Jane Gordon Dr. Parkinson.....Robert Wallsten Be.....Lillian Emerson Georges Lebard.....Guido Nadzo Bernice.....Natalia Danesi Mrs. Garh.....Esther Mitchell Luke Beebe.....Maurice Wells

ACT I—Scene 1: Living Room in Willie Granger's House, New York City. A Late Afternoon in March. Scene 2: The Same. After Dinner. ACT II—Scene 1: Bee's Bedroom. Later That Night. Scene 2: Cooper's Bedroom. A Little Later. Scene 3: The Grangers' Living Room. One Week Later. ACT III—The Grangers' Camp in the Adirondacks. The Following Night.

Being a fool for a Great Dane, I probably should have liked Max Gordon's production of Clare Kummer's Spring Thaw, which came to the Martin Beck Theater Monday night. But the pooch was on for only a moment or two—and I have an uncomfortable hunch that not even a bevy of Danes could have made me like Spring Thaw. Not even Roland Young (who was on stage a good deal longer than the Dane) could make me like it. Not even the boldly detailed, deep-blue pictorial wallpaper provided by Donald Oenslager for the living room in which most of the action took place could make me like it. That highly noticeable wallpaper did do one thing, however; it took a lot of attention away from the action. In a good play that might have been a disadvantage, but it

Don't Miss

This Feature: The Theater Thru a Needle's Eye

By B. Franklin Kamsler

in the

Spring Number of The Billboard

BROADWAY RUNS

Performances to March 26, Inclusive.

Table with columns: Dramatic, Musical Comedy, Title, Dates, and Performances. Includes titles like 'All the Living', 'Bachelor Boss', 'Brother Rat', etc.

Musical Comedy

Table with columns: Title, Dates, and Performances. Includes titles like 'Cradle Will Rock', 'Honey For Walt Whitman', etc.

was an unadulterated blessing in Spring Thaw.

At the start it had better be said that Mr. Young, as star, does his best. And that, as I need hardly add, is a very good best. But no comedian, no matter how polished, no matter how resourceful, no matter how wise in the ways of the stage, can make a whole unfunny evening seem amusing. That Mr. Young created even the amusement he did is a not-to-be-sneezed-at achievement.

For Miss Kummer's play (presented fittingly enough on the first day of spring) is even more of a washout than its title. Telling the tale of Willie Granger, rich and amusing, whose feather-brained wife had an adolescent and stammering romantic yen for an impossibly self-conscious musician, it is dull, unpointed and altogether boring. Willie puts up with his darling's incontinent infidelities for a while, but draws the line when she rushes him to the musician's room in the middle of the night to prevent that gentleman from committing what would have been a highly beneficial suicide. The musician never really had any idea of bumping himself off, more's the pity, but it gives Willie a brainstorm. He rushes back home and, threatening to commit suicide himself, brings his lightweight spouse back to his side. Thereafter he gives her as much rope as she wants and discovers (to what must have been his disappointment, the Miss Kummer doesn't say so) that she doesn't want to take it. He finally almost forces her to leave with her Romeo, goes to his hunting lodge, and seems terribly surprised when the lovebirds themselves burst in, their feathers a bit ruffled, intent on making it their own nest. The spring thaw hasn't set in yet, so everybody's terribly cold, and the scatterbrained wife climbs into bed, repentant and fully clothed, with Willie—and then, as an amusing enough curtain, the shivering Romeo climbs in on the other side.

All of this might possibly have been well enough (the it's doubtful) if the dialog had possessed either wit or verve. It possessed neither, dragging slowly and painfully, along with the action, toward a predestined and eagerly awaited end. Arthur Hopkins' direction, which seemed conspicuous by its absence, didn't help matters much; and neither did the smirking, unpointed and devastatingly unprofessional performance offered by Lillian Emerson as the wife. With fast and pointed direction, with the wife given an amusing performance, Mr. Young might have been aided in his efforts to disguise the appalling emptiness of the evening. As it was, he fought gallantly, but alone.

Not quite alone tho, for Mary Phillips was wasted as one of Willie's sisters, Jane Gordon did well enough as the other, J. P. Wilson offered a nice job as the butler, and Natalia Danesi made an attractive maid. Their parts, however, weren't big enough to make much difference. Guido Nadzo, saddled with the impossible role of the musician, struggled manfully, no one on earth could have made that terrible part effective.

There's a legend (the same one circulated about Gilbert Miller when he presented Promise) that Mr. Gordon would like to lose some money for the benefit of his next income tax report. If so, Spring Thaw is eminently suc-

cessful—but its success is a secret not shared by the customers.

HUDSON

Beginning Wednesday Evening, March 23, 1938

WHITEOAKS

A play by Mazo de la Roche, from her novel, "Whiteoaks of Jalna." Starring Ethel Barrymore and featuring Stephen Haggard. Directed by Stephen Haggard. Settings designed by Norris Houghton and constructed and painted by Studio Alliance, Inc. Presented by Victor Payne-Jennings.

Adeline (Gran Whiteoak).....Ethel Barrymore Her Children: Aunt Augusta.....Lenore Chippendale Uncle Ernest.....Wyrlay Birch Uncle Nicholas.....Reynolds Denniston Her Grandchildren: Benny.....Robert Shayne Piers.....Richard Carlson Finch.....Stephen Haggard Wakefield.....Peter Fernandez Meg.....Olive Reeves-Smith Phoebe.....Ethel Colt Mr. Patton.....Joseph Roeder Boney.....Himself Merlin.....Rex The Action Takes Place at Jalna, the House of the Whiteoaks, in Ontario, Canada. ACT I—Scene 1: Evening. Scene 2: Night. Two Days Later. ACT II—Afternoon. Two Months Later. ACT III—Afternoon. A Week Later.

The First Lady of the American Stage is back in town again, so everything's happy along the Hudson (and at the Hudson, too, where she is now appearing in Whiteoaks, offered there by Victor Payne-Jennings Wednesday night); for, even tho the play she's in isn't worthy of her, it gives her a role that is. As the first centenarian to tread the New York boards since Otis Skinner made his last professional appearance in A Hundred Years Old in 1929, the First Lady (colloquially known as Ethel Barrymore) holds the customers in the hollow of her artfully palsied hand and offers a performance that is a beautiful, thrilling and tremendously moving example of the theater at its best. Mazo de la Roche, dramatizing one of her well-known series of "Jalna" novels, has provided a trite and weak-kneed play; but you hardly notice the play anyhow in the excitement of Miss Barrymore's performance. Aided by a generally excellent cast, she provides, despite the play's essential weakness, an absorbing evening in the theater; aided by her magnificent ability and her inimitable talent, she makes Gran Whiteoaks, aged 101, matriarch of the horsebreeding Whiteoaks clan of Canada, as vital, living and real a person as the customers in the row ahead of you. More so, really.

Gran Whiteoaks is fine material for a display of Miss Barrymore's art. A salty, sly, lovable, humorous and human centenarian, she rules the large Whiteoaks clan—children and grandchildren—with her strength of will and her money. (See WHITEOAKS on page 73)

OUT-OF-TOWN OPENINGS

"The Sea Gull" COLONIAL THEATER (Boston, Mass.)

A four-act tragedy by Anton Chekhov; translated from the Russian by Stark Young. Directed by Robert Milton. Settings and costumes by Robert Edmond Jones. Presented by the Theater Guild at the Colonial Theater, Boston, for one week, beginning March 21.

Cast: Alfred Lunt, Lynn Fontanne, Richard Whorf, Sydney Greenstreet, Uta Hagen, Harold Moffet, Edith King, Margaret Webster, John Barelay, O. Z. Whitehead, Alan Hewitt, S. Thomas Gomez, Jacqueline Paige, Ernestine De Becker.

Theater Guild's revival of The Sea Gull is the Hub's sole legit offering this week, with prolific theater endowment extant, and sell-out b. o.

Continual change of moods wrought expertly by the cast, particularly Richard Whorf, gives the novel piece a true sense of the drama and exudes an air of glued sustenance for 132 minutes. Like the four seasons do the four acts wend their way over the footlights. Which means that Milton's direction is efficient and understandably engrossed. (See OUT-OF-TOWN on page 73)

FULTON

Beginning Thursday Evening, March 24, 1938

ALL THE LIVING

A play adapted by Hardie Abright from a book by Victor R. Small. Directed by Leo Stranberg. Settings designed by Harry Horner. Presented by Cheryl Crawford, in association with John Stilleman Jr. Settings built by William Kellam and painted by Centre Studios.

Superintendent Henry Burns, M.D. Charles Dingle Robert Cole, M.D. Irving Morrow Gilbert Kromer, M.D. Sanford Meisner David Grosh, M.D. Joseph Southern Ann Stalling, R.N. Elizabeth Young Mildred Welch.....Virginia Stevens Thomas Jefferson Gardy.....John Alexander John Merritt, M.D. Leif Erickson Steward.....Edward Downes Mrs. Kate Selks.....Ruth Yorke Selks.....William Franklin Mrs. Jenkins.....Alice John Old Man Adams.....John McKee Preacher.....Herschel Cropper Dorly.....Marion Willis Victor Plazzi.....Louis Polan Newton.....Harry D. Southard Gimmie.....Eather Owen Hazel Webb.....Sheila Trent Governor Davis.....Ernest Rowan Mrs. Edisto.....Sarah Winfree Miss Jessie Travis.....Ann Durnigan First Monopoly Player.....Judith Bleich Second Monopoly Player.....Michael Snider Miss Keyes, R.N. Grace Coppin Rip.....Donald Lawler Jr. First Student Nurse.....Jean Rodney Second Student Nurse.....Lola Montgomery Halboy.....Frank Wilson Ernest H. Wood, M.D. Thomas Coffin Cooke Patients: Katharine Baez, Gretchen Comegys, Julia Lathrop, Kurt Keller.

ACT I—Scene 1: The Staff Conference Room and Corridor Section. July. Scene 2: The Same. Several Hours Later. ACT II—Scene 1: Sun Room in the Hospital Building. Six Months Later. Scene 2: Dr. Merritt's Room. That Night. ACT III—The Staff Conference Room. Two Days Later.

All the Action Takes Place Within a State Hospital. Time: The Present.

To say that the Fulton Theater on Thursday night opened its doors to a clinical study of insanity would be highly unfair to an absorbing, exciting and tremendously effective theater piece. To say that it opened its doors to a study of medical care for the mad, to an argument for experiment and intelligence in the treatment of mental cases, (See ALL THE LIVING on page 73)

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SPRING TERM BEGINS APRIL 15T

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

Int'l Casino Holds Its Own as Upward Turn Hypothes N. Y. Clubs

NEW YORK, March 26.—International Casino weathered its first week under a 77b reorganization nicely, business holding up okeh and prospects for pulling thru being bright. Broadway's most spectacular and newest cabaret-theater is now being guided by Robert K. Christenberry, general manager of the Astor Hotel, who feels the International Casino is vital to Broadway. Christenberry was brought in by the bankers for the reorganization period, with Joe Moss, now the I. C.'s vice-president, continuing as host and manager. Louis J. Brecher, now president of the I. C.'s operating (BMO Corp.), is now more active in the management also.

Having grossed as high as \$78,000 a week, the I. C. is now hitting around \$45,000, with the casino doing the bulk of the business and the cocktail lounge and bar just stringing along. According to the petition for 77b, the I. C. grossed \$1,300,000 from its opening, September 17, up to February 28. Since then, another \$200,000 has been grossed, giving the I. C. a sensational million and a half gross for exactly 280 performances of its big show. Despite these big grosses, the I. C. found the burden of its late start strangling it. Originally, it hoped to open under a \$250,000 net; but it was in debt for \$700,000 when it finally opened.

MCA's Maribel Vinson ice show (40 people) is being considered for the I. C., but the deal is still up in the air. The I. C. is afraid the ice show would look too skimpy and also that the fad for ice shows is on the decline. There is a possibility, also, that Clifford Fischer will

Thursday Meeting To Launch Chorus Drive in New York

NEW YORK, March 28.—With its plans for organizing the chorus okeh by the Associated Actors and Artists of America, the APA has called an open meeting for night club and vaudeville principals and chorus people at the Edison Hotel Thursday at 2 p.m.

APA secretary Ralph Whitehead will outline the APA's plans at this meeting and also discuss the WPA situation, growth of the APA and other performer problems.

Talks with scores of chorus girls have resulted in compiling of data on chorus salaries, working conditions and employment opportunities. Tentative plans call for a minimum wage (probably \$36.50 a week in Class A night clubs), limited rehearsals, time off, identical notices on indefinite engagements, etc.

Chief Organizer Harry H. Calkins has already conferred with Billy Rose on a chorus contract and will then get after the Paradise and International Casino.

Chin and Chin Lee's, Chinese-owned spots, have signed with the APA after a couple of weeks of picketing. The APA is also picketing the Half Moon Club. About 42 local clubs are now operating under APA shop agreements.

The chorus drive will proceed cautiously, the APA indicates, because of night club conditions and the fear that undue pressure may force some spots to fold.

Don't Miss

This Feature:
Adventures of a Dancer in Night Clubs

By PAUL DENIS

in the

Spring Number of The Billboard

bring a show into the I. C. instead of opening his own spot.

Meanwhile, Billy Rose's Casa Manana, now the only big club operating without benefit of 77b, continues doing good business. Rose denies he intends to close for the summer. The Casa's Sunday celebrity nights have been packing them in ever since they were inaugurated.

The Paradise got off to a strong start Sunday, the critics and columnists giving the new show a good notice. It did good business all week, especially with party bookings. The Hope Chandler marriage broke the papers Tuesday and didn't do business any harm.

La Conga had a good week and other West Side spots claim the tide is turning away from the East Side plush cafes. In any event, night club grosses went up and everybody was encouraged last week.

The Hollywood is still closed, altho a concessioner group has put up \$30,000 to reopen it, it is reported.

The Radio Franks club has been doing so well it is doubling its space.

The Salon Royal, on the site of the Embassy Club, got off to a good start last week.

Fred Fradkin, concert violinist, and Horace Brahames have taken over the Kabala Restaurant and reopened it as the Cafe Boheme.

And the most sumptuous roadhouse near the city, Ben Marden's Riviera at Port Lee, N. J., will open May 20.

Canton Club Adds Shows

CANTON, O., March 26.—With the closing of the Embassy Club, only downtown night club, Alpine Village, suburban spot, has inaugurated policy of floor shows nightly, replacing the dine and dance set-up. Mitchell Todd and Vera Lashley head the current show, which also includes Jack Morris, Warren Vance, Jimmy Hoch, Bob Taylor, Elmer Legrom, male quartet and Frankie Ames, emcee.

Rochester Actors Hold Party

ROCHESTER, N. Y., March 28.—Fourth annual banquet of the Rochester Professional Entertainers' Club, at Moose Temple tonight, was well attended. President Max Cohen was toastmaster and Alf Valentine had charge of the music and floor show. Arrangements were in the hands of Charles Hailer.

Night Club Management

News and Angles on Night Club Operation

By GEORGE COLSON

Music Charge Dangerous

IT MAY be meant as an earnest and thoughtful consideration of the patron's entertainment, but it may also be construed as a new name for an old nuisance. We have reference to the table cards now in evidence in so many spots that read, "In order to insure our patrons the comforts of ample dancing and entertainment convenience there will be a slight MUSIC CHARGE (price varies from 50 cents to \$1.50) per person."

If the message is misunderstood it can boomerang with disastrous effectiveness.

Tintype Stunt Success

COLLEGE INN, Sherman Hotel spot, Chicago, features an Old Tintype Stoppe, an amusement park-like concession in which the patrons can have their pictures taken in front of amusing backgrounds and with various knick-knacks in their hands.

Adds flavor in the more intimate spots.

Those Nuisance Taxes

NIGHT club operators in Philadelphia are going bug trying to figure out the city's newly enacted sales tax. Food is taxable. Liquor isn't. Ice used to keep food and drinks cold is nontaxable, but ice cracked up for highballs is taxable. Cigars are not liable for the 2 per cent levy but cigarettes are, etc.

The Philadelphia Restaurant Association, headed by Art Padula, is leading the fight for the repeal of the nuisance tax.

You Figure It Out

CHICAGO, March 26.—Latest headlines for small bookers is the failure of acts to show up in the spots where they have been booked.

Due to the unattractive salaries and irresponsibility of some of their acts, the bookers are besieged with stormy after-morning phone calls from the club operators wanting to know what happened.

Bookers' Woes Have Them Woozy

CHICAGO, March 26.—Theater and night club bookers, with little else to do, are trying to figure out which branch of the booking field is most profitable so that they can move over in time. Remaining vaude bookers complain that most of the operators running flesh do not do so on their own accord and, as a result, make it tough on the offices before setting a show. The week-end and one-day dates in particular are plenty tough, they contend, managers demanding two-a-day headlines for miniature budgets.

The night club boys, on the other hand, say that they are in hot water trying to please bosses who know little about show business, keeping them in good humor four to six of the seven days of the week when business is low. Curtailed attendances have more than doubled the cancellation problem, acts coming in and out at the whim of the operator.

Liquorless Club Gets Lease

MILWAUKEE, March 26.—A two-year lease has been signed by Bernard Gilech, Waukegan soda fountain operator, for the liquorless night club which will open in the old Golden Pheasant, west of here, after Lent. Spot, completely renovated, will be operated with the advice of the Milwaukee Ministerial Association.

Wisconsin Club Burned

WISCONSIN DELLS, Wis., March 28.—Fire of unknown origin destroyed Eddie's Night Club near here, with a loss estimated at \$5,000. Spot was operated by Ed Wiess.

Tacoma Club Reopens

TACOMA, Wash., March 26.—Following complete renovation, Pucci's Inn was reopened this week.

Org claims that checks under \$1 should be exempt.

Some owners are chopping their minimums and cover charges from the usual buck fee to 99 cents to put them under the taxable class. The saving is only a penny but the nabobs feel that removing the sales tax nuisance from the cover charge will have a good psychological effect on customers.

Cash in on Hen Parties

THE ladies, bless them, are coming in for more and more attention from the cocktail lounges and smart drinking rooms of hotels. The Hotel White, New York, is instituting an innovation with its "Ladies' Matinees" for Saturdays between 2 and 4 p.m.

Between those hours the Mary Murray Room will be verboten to males and, to add that homey touch to the hen party, will have its featured woman psychic on hand to dish out the sort of tete-a-tete that will make nine out of 10 of the girls forget that all-important cocktail date with "him."

Bouncing Now an Art

THERE'S a former dishwasher in the Yorkville section of New York who has capitalized on an aspect of the night club field that is as essential as it is kept in the background.

A slight fellow and of less than average height, he became an expert hand at the art of jujitsu and upon more than one (See CLUB MANAGEMENT on page 73)

Club Talent

New York:

ANNUAL BOCK BEER festival is under way at the Restaurant Platzl, with the following cast of performers: Willy Shlesser's Royal Bavarians, Carl Fischer, Grossmann's Steier Dancers, Jacki and Franzl and others.

DOROTHY FOX is due back from London May 1 to fulfill a return engagement at the Rainbow Room. . . . OSHINS AND LESSY, together with Shirley Lloyd, opened this week at the Famous Door.

CHRISTINA LIND joined the Sonny Kendie Band as vocalist Saturday at the Glass Hat. . . . BETH HARRIS is doubling between Village niteries and airings over WEVD and WINS, where she is known as Romantic Lady of the Radio.

BENNY FIELDS will probably follow the Howards into the Vernalis. . . . ROLANDO AND VERDITTA have split and the new girl in the team is Mollie Martin. Act continuing under the same name and now playing Madison, Wis. . . . SINCLAIR SISTERS go into the Brown Hotel, Louisville, April 29.

Chicago:

COLLEGE INN show coming in May 1 will feature the latest MCA ice show.

EDDIE VARZOS returns to the Bismarck Hotel April 2. . . . THERESA RUDOLPH goes into the Yacht Club this week. . . . JEAN MONA held over until April 15 at the Chez Paree. . . . HAL AND HONEY ABBOTT, doing a new act, are back in town. . . . JACKIE GREEN underwent a nose operation recently. . . . MAYS AND BRACH, Danish unicyclists, join the Ringling Circus after their current engagement at the Palmer House.

Here and There:

ESTRELLITA LUCAS, Latin American songstress, is holding forth at the Palm Beach Hotel, Palm Beach, Fla. . . . RHOUL AND ANNETTE, dancers, after three months in the Cincinnati area for Jack Middleton, are in South Bend, Ind., for two weeks, after which they go to Chicago for a month's vacation. . . . RAUL AND RITA have closed an extended stay at Schmeising's, Cincinnati.

AL STERLING, singer, is current at Hotel Burton, Danville, Va. . . . PONDA AND ST. CLAIRE, Kay and Ginger, Jamie Lee Henry, Jackie LaRue are spotted at Ed Payne's Southern Dinner Club, Houston. . . . JACK BALLARD AND BILLIE RAE are playing the Greyhound Club, Louisville, booked by Sligh & Tyrrell. . . . EUCLID CLUB, Bay City, Mich., is reported dropping floor shows. . . . FRANCIS RENAULT opened at the Navarre Hotel Taprock, Toledo, March 26 for four weeks. . . . BILLIE BERYL opens at the Wagon Wheel Club, Houston, April 1 for an indefinite stay. . . . NICK LUCAS closes a fortnight's stay at Beverly Hills Country Club, Newport, Ky., Thursday (31). It was his first night club engagement.

DAWN AND DARROW are booked for a return engagement at the Royale Frolies, Chicago, starting April 1. They just closed at the Mayfair, Boston. . . . MCCONNELL AND MOORE are returning to the U. S. after an eight-month tour of the Orient, Honolulu and the Hawaiian Islands. . . . WEBB BROTHERS AND LITTLE opened at the Nixon Restaurant, Pittsburgh, March 28. . . . BILLIE BERYL is now at the Wagon Wheel, Houston.

TOOTS AND JACKIE RICHARDS return to Castle Farm, Cincinnati, after a six-month lay-off due to illness. . . . CONNE BERRY has been signed for a five-year contract by Lew Mercur, of Pittsburgh. LARRY STEELE is preparing a second edition of *The Harlequin Swing Express* for tour of the Tri-State theaters and night clubs.

BUCKEYE LAKE SPOT OPENED

BUCKEYE LAKE, O., March 29.—New Mayfair Room, Lake Breeze Hotel, has been opened to the public. New club will be operating nightly except Mondays. Floor show, with talent supplied by Gus Sun Agency, and a no cover, no minimum charge policy in effect. Leo Reichert's Orchestra is current.

CHICAGO CLUB REOPENING

CHICAGO, March 29.—"Pop" Lawrence is reopening Nagel's Restaurant as the Miami Club next month and will institute a cocktail lounge talent policy. In addition to a stroller set, single dancers and singers will be spotted.

Walton Roof, Philadelphia

Thursday night marked the return of two Philadelphia favorites—Jack Lynch, night club operator, and Belle Baker, whose songs have always clicked big with local audiences. More than \$40,000 was put into renovating the old-fashioned roof into a modern club and magnificent cocktail lounge. Will be run on a no cover or no minimum policy every night but Saturday and holidays.

Show is fast moving with plenty of class, variety and sparkle. Lynch adheres to old policy of a home-town band with a name headliner. Jeno Donath, formerly of the Fox Theater, leads the orchestra. Fred Keating acts as emcee. With subtle, dry humor, he handles the rest of the show in splendid fashion.

The Readinger Twins open with an eccentric dance and encore with what they called a *Moderne Oriental* dance (the old Egyptian hoochie-coochie with Doris Humphrey trimmings). The twins have a refreshing manner and work hard.

Paul Syddell with his dog, Spotty, is tops in an animal act. The dog goes thru a series of intricate somersaults in mid-air and landing on one leg, among other stunts. If act was tried differently, we believe it would click heavier.

Dario and Diano, ballroom team, effect an easy grace with none of the heavy seriousness indulged by other ballroom duos. They shag, waltz, rumba and tango, all with a easy rhythm that brought rounds of applause.

But the piece de resistance—as far as the customers were concerned—was Belle Baker, who sang until she almost collapsed. She opened with *You Can't Have Everything*, followed by the Galician-

accented *Hoss Can You Tell What's Goin' on Behind Your Back; My Husband, Tony, and When Irish Eyes Are Smiling*. For a finale, she sang a potpourri of old favorites.

For the rest of the show there were Vincent Rizzo and his Rumba Orchestra and Agnes Telle, personable harpist.

Cocktail bar features Paul Neff and his Tropical Islanders, a Cuban band, with Mildred Reed, songstress, and Consuelo Flowerton, singer of sophisticated songs, at the piano.

All in all, a well-rounded program in delightful surroundings. Spot should be one of the most popular during the summer months, as the roof is equipped with removable sides, transforming the place into an open-air club. *Si Shafts.*

Terrace Restaurant, Hotel New Yorker, New York

This main showroom of the hotel has plenty of show and music for the money, plus fine service and atmosphere. Features are the Jimmy Dorsey swing band and the Ice Ballet—with two dull nights (Sunday and Monday) being perked up with old-time movies and "headliners of tomorrow," respectively.

These two specials are spotted at supper time and are doing much to brighten up business. The "Headliners of Tomorrow" is not an amateur affair, but rather a one-time showing of professional talent, mostly standard, which gets paid for the date.

When caught Monday the special show was composed of Dell O'Dell, a thoroughly entertaining woman magician; Eleanor Sheridan, singer of spicy tunes, who depends on personality and delivery rather than singing voice quality; Edna Strong, who scored a clean hit with nifty personality tapping; Buddy and Judy Allen, youthful tap team, whose work is fair; Linda Moody, nimble and expert tapster, who looks like a real comer; Samuel Brothers and Edith Fleming, comedy tap dancers, whose routines are amusing; an unbillied handsome mixed team doing romantic duets, and the California Varsity Eight, good-looking youths, singing martial and college airs. Billed but not presented were Eleanor Eberley, Edith Holder, Continental Thrillers, Jane Armstrong and Sonny Schuyler.

The special show was supplied by P. & M. for Rockwell-O'Keefe, which does all the booking for the Hit hotels.

The regular entertainment is headed by Dorsey's Band, with Jimmy tooting a swing sax and his 13 boys blending for danceable rhythms. Bob Eberle, baritone, and June Richmond, colored hotcha singer, are the band's vocalists, altho some of the band boys also take turns at toasting at the mike. Muriel Byrd fills a few waltz singing while accompanying herself at the piano. She has a soothing just-right style.

The Ice Ballet, which is emceed by baritone Ross McLean, now has Charles Ukalia, fine figure skater; Ronald Roberts, spectacular young stunt skater; Eric Watt, comedy skater, and among the best, too, and Bobby Doree, May Judels, DuReine Parley and DeLories Ziegfeld, who composed the comely chorus group on skates. Ukalia also joins Miss Vida for Cuban numbers on the ice. The ice show as a whole is still a real treat and, incidentally, is the only hotel or night club ice show in the city.

Carol Bruce, beautiful singer; Paulette, accordionist, and Eddie Brandt, pianist, compose the entertainment in the cocktail bar.

Dick Mockler is doing the press work. *Paul Denis.*

Penthouse, Bradford Hotel, Boston

Tom Maren's most ambitious presentation, spotted on the eve of Lent, is

Night Club Reviews

operating under a big nut. Engagement is publicized for four weeks, longest ever at this theater-restaurant. Terrific big preceded Ash Wednesday, and considering the Hub as a church town, big developed at a somewhat healthy gait.

Charles Ebey produced the line (10 girls) numbers. Pace was sustaining. Sets, by the Joe Chastis Studios, are attractive and appropriately interpretative of the production pieces, warbled by Phil Barron.

Noteworthy production hits are the opening case number, wherein eight gals and Barron, as paint splashes, vocal *You Gotta Hoss Girls; Girl on the Mopaine Cover* (nude); with femmes parading in not altogether expert style; and *You're My Model*, a dancing color-chart interpretation.

Natalie and Darnelle shape up as talented adagio team, the little lass doing a sweet nude body-flexible routine on the "temptation of love" style. Second offering is their own concoction, a tricky and entertaining ballroom piece.

Paul Marin artist who uses the bare backs of line girls to create faces from A-Z letters and numbers from 1-10, keeps his customers glued to his intimate work. He also draws customers' mix on gals' backs, and rewards his own profile to the lucky femme customer who'll come and get it.

Hayes, Haig and Howe, billed as the comedy, fall dismally, even at stuff that's standard burly material. Their own business is poor. Need showmanship and solidity.

Garnering more laughs than the three H's was Mayor William E. Kane's cage for drunks. Planting the three H's in it as sample drunks, it was carted across stage by Whitey Dorette, stage manager. *Lee Elliott Ork* carried the show. *Fair.* *Sidney J. Paint.*

Cocoanut Grove, Park Central Hotel, New York

Instead of following the customary procedure of cutting down the lavishness of the floor shows during the Lenten period, Bill Robbins has assembled for his latest revue at this pop-priced and tastefully appointed joy spot one of the most formidable arrays of talent to date.

The entire proceedings have been meticulously staged by Boots McKenna, who has, in addition, concocted several dance routines for his girl line that have perhaps never been rivaled in local hotel rooms for elaborateness and appeal.

Top honors are shared by the teams of the Le Zorros, ballroom duo, and Ken and Roy Paige, comedy knockabout. Last seen locally at the now defunct Hollywood Restaurant, the Le Zorros, a striking team of a good-looking Latin male and his red-headed exotic partner, impress solidly with their lightning fast but smooth footwork. Their closing waltz number is a sensational bit of accelerated Viennese hopping, easy gliding and prolonged overhead lifts.

The Paige boys, assisted by stooge George Brown, are a couple of loony daffydils whose capacity for crazy tricks and falls done with almost crazy abandon know no bounds of self-preservation. The it is Roy who gets credit for the laughs and falls and who by far works the harder, credit is also due to Ken, whose timing and feeding of pieces of business make for the trigger clicking of their offering. A sure-fire show-stopper for intimate floor shows.

Walter Donahue, emceeds the show. A tall fellow, he resembles his famous brother in more than that one way. His eccentric hoofing shows more than occasional flashes of the style that has come to be remembered with his late brother. A frank, likable guy in his intro chores, he falls badly, however, in efforts to inject humor in his spits or in his eccentric dancing.

Lusty voiced Ann Page is a hot songstress who depends as much on body English to put her numbers over as she does on her pipes. Rather a fetching gal, she is no more or less than an adequate song seller for any show. *Loch Lomond*, *Swing for Sale* and *52d Street* were her selections.

Jerry Blaine and his Streamlined Rhythm Band continue to provide the musical background for dansapation as well as show. Vocals for the crew are still being dispensed in attractive style by Phyllis Kenny.

Talk that the Grove may close after

the current revue for the summer can in no way be laid at the door of the Robbins shows. Relief from the general slump and Lenten holidays may see abandonment of the summer shuttering. *George Colson.*

Paradise, London

Club has a new idea for London, with two sessions, at 1 a.m. and at 2:30 a.m. It's the latest closing spot in town and has the stay-outers coming there after the other spots are dark.

Current star is Vic Oliver, favorite American comedian and monologist, who lets himself go with material that is plenty funny altho highly risque.

Doris Hare, comedienne, who has done well in musicals recently, is a winner with good comedy songs, indigo in spots, but sold with capital showmanship.

Edna Squire Brown, rather buxom for a danseuse and acro-contortionist, is a skilled performer with a first-rate offering. *Girl* does unusual tricks and is a looker.

Rita Grant is a neat performer and easy on the eyes. Sings and dances and is okeh in both departments.

Glorified Glamour Girls are a bright bunch of chorines in dress and undress. Arthur Rosebery and his orchestra are an efficient aggregation. *Bert Ross.*

Marine Dining Room, Edgewater Beach Hotel, Chicago

First new bill since October has Griff Williams and orchestra and the Six Queens of Hearts temporarily headlining. Williams formerly played local ballrooms and should prove a favorite with the young set on week-ends. He plays sweet danceable music, as pleasant to the ears as it is rhythmical to the dancers. Expects to remain here until late in the spring, when the hotel's Beach Walk reopens.

Featured with the band are Monte Kelly and Buddy Moreno, vocalists, and the Nob Hillbillies, comedy song trio, who contribute contrasting relief both during dance sessions and floor bills. Kelly is a sweet-voiced Irish tenor, while Moreno delivers pop tunes acceptably.

Six Queens of Hearts will probably be out of the show by the time this reaches print, the act being forced by the immigration bureau to return to its native country, Austria. Originally canceled, plans have been changed to permit them to fill a few days of their engagement. Act is strictly of the Continental variety, using facial expressions

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THIRD SEASON ROYALE - FROLICS CHICAGO

and exaggerated postures to impress with their comedy songs. Girls are young and rather attractive but do not stack up as a sock hotel-room act. Their European flavor is not as digestible on these shores as it may be in their own country.

Harriet Smith's Lovely Ladies, refreshingly youthful eight-girl line, opened and closed with well-routined numbers, spiced with novelty and appeal. They did a cute take-off of Hal LeRoy's technique and a neat modernistic ballet number in slow and fast tempo.

Filling in gaps between specialties, the band obliges with request tunes. Williams doubles as emcee and contributes a good job, devoting little time to long-winded introductions.

Dinner shows week days are supported by the permanent hotel guests, while week-ends see top turnouts from the neighboring Northwestern University. Straight admission charge Fridays and Saturdays.

Sam Hontberg.

Chez Ami, Buffalo

"Worthwhile Music" by Royal Worth and orchestra comprise the big magnet at Chez Ami these days. Royal is a sax and clarinet tooter of note, having played with Ben Bernie, Vincent Lopez and other celebs.

Instrumentation: Terry George, trombone; Izzy George, Arnold Benson and Walter Nutter, trumpet; Elaine Stone, piano; Al Miller, bass; Pete Brady, drums; Ralph Chapin, John Christenson, Les Quack and Bud Green, sax; Tony Geonetti, harp, and Chuck Collins, vocalist.

A crack ballroom team are Doryce and Freddy Drew. They combine scorching syncopation with scintillating skill. Big band rewarded each of their numbers.

An Irish dance and a modern ballet are executed with uniqueness by the Chez Amettes, a five-girl line.

Intermissions are made musical by Tony Geonetti, whose deft fingers strum the harp strings with melodic finesse.

Terry George's feet are gifted with the additional utility of trombone playing, and the dancers mob about him as he goes to town with his footsies.

Worth and his band broadcast on the Columbia network thru WGR or WKBW every Saturday.

The Vee Ames Girls come from Toledo to the Chez Ami April 3.

Harold J. Warner.

Casa Grande, Cincinnati

This is the Queen City's newest disco, dance and drink emporium, located at 14th and Vine streets, in Cincy's uptown section, and managed by the comely Loretta Baumann, a newcomer to the nitery biz. Installation of a new bar, a band stand, some drapes and new tables and chairs have converted what was formerly Fred's Cafe into a 450-seat nitery that compares favorably in ap-

pearance with the best of the town's lesser joy spots.

Spot's week-end biz continues at a lively spurt, but week-day crowds have thinned since the opening several weeks ago. With no cover, minimum or door charge at any time, with most of the drinkers leaning toward beer and with the food prices marked in the very reasonable brackets, the new spot will have to depend upon considerable volume business to make the nut. Drinks are good and cuisine above par for a spot in this class. Male waiters instead of the usual waitresses give good table service.

Two floor shows are offered nightly, 11:30 and 1:30, with the acts in under a scuffle budget, set by Miss Cavanaugh, local booker. Show, featuring Willard, "the man who grows," was nothing out of the ordinary and definitely lacking in drawing appeal.

Bonnie Miller Duo, mixed skaters, was the bill's outstanding item. Open and close the show with a pleasing bit of roller work, highlighting a series of daring whirls and twirls and a one-foot neck catch by Miss Miller. Male member gives a dizzy ride to a male and female patron to good laugh returns. Maxine Brown warbles three ditties with the aid of the mike. Has a fair share of looks, lots of gestures but very little voice. Swift Murphy does an average tap and returns later with a wiggle routine. Willard has a novelty offering for a night club, but it failed to create excitement. Using emcee-leader Bill Fraser as a measuring stick, Willard apparently grows several inches and stretches his arms and legs. Amusing but not sock. In the second show he contributed a good brand of back-palming with cards and a corking card-in-the-envelope trick.

Bill Fraser's Rhythm Rascals (6), now in their fourth week here, offer suitable dance melodies and do okeh with the show music. In the combo are James Fraser, sax-voice; Donald Fraser, drums; Ernie Schenck, piano; Arnold Casatanelli, trumpet; Emil Dobos, bass-guitar, and Billy Fraser, sax-leader. Bill Sachs.

Harry's New York Cabaret, Chicago

The new show emceed by Bud Sweeney, who is pinchhitting for the vacationing Jack Irving, is good fare for the visiting firemen. It has a number of striking girl singles who, in addition to being decorative, are reliable entertainers.

Topping the list are Alice Brent, Vera Dunn and Ann O'Connor. Alice is a developed and engaging tap dancer who makes a good impression with a coquettish routine. Works with loose-footed ease and makes a winning appearance. (See NIGHT CLUB on page 72)

More Night Club Reviews on Page 72

JOHNNY COY

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WALTER WINCHELL says:

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DALE RHODES

Currently STEVENS HOTEL, Chicago. Thanks to Lucille Ballantine and Leo Solkin.

Recently at BEVERLY HILLS COUNTRY CLUB, Newport, Ky. Thanks to Rich and Tyrrell.

Loew's State, New York

(Reviewed Thursday Evening, March 24)
It looks like a so-so week, Paramount's *Buccaneer* being on the screen after a recent run at the Paramount Theater, and Louis Armstrong and an all-colored show on the stage.

Armstrong shows is good, but like so many all-colored units, it lacks sufficient variety to really sock. Armstrong music—with magnificent Satchmo himself a stand-out—is there, and several specialties are thrown in to spice up the work. Armstrong dominates, with his chief comedian, Nicodemus, running a close second.

Louis puffs his mighty chest and blasts that trumpet to new highs, exciting the customers with his masterly handling of that instrument. Then he grunts and raps thru some songs from some of his recent pictures—but to the Armstrong swing fans his voice is velvet anyway. The band opens with *Setting That Music*, then tackles *The Skeleton in the Closet*, with Armstrong doing sensational trumpeting, and winds up with *Public Melody No. 1* and the Cahn-Chaplin tune, *Joseph Joseph*, which sounds like another *Red Mfr.*

Red Allen and Lew Russell are among the outstanding 14 men backing Armstrong. As for the specialties, Nicodemus grabs the applause with his lazy man characterization. His droll humor is miles ahead of that of Stepin Fetchit.

Midge Williams, attractive little miss making her Broadway stage debut here after building up a name as a recording artist, made a solid impression with her deft handling of wistful tunes.

Lively Alma Turner snapped off some nimble tap and rubber-leg routines. The Two Zephyrs clicked easily with their eccentric dancing, slow motion comedy and washboard and washtub novelty. Their slow motion bit was their best. Sonny Woods, young and good-looking fellow, drew a big hand with his rendition of *In the Still of the Night*. He delivered in a sure, expressive style. His voice, covering a wide tenor-to-baritone range, is unusual.

Buby Zwering did a short session in the pit without particular distinction. And that reminds us: why don't the State try some fancy overtures for a change? With the growing popularity of dance bands, it seems that vaude houses have abandoned their pit bands to the uninspiring job of accompanying the stage show. Isn't the time ripe for more attention to the pit orchestra?
Paul Dentz.

Ronacher, Vienna

(Month of March)

Current show is well produced and has several novel features, although there is a lack of socko hits. Production costs are not as heavy as previous programs. Chief name is Unus, formerly known

as Cavalier, who performs some striking and difficult balancing feats. He has a routine on a big ball atop a high pedestal that's a corker. Scores solidly.

Frank Eders, a heavyweight juggler of skill and possessed of a great sense of humor, turns in a swell performance. Willy Weidart also presents comedy juggling, but all his tricks are done with hats. Smart act this, and both clever and funny.

Bood and Bood, mixed acrobatic and dance parodists. Act is mildly amusing and very heavy in spots. Two Elkins, dance parodists, register well. Edith Crocker puts a number of small bears thru their paces. Highlight is a smart cycle ride.

Pivo Mendez, Spanish clowns, are typical of this sort of act and the familiar comedy is rounded off by okeh acrobatics.

A Viennese band and an efficient troupe of chorines add to the success of the show. Similarity in type of the various acts detracts.

Good production numbers are *Prater Park in 1890*, *Titanic* and *Mazurka*.
B. R.

State, Hartford

(Reviewed Thursday Evening, March 24)
Buster Crabbe and Billy Gilbert join the parade of film celebs seen at this 4,000-seater this season and both rate tops with audiences here.

Opening of *Flesh Gordon's Trip to Mars* and appearance of Crabbe in *Thrill of a Lifetime* on screen heighten interest in the handsome athlete who comes on the stage bashful and shy, talks a little, sings a lot and then goes off to a big hand. Assisted by June Kilgour, comedienne, introduced as a Paramount contract player, Crabbe finally appeals to audience to let him go and promises them the Tarzan call if they will. He delivers the yell and escapes further encores.

Billy Gilbert, with his new wife, Ella McKenzie, formerly of Our Gang comedies, does a variation of his hamburger stand scene from *Happy Landings*. She is his stooge for burlesque-style snakes talk over the lunch counter that gets laughs aplenty.

Surrounding program opens with balancing stunts by the Royal Five, with a couple of spills from the tight wire to add to the thrill.

Bartello and Hurst Foursome is spotted twice, once doing dance routine in middle of bill, with the whole act working fast acrobatic finish.

Joe Arena and Company keeps audience in high state of bewilderment with his head-stands followed by repeated discovery of glasses of wine in trouser pockets, building up to the producing of a whole glass pitcher of beer at the end.

Bobby Rollins, emcee, sings with eclat, winning special friends with renditions in Irish, Jewish and Italian manner.

Show got a good opening and reaction points to strong holdup to and including Sunday, this being the second week of a new set-up eliminating the opening of new bill on Sunday.
Julian E. Tutthill.

Radio City Music Hall, New York

(Reviewed Thursday Evening, March 24)

Presentation is heavy on the pictorial end, with eye-gladdening settings and colorful costuming winning the nod over the legit variety turns of the Jim Wong Company and Doctor Ostermaler's Educated Horse, both above average in novelty and sight appeal.

Spectacle, tagged *Far East to Far West*, has two major locales, also it is divided into four sections, the one being set in Chinese motif with red laquer, gold and jade colors predominating, and the other a Western ranch outdoor setting, with a low-slung ranch house framed by giant cacti.

The opening scene reveals a huge fan background from whose designs emerge a number of figures, among them Rosario Orellana, coloratura soprano, leading several voices in a plaintive Chinese song, and of Raya Keen, spotlighted in a group of five native girl dancers in a quaint and extremely graceful fan movement. In the same setting, the Corps de Ballet perform a fitting routine which, for precision and sparkle, rivaled the work of the Rockettes.

The other section of the Oriental half

of the program is taken up by the Jim Wong Company, five contortion equilibrists in a fast and finished performance of unbelievable feats of balance and body-flexibility, featuring the elastic-band antics of the two youngest members.

The Glee Club introduces the Occidental half with a version of *Boots and Saddies*. This is followed by Ostermaler's horse act, the slightly animal drawing out and ahs for his remarkable and graceful manner of being able to suit gait and mincing steps to simulate several dance tempos. Proved a big favorite, being timely as a harbinger of spring and of circus days.

Zeb Carver and his Cowboy Cousins, a conglomeration of instruments that can best be described as a washboard band, fit in with some cowboy music and specialties. Among the latter is a swell contribution on the banjo by Joe Soja, lately featured with Leith Stevens' Saturday Night Swing Club. Another solo offering is a bass drum stint, the skin being face up on the stage and then being resounded by thumping at a cord or thong coming up from the center of the goatskin and held taut by the player.

As usual, the Rockettes close with another of their rousing precision routines.

Erna Rapce and the Symphony Orchestra precede the presentation with the overture to *Past and Present*.

Film is *Fools for Scandal* (Warner). House fair last show. George Colson.

Paramount, New York

(Reviewed Wednesday Evening, March 23)

The screen provides the sparkle on this trip, what with Gary Cooper and Ina Colbert cutting capers in *Bluebeard's Eighth Wife* (Paramount). For the flesh fare, Guy Lombardo is on top for a routine band concert which is costing the management seven grand weekly. And which patrons can buy, sight unseen, for the mere twist of the radio dial.

However, the Lombardo fans are legion, their numbers as many as those who like their malted milks double-rich. And that's the brand of symcs, tried, true and tested, that the Royal Canadians are dishing out. No more, no less; that's what the patronage gets. And as long as his familiar style brushes you the right way, he's a perennial favorite and you're satisfied just to listen. Certainly not to be entertained.

To balance the lack of the entertainment vitamin, that seven grand budget is padded a bit to take in Marian Daniels, a neat trick for the acro terps, and the swing-singstress, Ella Logan.

Unfortunately, Miss Logan was handicapped by a cold that left her pipes rasping. And the manner in which the Lombardo lads fumbled the hotcha figurations in her musical arrangements helped neither her nor her cold. She tried her best, which was all right, with *Bob White and Nice Work If You Can Get It*, and had to beg off after a swingy-thingy in *Oh, Dear, What Can the Matter Be*, hitting the English-Scotch lullaby being her forte. However, her choice of pop selections doesn't make for the best returns, both songs being outmoded in public favor at this late date.

Miss Daniels commands attention with her torso twisting, offering a most pleasing medley of high kicks, one-arm cartwheels and classic body-disjointing movements.
M. H. Orodender.

Kedzie, Chicago

(Reviewed Saturday Evening, March 26)

A Saturday and Sunday house on the West Side, using five acts and second-run pictures. A split week during vaude's heyday, it is now open on week-ends only, booked by Warnie Jones, of the RKO office. First evening show business was rather discouraging and only a 30-cent top, too.

At least two of the five turns were really good, but far above the heads of a naive audience. The Oxford Trio, three boys with a guitar, have a sock impersonation and novelty vocal offering that should go well in any smart combo house or hotel. Boys are young and make an exceedingly clean-cut appearance. Their impressions of name bands are a top specialty.

Mary Marlowe is a clever mimic, and while her material is not out of the ordinary, it is well sold. She has bright cartoons of an Irish woman and a flapper

on the phone, a kiddie reciting and a prima donna. A pleasant offering.

Frank Randi opened with his dog act, featuring two muscle control canines that perform some stock but impressive tricks. One is a tiny animal, the other a comparative giant.

Sherman and Wallace, comedy duo, came next-to-closing with a general behavior that is too corny for the modern-day patron. The way they present the routine, in particular, is outmoded. Orl is an okeh brunet looker.

Six English Maos, teeter-board flash, close with an ordinary display of tricks. Five in the act are men outfitted in Robin Hood shorts, supported by a middle-aged beeftrust gal. Act is behind the times in comparison with some of their faster and more daring competitors.

Sherman, of Sherman and Wallace, emceed the show in an accepted manner. Tough to get things moving when facing yawning spaces in the house.

Universal's *You're a Sweetheart* was the screen feature. Sam Honigberg.

Roxy, New York

(Reviewed Friday Evening, March 25)

A so-so program, but well rounded, and headlining songstress Lillian Shade. No one act is an applause standout, all getting an equal and a generous portion of music to the ears. The layout was not especially rounded up with an eye toward the possible predominating kid audience due to the screen treat, Shirley Temple's *Rebecca of Sunnybrook Farm* (20th Century-Fox).

For novelty, there is opener Freddy Craig Jr. and his lightning calculator, memory-taxing and blackboard jigsaw writing act. Stunts are hard to follow even for an alert adult mind, but a swell applause gatherer nevertheless. Its astounding trickiness and difficulty being self evident. Craig's breezy manner of dishing, too, makes it showmanly and palatable.

The Gaudsmith Brothers, doubling from the International Casino, take care of the kid trade and general comedy assignment. Their ludicrous antics with their antagonistic French poodles is swell sight stuff, altho a trifle slow.

As a dancing group novelty, the 12 Aristocrats have few competitors or imitators. Six pairs of youthful dancers, in formal dress, they offer several routines demonstrating skill at graceful ballroom, adagio and tap. Highlight of the offering is the tossing of each of the girls across stage into the arms of four boys.

Lillian Shade, more recently at the Glass Hat nitery, retains looks and voice after an absence of a season or two, and scores with warm and throaty swing versions of old and new favorites. Opening with her own arrangement of *Alexander's Ragtime Band*, she swings into a parodied medley of *Annie Laurie*. Breaking up the run of oldtimers, she offers an airy *Ti-Ti-Ti*, but reverts with her version of *Loch Lomond*. Latter is built up into production proportions with the addition and help of the 12 Aristocrats and the Gae Foster Girls.
The line, looking unusually neat and

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House fair at the supper show opening day.
George Colson.

Fox, Detroit

(Reviewed Friday Evening, March 25)

A burlesque presentation of the vaudeville style of several decades ago drew nearly a packed house downstairs—about the season's record—for opening night. Idea was to produce a show in harmony with the setting of the film, *In Old Chicago*.

Overture, with orchestra in mismatched suits, phony mustaches and sideburns and Conductor Sam Jack Kaufman in a grand faded frock coat, was augmented by metronomes in front of mikes and bells and buzzers throught the house. Frank Connors, romantic tenor in a 15-year-old straw hat, led a popular slide-songfest from the stage.

Magyar Troupe, six men and five women, opens with a fast teeterboard offering, including a four-high somersault by Gisels, triple exchanges between boards, and other specialties. Act has flash and color and an unusual routine that gets a big hand.

Sixteen Gae Foster Girls have three numbers—a beruffled 1890 style to *You Great Big Beautiful Doll*; a swing number to *Good Old Summertime*, with Frank Connors singing in center backstage, and a militaristic finale. Playing in front of the *Summertime* number are a pair doing a burlesque of the old strong man and dainty girl partner act, in Ballyhooish costumes.

Chas Chase, old favorite with his digestible cigars, fire-eating vegetable courage, discarded dicky and his uniqueness, turns in a fine comedy performance. Crowd made him come back for more.

Marjorie Gainsworth, pleasant blonde in a repeat engagement after only a few weeks, sings *Sweetheart*, and a potpourri ranging from nursery rhymes to grand opera. She's at her best on the semi-classics.
H. F. Reeves.

Lewisham Hippodrome, London

(Week of March 14)

Units, or as they are termed in England, road shows, are much in favor these days, but latest, presented by Richmond Productions and tabbed *All the Winners*, shapes like a loser at this 3,000 seater. So much so, that after two weeks in the sticks the producers added Ernie Boreo, international comedian and monologist, to bolster this date.

Ernie Boreo is a sayer to this show and registers twice as big as any other entrant. Does a corking and speedy act and his unique comedy song cameos and impersonations result in a legit show-stopper.

Beryl Beresford, English comedienne, assisted by Leslie Hinton, is plenty funny and deserves praise for her original comedy conceits.

George Bolton is a capital monologist with a good personality, fine delivery and topical gags that are well-timed and excellently received.

De Vito and Donny, with their stooges, Stevens and Blue, Americans, offer slapstick hokum that is both vulgar and unfunny. Their weird props garner scattered laughs, but the entire act, short as it is, has the out-fronters wondering what it is all about. Woman talks and straight for the men, but her monolog is unintelligible.

Babiful Boys, knock-about acro-

dians, have a familiar type of act, but it gets laughs. Marini and Andy essay travesty dancing and comedy. Repo Twins have a comedy offering in which the vast difference in size of the two men builds up to hearty laughs. De-camp and Dodge offer more comedy and the Gordon Ray Acro Girls are a smart and efficient line.

Pat Am receives production credits.
Bert Ross.

State-Lake, Chicago

(Reviewed Friday Afternoon, March 25)

Chief fault with the current stage bill is the sizable job given Al Trace and his comedy band, a Saturday night feature in the neighboring Sherman Hotel. Had they been spotted as an act and stayed on for 10 or 15 minutes they would have garnered more than their share of audience returns, but when caught the boys were on the entire show and had to play all the cue music for the remaining four acts. Outfit, enlarged for this occasion, can entertain on its own, but does not appear to have had enough stage experience to conduct a full vaude bill as steadfastly as the house band, which is missing this week. Trace, the drummer, emcees the bill from his hand-stand position, and that makes it tough on the acts at bow time.

The boys excel in comedy and dish out several novelties that net good laughs. An asset is the gangling Holly Swanson, whose ostrichlike legs come in handy for a couple of routines with Frankie Raymond, another band member. Ruby Abbott is a sweet little songstress, Ozzie amuses with his impressions on how different dance crazes originated, and Earl Hoffman has a good trombone take-off on the *Flight of the Bumble Bee*. Their arrangement of *Two Cigaretts in the Dark* an oddie, was monotonous. Mike, hotel's singing bus boy, was brought on for the vocal. Not so good. Shayne and Armstrong, acro-ballroom team, followed the opening number and did mediocre work. Their ballroom poses, in particular, are slow and uninspiring. Johnny Special is a good harmonica single. Uses only one harmonica, a novelty in comparison to his pocket-loaded competitors, and plays excellent impressions and full-length tunes. Stopped the show.

Spec and Spot, unicycle duo, held attention with a fast and varied turn, using a number of odd contraptions to display their versatility on one-wheeleders.

Jack Durant and Molly O'Day, next-to-closing, did a new act that had a number of favorable points. Jack had a fairly funny line of chatter, and where a gag failed to hold up he relied on a cartwheel to supply the punch. Molly had very little to do and that is a weak spot, as more is expected of her due to the equal billing she is getting. See "Reviews of Acts," this issue.

The house line opens and closes with two fast numbers. On screen, *The Adventurous Blonde* (Warners). House good first show opening day.
Sam Hontgberg.

Earle, Philadelphia

(Reviewed Friday Afternoon, March 25)

Philadelphia is still swing-nutty and the alligators are served a double portion of this fare at the Earle this week, where Clyde McCoy and his Sugar Blues Orchestra and Don Bestor and his crew are featured in what is quaintly termed a "battle of swing." There is such a thing as too much of this swing bustness, and that's what this double-header is. There was no dancing in the sides at the opening show as was the case when the last two swingers, Goodman and Donsey, appeared here, but there was the clap-clap, the stamping of feet and the same old SRO sign on the box office—so I suppose everything is okeh.

Show started a wee bit slow, with Emcee Dick Ware seeming a bit lost, but things became hotter as it progressed. McCoy's gang, led with *Year It Down*, with Wayne Gregg doing the vocal. Bestor countered with *Bel Mfr Dist Du Schoen*. Bestor's round.

McCoy came back strong with *I Wanna Make Rhythm*, with three Bennett Sisters giving out—and giving out. Then Gregg and the Bennetts sang *After You're Gone* a big hand. Bestor comes back with *The One Rose*, with Neil Buckley vocalizing, but the lad couldn't compete with the Bennetts. McCoy's round by a wide margin.

Here the referee, Dick Ware, sang a couple of numbers. In *Old Chatham Square* and *White Tie and Tails*, which were drowned out by Bestor's music. (See VAUDEVILLE REVIEWS on page 74)

Reviews of Units

Follies Gay Paree

(Reviewed Saturday Evening, March 19, Liberty Theater, Zanesville, O.)

One of the better units to play this section, with standard vaude and radio turns forming the nucleus. Elaborately staged and with a wealth of comedy, variety and just enough spice to round out a lively hour's entertainment.

Top billing goes to Rescoe Ails. His constant patter is full of laughs and easily the tops for comedians in unit shows coming this way for some time. Aily assisting Ails is Betty Lewis. An accomplished dancer, she joins Ails in several comedy bits.

Carleton and Juliette offer rhythmic dance creations that meet with constant approval. The Bohn Trio, veteran entertainers, are able to maintain their popularity with their comedy routine. Chuck and Chuckie present a novelty Australian rope act that fits well into the revue make-up.

For the first-row fans Yvonne Leroux does several dance numbers which border on strip tease but modified to keep within house rules. The *Boudoir Beauties*, an average line scantily garbed, provide the background for the Leroux routines.

Al Goldie, with his marionette and Punch and Judy show, and Burke and Rogers, with their wonder dog, Timber, provide the juvenile interest.

Joe Vernon's Band is okeh and plenty hot.
Penrod and His Twin Brothers is the screen feature.
Rex McConnell.

All-America Revue

(Reviewed at the Rainbow Garden, Fort Worth, Tex., Saturday Evening, March 19)

Kathryn Duffy's *All-America Revue* with an abundance of young and pretty glamour girls pleased the S. R. O. crowds at this spot, seating about 1,000.

Five spectacles, *Indian Stamp*, *Ladies of the Evening*, *Revelation Paradise*, *Oriental Nights* and *All-America Parade*, make this unit larger and longer than the usual night club floor show. \$1.50 week nights and \$2 Saturday nights.

Show is high class and clean, altho it offers plenty in the way of sex appeal. Revue stands out as a big-time night club show despite the fact that it showed in a partitioned section of stock show exhibit building, with no backdrops or scenery and handicapped by lack of emcee. Anson Weeks, whose orchestra played for floor show and dancing, acted

as emcee during part of engagement.

Joe Fong, Chinese singer, with A-1 personality and excellent voice, was hit of show with rendition of Irish ballads, range songs and pop tunes. He sings in full dress suit, altho he comes on in Chinese robe.

Of the girls, Reggie Roth, Gayle Robbins and Sheri Mann are outstanding. Miss Roth, cute redhead, varies from Indian dance to hot songs and dances. Gayle Robbins, singer, warms to the audience with *What's Your Name, Little Boy?*, playing up to the men at ringside. Sheri Mann scores with her Mexican and military tap numbers.

Other specialty dancers are Wana Lee, Louise Angel, Dorris Page, Tyra, Dale Taylor and the Five California Flashes, dancers and tumblers, in the ensembles. A youthful adagio team, Angel, Estes and Deam, perform like veterans with some fast catches.

Revue is made up entirely of singing and dancing numbers, but are spaced so that neither gets monotonous. Show, which completed an engagement at the Gay Corral, Houston, before coming here, plays return date at the Houston Auditorium April 6 and 7. Then to Denver and the West Coast for night club and hotel engagements.

H. L. Braudis produces and manages unit for K. Duffy.
Ruth Huff.

Music Hall of the Air

(Reviewed on opening date, March 25, at Fay's Theater, Providence)

His radio network contract at an end, Ted Hammerstein is carrying on the Music Hall name with a unit which, opening here prior to two weeks at the Roxy, gives promise of shaping into good entertainment. It has names, novelty and stuff to please oldtimers and younger generation as well. After a week's smoothing, it should be able to get business and give satisfaction in any theater.

Special drapes and a band are accessories yet to be added. At Fay's, a house set and the theater 10-piece orchestra serve nicely as opening date substitutes, the band contributing a good swing overture after which Clarence (Alec) Love takes over the baton for the acts.

Standard vaude turns have been chosen by Hammerstein for his unit, introducing each in his best radio microphone manner, doing the emcee job with a reserve and finesse unusual before vaude audiences. His "Ta-ra-ra-boom-

(See REVIEW OF UNITS on page 74)



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Vaudeville Notes

LAUREL AND HARDY have been signed for personal appearance tours by the Norwood-Marwick office. . . . LARRY (BUSTER) GRABBE and June Kilgour play the Stanley, Pittsburgh, week of April 1. . . . HENRY ARMETTA is making his short for Warner the first week in May. . . . ICE-SKATERS CHANDLER AND MAPES started work on their short this week. Both set thru the P. & M. office. . . . HAZEL MANGAN GIRLS join the Vinco Barnett unit at Nashville this week and follow with Minneapolis.

BUCK AND BUBBLES and their unit go into the RKO Boston, Boston, April 7. . . . ROONEY AND TIMBERG unit plays Schenectady, N. Y., for RKO beginning March 31. . . . HOLLAND AND HART play the Memorial, Boston, March 31, and then the Palace, Chicago, April 15, following the run of Snow White. . . . BOBBY HERMAN has rounded out a single featuring violin-comedy and novelty dancing, with dates in the Middle West. GEORGE HAYES AND RUSSELL HAYDEN are on a personal appearance tour thru Central and Northern California for the Harvey Theater Circuit. . . . ALLAN JONES will initiate his six to eight-week personal appearance tour with an engagement at Loew's State, New York, April 7. He will follow thru then to Pittsburgh, Washington, Chicago and points in the Midwest. . . . RICHARD AND CARSON will go to the Earle, Washington, upon closing at the Earle, Philadelphia. . . . Newest short in the Vitaphone series is a one-reel musical featuring Jack Waldron, Laura Deane, Garner, Wolfe and Hokin, and Royal Beal. . . . SALICI PUPPETS, now touring Europe, will open June 2 at Loew's State, New York. . . . HARRIET HUTCHINS, recently at Ciro's, London, has returned to New York. . . . TONY FARDALLONE is now managing Blackie Schackner, harmonica player. . . . CONNELLY AND RADCLIFFE are back in the Windy City after a tour of the Deep South. They appeared last week at the Englewood Theater, Chicago. . . . CHESTER MORRIS, of the movies, will do a vaude single next month, coming into the State-Lake, Chicago, week of April 15.

LUCY MONROE, former Met Opera canary, opens at the Earle, Philadelphia, April 1, set by the Simon Agency, which has also arranged Chester Morris' vaude debut at the State-Lake, Chicago, April 25. Morris, long an amateur magician, will include magic in his act. . . . LEAH RAY canceled three vaude weeks when she decided to marry Sonny Werblin, of MCA's New York office, Saturday (26). . . . GARNER, WOLF AND HAKINS made a couple of Warner shorts in New York last week at \$1,000 each. . . . ZELDA SANTLEY, after two years of domestic life, has returned to vaude.

FIFI D'ORSAY'S date at the State, New York, has been advanced to March 31, taking the Leah Ray spot, which was canceled. . . . EDDIE POY JR. has replaced Jack LaRue in the Vinco Barnett act in the new unit staged by Harry Krivit and opening in Nashville this week. Lillian Miles is also in the unit. . . . HARRY MAYER, Warner booker, took a Bermuda cruise last week.

San Francisco Items

SAN FRANCISCO, March 26.—Jimmie (Bubbles) Rose returned to the Liberty this week. Comic had a long and popular engagement here prior to a swing around the Eastern burlesque circles. Eddie Skolack, manager of the closed Capitol Follies, is out of a hospital following a tonsillectomy. Says he will reopen show around May 1. . . . Business is better at the Kearny since Charlie Michaels installed new Eastern talent several weeks ago.

Amateurs for Seattle House

SEATTLE, Wash., March 26.—"Talent Quest" evenings have been inaugurated for Fridays at the Palomar. Professionals are added to the regular stage and screen show.

RHYTHM BROWN
Originator of the Rhythmic Roller Skating Table Dance. Has played his show RKO, Loew and Babson & Katz houses with The Mack's Review and The American of 1931. Dr. BILLY SHARPE, 31st St., N. Y. C.

Reviews

Columbia, Boston

(Reviewed Tuesday Afternoon, March 22)

Advent of spring spurred today's performance into extreme exuberance, resulting in vocaling and orchestral efforts being mildly blatant. Sans microphone it would have been easier on the ears.

Of the three capable epidermal strutters, fiery red-haired Loyal Astrid, playing her second week of a return engagement, copped all honors in a beguiling talk-sing net outfit. She's out only once, but she makes it indelible. Runner-up is Frances McElroy, prefacing her fast-stepping tenor with vocals. Brunet is okeh ogle fodder and she's clik as the anxious farmer gal in The Farm Boy sketch. Dorothy Dee, platinum blonde, headlines the strip trio. A dash of intriguing personality will make the boys sit up, and she's got it.

Bob Aida, tenor who was to have begun his Columbia stay this week instead of being rushed in last week to fill Les Golden's spot, proved his true worth in production warbling with Vicki McNeely and Eddie Tubel, also his Plenty of Nuthin' solo in the Summertime production number was miscast as a tenor tune. Worked his straight chores capably.

Evelyn Taylor, cute brunet dancer, warbles adequately and displays versatility via hoofing with high kick, cante, control and taps, the latter the best.

Harry Levine is of the Hebe comic school. Freddie Walker and Steve Mills are adequate, as the other two comedians.

Carlos and Helene are none too forte as ballroom and Apache dancers. Too studied and ordinary.

Joe Dunn, septa tapster, is clik. Lad has a style like Tip, Tap and Toe.

Harry Ryan, stock juve, appeared as a well-warped straight, and then went to the ridiculous in a screwy Music Master sketch with McNeely, Aida and Mills.

Summertime production rates high; so does the My Annapolis, but the line muffed a perfectly good Ben Bernard routine. Couldn't seem to get the tempo or jibe together. Line of 21 (12 ponies and nine showgirls) was well drilled

Greenman Troupe for Denver

DENVER, March 26.—Jack Greenman's burlesque troupe, including, besides Greenman, Jimmy Walters, Viola Spaeth, Merrill Sevier, Frieda West, Will Hays, Midge Carmyle, Lew Pine, Johnny D'Arco and a chorus of 16 girls, with Paul Locke, producer, will open at the Tivoli Theater here April 22 for an indefinite run. Allen Curtis, former manager of the Gayety Theater, Detroit, for Clamage & Rothstein, is handling the Jack Greenman company.

Briskman Denies Tax Jam

NEW YORK, March 26.—Reports that Sam Briskman is being investigated by

and attractive. Rates tops, inasmuch as it's a stock company with many new routines each week.

Laughs were somewhat ebb-tidish, altho on the whole the sketches were adequate. One or two punch-lines would have aided considerably.

Weather warm, biz light.
Sidney J. Patne.

Eltinge, New York

(Reviewed Wednesday Evening, March 23)

This Rudnick-Minsky house continues to enjoy good business, probably because it is one of the two remaining "follies" houses in Times Square and because it offers enjoyable shows at modest prices.

Note that we said "enjoyable shows" and not fine shows or anything particularly fancy. In other words, the shows, staged by Billy Koud, follow conventional lines and manage all right because they are familiar—and burly audiences like their comedy familiar, it seems. Anyway, despite the competent comedy staff, the fun is not particularly original and must depend on delivery and pacing.

Hank Henry does much to put over the blackout, and Phil Silvers is an engaging fellow in several scenes, particularly when he goes into a lot of nonsensical ad libbing. Lew Denny does a fine straight job, while Marjorie Royce comes thru with fine talking.

Florence Mann, young brunet singer, surprises with her handling of the singing assignments. She has fine expression and good diction. Gbet Atland, young tenor, does nicely in the several spots given him.

Margie Hart is the headliner and comes on in closing spot, doing her usual song-and-strip and giving the boys an eyeful. Irene Austin drew applause with her peeling, and exotic Princess Lyandra offered one of those cooey dance-strips. Bob LaVon, brunet, offers okeh undressing, too.

Nine chorines in so-so costumes and six showgirls compose a rather nice-looking lot. A colored boy hoofing team is spotted for a couple of specialties.

Murray Friedman leads the pit band.
Paul Denis.

the government for alleged evasion of payment of Social Security obligations brought a sharp denial from Briskman last week. He maintains that he has paid Social Security taxes for all performers who worked for him and that his records are open to inspection.

More Flesh for Stockholm

STOCKHOLM, March 14.—Swedish Filmindustry, leading film producing firm, has taken over the former China Theater and will reopen it in April with straight vaude. Joe Bonell and Doris Bay, American novelty duo, will be featured on the opening bill.

Reviews of Acts

Jack Durant, Molly O'Day

Reviewed at the State-Lake Theater, Chicago. Style—Comedy. Setting—In front of band. Time—Twelve minutes.

Jack Durant, formerly of Mitchell and Durant, and Molly O'Day, formerly of the movies, are doing a new comedy act. Durant, making a good Clark Gableish appearance and doing excellent acro tricks to boot, is the whole act, and he holds it up well as long as it falls on his shoulders. It suffers a recession when he spotlights Miss O'Day and burdens her with the role of straight woman. She makes a nice appearance but falls short as far as contributing any real support is concerned. As her name may have some value at the box office, she should be given more to do, but precaution must be taken that whatever it be she can do it well. Makes a good appearance, looking youthful and lovely.

Durant, after a few gags, goes into his acro feats and take-offs of Gable and Marshall, good vocal impression. Closes

with Mimi as he was heard in Zola. Brings Miss O'Day back for a final bow.
S. H.

Spanky McFarland

Reviewed at State Theater, Hartford. Style—Music and talk. Time—Eleven minutes.

Appearing solo in vaude, Spanky McFarland, of Our Gang comedy fame, uses many of the same mannerisms that made him popular in pictures.

Jack Pepper opens the act, singing Broadway's Gene Hollywood, following which Spanky comes on for a round of patter.

Later he plays the trumpet after hoke biz of tuning up with orchestra. Pepper sings while Spanky makes complete costume change to sing The Love Bug Will Bite You.

Spotted next-to-closing, with Gangler's Circus opening the bill, the juvenile appeal was heavy here, but adults thought Spanky was very cute, smaller in stature than he seems in pictures.
J. B. T.

Miller Keeps Song Index; Other Notes

New York:

BERNIE MILLER, baritone-juve at the People's, has compiled an index form, song lyrics and titles; also orchestrations, all bound loose-leaf and as far back as 1928. Very handy, he says, when stuck for a number. . . . SAM COHN, manager of the Hudson, Union City, rode the goat and was made a third degree Mason March 16. . . . LEE VAL, formerly of Jimmy Kelly's nitery, now teamed with Donna to form a new dance team at the Republic March 18. . . . SID KRAMER, secretary of the Concession Managers' Association, on the way home from the Star, Brooklyn, March 19 was held up on a sub station, beaten and knocked unconscious. Robbers did not get any money, however, Sid having made a bank deposit a few minutes before. . . . RHYTHM BROWN, colored dancer at the Star, Brooklyn, week of March 18, claims to be the originator of the roller skating table dance routine.

Charmaine Birthday Party

CHARMAINE, graduate from the Arthur Clamage school and featured with the Mike Sachs show, Hirst circuit, birthday-partied on 18th anniversary in Baltimore March 16. . . . PEARL SHUTTA back east and to the Eltinge as a Billy Koud dancer after a long stay in a Philly nitery. . . . HARRY EVANSON replaced "Hello Jake" Fields at the Republic March 25. Fields due for a comeback. . . . JEAN CARROLL returned after a lengthy absence, this time to the Eltinge March 25. . . . Sister Joan, still vacationing in Florida, expected back soon, but not as part of the former sister team.

Peanuts Bohn for England

PEANUTS BOHN opened in Toronto for two weeks. Held over later for another fortnight. Was also retained for four weeks previously in Buffalo. Lew Brown doing straight for him. Bohn has signed for England and due to sail August 1. . . . MARGIE HART and Princess Lyandra moved from the Eltinge to the Star, Brooklyn, March 25. Georgia Sothorn opened same day at the Eltinge, Miss St. Louis booked by Dave Cohn for the Star, Brooklyn, April 1. . . . CELE DE VINE, formerly Jacobs, of the Freddie O'Brien line, is now a principal at the People's. A Tommy Levine place-ment. . . . TURRO SISTERS, Josephine and Rose, doubling in dance specialties and front line at the People's. . . . JUNE MARCH left the Star, Brooklyn, March 24. Vacations a week and returns April 1.

SAM BRISKMAN, operator of the Brooklyn Caspio, sails for Europe March 31 on the Normandie. He expects to do some talent scouting on the Continent.

Abe Minsky Birthday

ABE MINSKY celebrated a birthday March 14, which was the day after son, Harold, daughter, Sylvia, and Mrs. Abe Minsky celebrated theirs. . . . RUBY WALMAN out of the Eltinge temporarily because of a bad burn on a leg, resulting from an upset tea pot. . . . IRVING BENSON, comic, and Holly Leslie, straight, now at the People's, are a new team combo for summer stock. . . . SALLY ARLINGTON, night club singer and sister of Jo Ann Dare, along with Patay Kerrigan, electrician of the Howard, Boston; Rags Ragland and Maxine DuShon, was a guest of Jimmie Amati, of Boston, at a birthday party March 19. . . . IRENE CORNELL, dancer, who replaced Rita Cabanis March 19 at the Star, Brooklyn, shifted to the Republic March 25. . . . DELAINE FORBIST doubling between strip-tenor principal and show-girl ranks at the People's.
UNO.

From All Over:

MILT SCHUSTER has purchased a new radio in anticipation of the coming baseball season. Says we can expect to see him in the office more when the season opens. . . . MILDRED HARRIS CHAPLIN had her engagement at the Chalio, Chicago, cut short due to a reported illness. . . . BERT AND BEVERLY CARR are returning east from their Coast vacation. . . . BOOKINGS by Mill Schuster include Milo Convey, Helen Colby and Wilma Josy at the Casino, Toronto; Margie Kelly, Hinda Wassau and Ray Parsons at the Gayety, Minneapolis; and Gerlie Foreman and Honey Bee Keller at the Rialto, Chicago. Mary Smdne was also booked into the Rialto.

Thru Sugar's Domino

ONE of the sure signs of spring is renewed activity in small and large theatrical offices tied up with planning for the summer resort season. Spring is here because the resort owners have come out of their winter hibernation and are making the rounds of the town buying hotel supplies, lining up social directors, bellhops and cooks—and visiting their old agents and new ones who have spent the winter trying to grab them away. Because the stage-show season has been about as discouraging as any during the last five years, this Borscht Circuit activity assumes comparative importance. Show business is still in the dumps but summer resorts boomed last year and despite recession indications point to another good season for the spots that inspired Arthur Kober to write "Having Wonderful Time"; the spots that run the gamut from big money to apples in salaries for actors and that have no compunction about paying nothing if they can get away with it by selling tired and work-hungry actors the idea of an expense-free vacation.



F. E. SUGARMAN

We may sneer and wisecrack all we want about the Borscht Circuit. But this will not alter the facts. The facts are that summer resorts, if properly regulated by united action on the part of actors and agents, can be developed into a substantial source of revenue for both factors. While the American Federation of Actors has enough on its hands with its organizing activity in several diverse fields, it seems to us that it can lead the way toward placing summer resort bookings on a more stable basis. Far-visions agents would co-operate towards this end because they have even more to gain than actors.

Summer resort owners have been spoiled by hole-in-the-wall agents who specialized in supplying them with acts in the old days when salaries were the exception rather than the rule; when agents were paid a lump sum each week with the understanding that they were to pocket the money and use their contacts to cajole acts into week-end dates—no salaries but meals and rooms free and railroad fare paid by the resort owners. Smaller resorts still do this but they are unimportant on the whole.

The larger spots and the spots that have grown from rough-and-tumble camps into pseudo-smart hotels and country clubs are ready and willing to pay fair salaries—at this time of the year when plans for the season are still in the blueprint stage. The budgets are knocked to smithereens after the cutthroat agents get finished with a resort owner. There isn't an agent on the street who can expect to give a resort owner a bid without fear of being underbid by one of his confreres. The result is that when the season actually starts the resort man has tied up with the agent who has sold him what has been described as a bargain. The acts suffer and the dog-eat-dog agent suffers, too. But most of the time he cannot avoid the consequences because of his fierce opposition.

There should, of course, be an all-embracing summer resort bookers' association. This is quite out of the question at this stage when the field is comparatively young and when it is impossible to blend the contrasting elements into a smooth-working combination. Even the possibility of having the AFA do something about raising the standards of the field is remote. The AFA has no enforcement power over resort owners, the widespread locations of the resorts being the best protection of resort men who would not be inclined to sign agreements with an actors' association.

About the only thing that can be done by the actors about whom we are solely concerned is to practice some horse sense. Fortunately, the demand for good talent in summer resorts exceeds the supply. Actors have much to gain by holding their ground. They should not be panic stricken over the remote possibility of not finding employment if they hold out too long. This might apply to jobs that entail contracts for the entire season at one spot. The more important spots, however, do not tie up acts for the season. They depend for their shows on acts booked for week-ends and held over if new talent is unavailable or if they go over big.

Acts may protect themselves against agents who get big money from resorts but are permitted to use their own discretion as to how much to pay the acts. If the better acts—those that are essential to summer resort shows—were to insist that they be paid direct by the resort managements this evil could be eliminated overnight. Maybe the AFA can do constructive work along this line by studying the summer resort situation and issuing advice to its members. With AFA acts adhering to a certain code it would be possible to achieve certain reforms at the agents' end of the stick.

Summer resort bookings are rarely backed up by written contracts. This condition is responsible for misunderstandings, short pay-offs and other irregularities. An honest, dependable agent will not refuse to put down in writing what he promises an act if the act insists upon it. Frequently resort owners compel acts to mix with guests under unsavory circumstances. If agreements were in writing and if the mixing element were covered therein there would be much embarrassment avoided on all sides.

Many other reforms can be instituted on the Borscht Circuit if actors would only be more businesslike, less impulsive and less hesitant about seeking advice from persons qualified to give it.

As I See It

By DAVE VINE

HEE HAW . . . At a late spot the other night, a Hollywood scenario writer who has written a few Class "B" pictures was boasting about his writing powers. He was asked by one of his bored listeners where he got all his ideas. "I dream them," answered the would-be Damon Runyon. A comic in the party looked at him with disgust and said, "I bet you hate to go to bed."

THEY TELL ME that out of the 30 bookers who used to book over 200 weeks of vaudeville for RKO, only one booker and three weeks remain. The lone surviving booker is William Howard, which only goes to prove that Howard knows his vaudeville. But the sad part of it is that knowing all about vaudeville these days is just about as profitable as being a good whittler.

I'M TELLING YOU there is a girl at the Old Romanian Cafe who is very clever and, unless I miss my guess, she will be a star one day. Her name is Helen Shaw . . . ditto Danny Rogers. . . . If you are doing an agent or booker a favor by working some place for him for half salary, don't sign a contract—because many times he uses that contract to prove to buyers of talent that he can buy you cheaper than the agent who is trying to sell you at your regular salary. (Oh yeah, it's been done). . . . They should give Loretta Walker a screen test for the role of Scarlett while she is in Hollywood—she might be just what they are looking for.

COMICS are getting smart these days. Joe Marks is doing Donald Duck on the Joe Penner program—now at least he has an excuse for laying an egg. . . . And speaking of air programs, if you want to get on the air don't get an agent—get a sponsor's daughter (it's a different twist). . . . Maybe the guy who always boasts that he doesn't owe a dollar in the world couldn't borrow a dime if he wanted to.

NOW WILL SOMEONE PLEASE TELL ME . . . Won't it be embarrassing to those soldiers who do the goose step when they have to duck? . . . Why is it when you are playing bingo and you become bingo that you can't say it. In fact, you get so excited you can't say anything—you just sit there like a bingo until the fellow next to you yells bingo for you. . . . Where did RKO find Ann Miller? Wherever it was, they found something. Go to the Globe Theater and see her dance in Radio Revue. . . . Jane Froman does a swell job in the same picture. . . . Why is it that people acquitted of murder are allowed to go scot free after it is proven and admitted that they used a gun, while it is a law that anyone caught with a gun in their possession must go to prison? . . . **IT DOESN'T MAKE SENSE TO ME.**

IF I HAD MY WAY . . . I'd open a vaudeville theater on Broadway and call it **ONE WEEK**, where the smaller vaudeville acts would be sure of at least one week's work in a year. I'll bet once the public caught on to the idea it would do business. . . . I'd tell most of those crooners to keep their eyes open when they sing, because when they close them it's so damn tempting. . . . I'd make all those emcees who insist upon doing filthy material realize that, even if people laugh at them, they hate them for it when they leave. . . . I'd tell all moving picture companies that it would be a swell idea if they would follow in the footsteps of Goldwyn, who, I understand, said he wouldn't make any more Class "B" pictures. . . . And speaking of Class "B" pictures, some of them go as far as high "C". . . . I'd take a long boat ride to Honolulu. Yeah, I know what you're thinking—why should I be so tired; I haven't been doing much work I know; but you do get very tired, worn and irked doing nothing. . . . Of course I can't do all these things, but I would so help me—**IF I HAD MY WAY.**

Chicago Chat

By NAT GREEN

WHEN an official of the Anti-War Foundation inquired the other day for a list of the "larger chautauquas" we replied that the chautauquas was "gone with the Dodo." Perhaps it's not quite that bad, as one of our co-workers sprang a list on us that looked quite impressive. However, a conference with Harry P. Harrison, general manager of the Redpath Independent Chautauquas, seems to confirm the demise of a form of entertainment that once numbered thousands of devotees. "You're dead right," Mr. Harrison asserted. "The chautauqua is dead." Coming from one of the pioneers in the game, we take his pronouncement as authoritative. Still, we're open to conviction and would welcome any information tending to discredit our belief.

Sure signs of spring: Crowds of vaude actors and musicians at the wailing wall in front of the Woods Building being prodded by John Law because they're blocking traffic. The old cane man on Clark street who has been on the same corner for 15 years—and we've never seen him sell a cane. The pigeon women on Dearborn street who appear shortly before noon every day and scatter grain for flocks of pigeons. The escape artist, sword-swallower and soap-boxers who have blossomed out on Bughouse Square, one of the regular stops of the Rubberneck Wagon. The mystery woman of Randolph street, dressed in the fashion of the '30s, wearing a black half-mask and oblivious to the stares of the curious. The old Crusader of the Loop, stopping periodically, waving aloft a Bible and intoning: "Oh, Chicago, repent of your sins!" Sachs Fifth Avenue displaying merry-go-round horse and giraffe in its windows. One-sheets advertising the Showmen's League theatrical night—April 4.

Ulmer Turner, *Herald & Examiner* radio ed, got out of the wrong side of the bed the other day and proceeded to pat radio "praise agents" on the pan with a vengeance. He credits *The Billboard* with having designated him as the No. 1 public enemy of radio p. a.'s, evidently referring to the symposium on press agents that appeared in a recent issue. We agree with Ulmer that much of the stuff turned out by the publicity men is terrible, but so, too, is much of the stuff that appears in columns—radio, our own and others. We may think we're as good as Winchell, Louis Sobol or Dale Carnegie, but—they're getting the oday.

Francis X. Bushman, who 30 years ago was the romantic idol of the old Essanay studios, made a personal appearance a few days ago at the Uptown Theater, on the site of which many exterior scenes of the silent movies were shot. . . . That Bushman still has an appeal was evidenced by the fact that he had to autograph hundreds of his photos for patrons of the theater. . . . Tommy Parr and his fiancée, Eileen Wenzel, former show girl, admitted on their stop here en route to Hollywood that they will be married in a couple of months. . . . They were met here by Eileen's brother-in-law, N. T. G. . . . Le-Roy Prinz, former Chicagoan now Pars dance director, is town from the West Coast. . . . New Wrigley air show, *Just Entertainment*, is just that and very good. . . . P. K., out at the Biltmore in L. A., caught the 10 o'clock show on opening night.

Tolbert Show Gets Off Well

LAKE CITY, Fla., March 26.—Milt Tolbert Tent Show, presenting Lassies White Minstrels and Hollywood Follies, launched its 1938 canvas season at Dothan, Ala., March 21, with a good turnout of friends and home-town natives present for the opening. Show has a new 200x300-foot tent and specially painted scenery. Trucks, sound car and bus have new paint. Performance is produced and directed by Leroy (Lasses) White. Chorus productions are handled by Dorothy Cannon. Red Jenks and his New Orleans Swingsters supply the music.

Minstrel cast is headed by Lassies White and includes Honey Wilds, Slim Williams and Chester Wilson, end men; Clyde Hodges, intercomer and ballad singer; Lois Mason, "hi-yaller" gal and her Hollywoodettes; Leroy Prevalet, tenor; Bob Norris, baritone. Acts in second half of main show are Pedro and Luis, hand and head balancers; Tess Russell and her Marionette; Slim Williams, Clyde (Smookey) Jewell, contortionist; Dot and Toby Eastman, Clyde Hodges; Prevalet Duo, dancers. Main show ends with a dance contest by the entire company.

Concert features Gretchen Nicholson, in rhythmic acrobatics; Frances and LeRoy, dancers; Toby Eastman, Clyde Hodges, the Hollywoodettes, the New Orleans Swingsters and Lassies White in *Keystone Sanitarium*. Comprising the Hollywoodettes are Nana Thompson, Lois Mason, Dorothy Cannon, Fran Prevalet.

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 throughout the season. Start now!

Beatrice Powell, Lillian Lueder and Gretchen Nicholson. The New Orleans Swingsters include Red Jenks, Jimmy Roe, Erwin Behner, Joe Kohot, Bob Norris and Wiley Kilpatrick. Staff has H. D. Hake, owner; C. E. Hale, manager; Henry H. Ferguson, secretary and book-keeper; Ollie Hamilton, advance; Toby Eastman, candy sales and advertising; Dorothy Cannon, ad collector; Smith Hamilton, advance billing; Lillian Hale Ferguson, concessions; Clara and Earl McCellan, box office; Norma White and Henry Ferguson, front door; Annette Haib and Lillian Wilds, reserves; Stewart Douglas, boss canvasser, assisted by Earl McCellan, and Wiley Kilpatrick, sound car and bus driver.

BEATRICE JENKS.

Early-Season Biz Okeh for O'Dells

FT. STOCKTON, Tex., March 28.—G. M. O'Dell Comedians launched their new season a bit early this year, but business so far has been encouraging, according to the management. Company is following a one-nighter policy, with the show framed along musical comedy lines. Troupe totes a six-piece orchestra and a chorus of six girls. Show moves on five trucks, with a custom-built Cadillac sound car being used for bally purposes.

Jean and Maxine Kenyon, Doris DeLoris and Rae Roberts, with the show last season, are back on the roster this year. New people include J. R. Applegate, Joe Just, Jack Smith, George Harris, Bernard Wayne, George Nicholson and the Durham Family, comprising Evelyn and Marcelle, song and dance team; Little Bonnie, tap dancer; Royal, juvenile singer and dancer, and Mr. and Mrs. Durham, who play in the orchestra. Jean Kenyon is emceeing and directing.

The O'Dell outfit was completely re-built and repainted at the show's winter quarters in El Paso. Manager O'Dell has purchased a Pierce-Arrow house car for the new season, using his Covered Wagon trailer from last season as an office and ticket wagon. Chester Drey is handling the contracting for the show.

Frank Smith Is Due In Quarters This Week

MT. VERNON, Ill., March 28.—Frank Smith, of the Frank Smith Players, who has been spending the winter in Northern Illinois, will arrive at winter quarters here this week to begin preparations for the 1938 tent season. All equipment will be overhauled and put in first-class condition before the opening.

Show will be augmented this season. Several old members of the company will be back, but there will be many new faces. Show will play its usual territory.

Ken Fun Show Opens March 31

PARISH, N. Y., March 26.—Ken's Fun Show, Ken Wheeler, manager, opens its season at Masonic Temple here March 31. In the roster are Dalini and Co., magic and novelty turn; Madame Ruby, mentalist; Jack and Ray Evans, hillbilly act; Jean Spencer, black-face comedian; Marion Drew, fem juggler, and Skipper and Pals, dog act. Special paper is being used, with a biller working a week ahead of the show.

Baxter & Leonard End Partnership

COMER, Ga., March 26.—S. M. Leonard has purchased J. J. Baxter's half interest in the Baxter-Leonard Players, dissolving the partnership, and the show, now touring as the Leonard Players, launched the 1938 season here March 18 to fair business.

New tent is of the Dize make and the color scheme is green and orange. Reserve seats have been comfortably cushioned, and the outfit, with its new canvas, paint and decorations, makes a striking appearance. Performers are housed in factory-built house trailers. Johnnie Bishop, W. D. McKenzie and A. J. Romeo, of the company, have recently purchased new autos.

The Leonard cast is comprised of A. J. (Toby) Romeo, Sandra Lane, Vernie Bishop, W. D. McKenzie, Johnnie Bishop, Mrs. S. M. Leonard, Bob Brockman and S. M. Leonard, director. Johnnie McKenzie is boss canvasser with four assistants. Outfit boasts a five-piece orchestra.

Billroy's Briefs

VALDOSTA, Ga., March 25.—Clarence (Colonel Green) Balleris, candy man, paid us a surprise visit last Friday, breezing in from the Windy City, King, Roche and Rochelle, apache trio, were his companions. They will be one of the new features with us this season.

Don and Della Palmer, our genital contractors, were in recently on business. They left town the next morning for points unknown.

Mr. and Mrs. Billy Wehle arrived here March 23 and after an inspection tour around the barn appeared to be more than pleased with their new "purties."

Practically every local member of the profession motored to Lake City, Fla., last Wednesday night to catch the Lassies White Co. showing there. Many acquaintances and friendships were renewed. Lassies has a fine show and a beautiful outfit. Among those seen and heard were Lassies and Honey, Buddy Hale, Mr. and Mrs. Toby Eastman; the Heffner brothers, Jimmie and Ben; Red and Beatrice Jenks, Clyde Jewell; Bob and Gretchen Norris, of Norris Nicholson and Finch or Winkin, Blinkin and Nod; Slim Williams, Mr. and Mrs. Billy Wehle, Mr. and Mrs. Ralph Herbert; Hoxie Tucker and wife, Betty; Mr. and Mrs. Eddie Mellon, Wayne Bartlett and Goll Gilbert. It was one grand and glorious evening. JOHN D. FINCH.

Kansas City Jottings

KANSAS CITY, Mo., March 26.—Mr. and Mrs. Lawrence Deming are recent arrivals from the South. They were formerly with Jimmie Hull's Comedians.

Jimmie and Govie Griffin were spotted on the main drag here this week-end.

C. J. Chapman, former manager of a theatrical printing company here, is making tentative plans to launch a food show, with added "in the flesh" entertainment.

Herbelle Weiss, veteran character man and playwright, scored for the second time with his presentation of *The Nazarene*, which was presented here this week to more than 1,800 persons at Ivanhoe Temple at 50 cents top.

Carl Park is a recent arrival in the city. He states he will be with a well-known rep this summer.

Oscar J. Hug, cornetist and band leader, who for a number of years trouped with Midwestern rep shows, is now associated with a printing concern here. He toots cornet with the Ararat Shrine band here, but still gets the itchy feet each spring.

Tex Rose Tent Show Gets Under Way Middle of May

SALISBURY, Md., March 26.—Tex Rose and his Ranchers, of the Tex Rose Tent Show, April 1 conclude a 13-week engagement at Station WSAL here and after six weeks of theater dates swing into their canvas season. During their stay at the local radio works Rose and his entertainers doubled on Eastern Shore engagements.

Included in the Tex Rose troupe are Tommy and Sara Tompkins, advance; Jackie McKnight, Zeke Ogden, Doc Leslie, Frances and Ben Gansell and Sally and Tex Rose. Members of the Rose organization have met a number of rep folks in this section recently, including members of the McNally Show, Berry Players, Newton's Magic Show and Tom Finn, of Uncle Tom's Rabbit fame.

Rep Ripples

FRANK GINNIVAN CO. begins rehearsals at Ashley, Ind., April 18, with the tent trek slated to get under way May 2. This will mark the show's 20th season. . . . ERNIE DEVOY is presenting home-talent productions thru the Southwest. . . . HAZEL McOWEN PLAYERS wind up their Nebraska circle this week and begin their tent tour a fortnight later. . . . DUDE ARTHUR is featured comic with Ed Gardiner's Barn Dance unit, now en route to the West Coast. . . . HARRY HUGO, who recently launched a Nebraska merry-go-round, is making preparations for his annual canvas tour thru the Northwest. . . . FLO AND DELL PHILLIPS, after terminating a long engagement with the Hazel McOwen Players, have joined the Ted North organization in stock at the Capitol Theater, Topeka, Kan. . . . JACK HART Comedians will spring the new tent season in Arkansas next week. . . . FREDERICK LYLE has signed with the Justus-Romain Co. for his fifth consecutive season. . . . HARRY DUNBAR'S Comedians are making Eastern Kansas spots, with headquarters at Topeka.

WILSON-FRAGIN PLAYERS this week bring to a close an all-winter circle in Northern Iowa. . . . MR. AND MRS. HAL STONE, who have been sojourning in the South all winter, are headed northward to begin preparations on their outdoor season, scheduled to get under way early in May. They will again play Iowa and Nebraska. . . . CHRISTY OBRECHT PLAYERS, now in rehearsal in Minneapolis, will open in houses this week. Troupe moves under canvas late in May. . . . OSCAR HOWLAND has joined the Sid Kinsour Players, circling in Northern Missouri. He will remain on there for a limited period. . . . DAVIS-BRUNK Comedians, rehearsing in Fort Smith, Ark., spring their canvas season next week. . . . EDDIE AND DIONE GARDNER are joining the Robertson Players for the canvas swing. . . . RAY AND MARGIE BASH will inaugurate their tent season around the middle of April with an augmented cast. . . . WALTERS' COMEDIANS, who played a loop of Oklahoma towns during the winter, ushered in their tent season recently at Mill Creek, Okla. . . . JACK SCHAFF has cast his lot with the Montana Players, now looping the loop in Southern Missouri. . . . JOSEF SAULINE winds up his North Carolina circle this week. . . . LUCILLE YOUNG has joined the Ray Bash Players on a Western circle.

EDDIE AND ROSA PHILLIPS spent E part of the winter in Elkhart, Ind., where their son, Edward, is entered in school. At present they are busy with the new member of the family, Mary-Ella Mae, born March 13. Rosa is spending the next several weeks in Sidney, O. . . . GRIFF AND HI played the Orpheum Theater, Memphis, last week and report that Skeets Mayo continues to do well with his costuming business there. The boys plan to join up with a tent copy within a few weeks. . . . JOHN W. (JACK) HAVEY, former rep performer, is playing dates in the Boston area with a character impersonation turn. . . . FRANK STROUSE is readying his small dramatic outfit for a tour of the smaller towns in Vermont and Northern New York. Strouse wintered in Worcester, Mass. . . . TOM EWELL, formerly with the George Robertson Tent Show, now has an important part in the cast of *Brother Rat*, which last week played the Cox Theater, Cincinnati.

Walker Family Show Gets New Dress for New Season

PINE PARK, Ga., March 26.—After six weeks of convalescing from a recent illness, Salie Hughes Walker is again directing activities on the Walker Family Vaudeville and Picture Show.

New canvas has been received and the middle piece, ripped out by a windstorm at Blith, Ga., recently, is being replaced. Seats, poles and stage equipment is receiving a new dress of chrome blue.

"Smookey" Strickland is overhauling trucks and electrical equipment. He is the proud owner of a new Buick. Ed Jahuras is painting, decorating and lettering the trucks, trailers and house-cars. Business continues at par.

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Chorus Sets, from 6 to 20 in Sets. Very reasonable. Also Children's Sets, Hawaiian, Indian, Chinese, etc. All have been used but guaranteed in first-class condition.

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HEYDE & SHELTON

Intelle correspondence from MUSICAL COMEDY and UNIT SHOWS with comedians. For stock under canvas, open May 1 to October 31. (In the heart of a MAJOR OIL BOOM.) If interested write at once, stating what you have and your lowest terms for all summer's work. Would like to hear from a real Comed that is a producer with scripts and wardrobe, also Musical Comedy People all lines. Orchestra Leader and Musicians, clever M. C., Roster Teams, Skits, Acts, young, desirable Girls for Chorus, Home Dining given preference. When answering state lowest salary. Write, don't wire. Address PHIL H. HEYDE, Mgr. P. O. Box 448, Olney, Ill.

ROE NERO — WANTS QUICK

Walter, dependable People all lines. Feature Toby Carole, Leading and General Business Man, refreshment, Hot Trussard, Sax, Bass, Piano Player, one to take charge B. & O. Set Corley wire, Circus Tins, Truck Drivers, Electrician to handle Light Plants, experienced 24-Hour and Banner Men. Openness, overnight stands under canvas. State lowest salary and all particulars. Air mail or Western Union, Dothan, Ala.

COL. CHES DAVIS,

"Chicago Follies," in association with THE LITTLE JOHNS, of ribbonsome fame, now touring theaters, want to hear from party having suitable tent show equipment. We have show intact if you have one. Partnership arrangements. CHES DAVIS, 1124 W. Second St., Owensboro, Ky.

MADGE KINSEY PLAYERS

WANT — Piano Player who can sing and act over members, also Fast Keating Specialty Team that can Double Orchestra, Sax and Trumpet or Hot Banjo. Do not intrude. Fortville, O.

WANTED FOR GEORGE BISHOP'S TENT SHOW

Week and Three-Day Shows. Performers, Musicians that double and change for a week; with trailers preferred. Agent with car to contract and haul paper, Ross Carrastan. Mechanic to look after light stands and trucks. Write, don't wire, what you do. Make salaries low now. Cookhouse. Show open April 23 here. P. O. BOX 223, Frederick, Md.

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Laurette Taylor Aids Auditions

NEW YORK, March 26.—The sixth audition run by the American Theater Council to give show opportunity to stage youngsters was notable for a feature not entirely in line with its chief aims—the return to the stage (for the single audition performance) of Miss Laurette Taylor, who was last seen hereabouts some six or so years ago in William A. Brady's revivals of *Alice Sit-by-the-Fire* and *The Old Lady Shows Her Meddles*. Miss Taylor helped out the kids by allowing them to perform an audition scene from a play she has written, by directing them and by playing a part herself. It was, in all respects, an event. Miss Taylor's beautifully easy playing, her remembered skill, her sure command of technique, her altogether splendid performing made the audition, for this reporter anyway, one of the outstanding shows of the year. Incidentally, the advice to would-be actors that Miss Taylor offers in her play ought to be memorized by every stage aspirant. It's an even better summary of acting than Hamlet's advice to the players.

As usual, this report, insofar as the kids are concerned, will confine itself to those showing outstanding talent. And from that angle those coached by Miss Taylor have an overwhelming advantage; the large part played in the auditions by the direction is shown in the fact that almost everyone in Miss Taylor's cast looked good, while only a couple of the kids in the other items managed to show anything.

David Wayne, Goddard Light and Thomas Koehler did nice jobs in a thing called *The Fraternal Bond*; James Rawls scored excellently in a preliminary bit coached by Miss Taylor, while almost everyone in the portion of her play that was presented looked like fine material. Scoring best were Lorin Gage, a personable lad who did a difficult job deftly and with excellent effect; Georganna Cook, who has poise, stage presence and ability; James O'Tear, who unleashed a grand sense of comedy, and Wynan Holmes, who scored nicely in a small role. All the others in the scene, tho, rate mention—Doris Plimmer, Flavia Burnet, Bernice Shirley and Elizabeth Filding.

If Miss Taylor would appear at all the auditions the tryouts would become Broadway's reigning smash.

Eugene Burr.

American Academy Students End Season With "Square"

NEW YORK, March 26.—On Tuesday the American Academy of Dramatic Arts presented John L. Balderston's *Berkeley Square* amid a barrage of missed lines and cues. It's too bad that the Academy's last offering of the season had to be its worst. With very few exceptions the cast seemed to have no notion of what the play was all about or what to do about it. The direction was slow enough to allow plenty of time for a run around the block between lines.

As Peter Standish, Charles Norwood was unconvincing, giving a reading that showed little understanding of the part or the character. Gerald Hess, as Tom Pettigrew, over-acted, giving the character a pomposity not in the writing; Jane Wood, as Lady Anne, failed to give the impression of a fortune-seeking, conniving mamma with two salable daughters; Kate Pettigrew, in the person of Florence Gayle, remained just that and nothing more; and Morgan James, as Mr. Throeste, swallowed so many lines one marveled at so capacious a digestion; Cornelia Taylor, as the Duchess of Devonshire, did a complete job of blowing up in what amounts to a bit, and even H. K. Currier let us down. However, there being a brighter side to most things, Iris Nelson managed to supply a slimmer with her characterization of Helen Pettigrew. She gave a quiet, sympathetic performance that showed some understanding of the part and its connection with the rest of the drama; and we were indebted, for a further gleam, to John Norton's Lord Stanley. Mr. Norton has a very real flair for comedy. Also coming in for plaudits were Richard Mayer, whose Duke of Cumberland's German accent was delightful. Barbara Moore played Marjorie Prant, George Evers was Major Clinton, Laura Church was Mrs. Barwick and Betty Taylor a maid.

There was no curtain-raiser.

M. E. A.

Joey Faye Tells How He Switched to Legit

PHILADELPHIA, March 26.—Joey Faye, playing in *Boom Service* at the Locust, was interviewed in *The Inquirer* last week, revealing it has not been easy to adjust his burlesque comedy style to legit demands.

"Burlesque comedy is all mannerisms, and I have been in it for so long I have those mannerisms off-stage as well as on.

"When I first tried out for the part of Paker Englund, I walked on stage as I always do. Right away George Abbott and his assistant director, Edith Van Cleave, let out a yell. 'Look,' says Abbott, 'we think our play is very funny—so does everyone else. You don't need to make it any funnier.'

"After that I had a terrible time with my hands and feet. I was worried until the opening night when I got out there and the laughs came. An audience is an audience, in a burlesque house or a legitimate theater, and those laughs helped a lot."

Chi Institute Students Present Bridie Comedy

CHICAGO, March 26.—Art Institute of Chicago, which offers several productions each season at the Goodman Memorial Theater as training experience for its students, staged James Bridie's *Storm Over Patsy* this week as the sixth of the current series. The comedy lost much of its bright humor due to an inadequate cast, most of the principals, unfortunately, being still some distance away from professional standards. Character portrayal, with the exception of Althea Murphy's Mrs. Flanagan, were off key, the students' youthful voices not blending with their older make-ups and gestures.

Iris Weinhold made a fetching Mrs. Thompson, wife of the empty-headed politician, but lacked fire in many scenes; she has the makings of a good actress, however. Robert Thompson, as the reporter who finally walks out with the politician's wife, was hardly mature enough for the role. Other leads were handled by Roger Tracy, Brian Fleming, Mary Tarnowsky, Robert Gist and Marguerite Clausen. A mongrel dog, Reginald III, behaved very nicely as Patsy.

First set set, designed by Norman Grant, is commendable, presenting a solid picture of a fashionable living room. Stock direction by Sidney Breese. Sam Honigberg.

Equity Nixes Showshop

NEW YORK, March 28.—Actors' Equity Council's denial of "special privileges" to the American Showshop, namely, engaging Equity members for less than specified union conditions, has resulted in Elsie Southard's withdrawal of her dramatization of the Aldous Huxley opus, *Antic Hay*, which was to be recited by the Showshop April 2.

Spokesman for the union stated terms would have violated a resolution prohibiting members from working in a cooperative or try-out theater without receiving full Equity benefits. Exception to this rule was granted several weeks ago to the Apprentice Group of the National Theater Council.

BROADWAY BEAT

(Continued from page 5)

of the split between A. C. Blumenthal and June Lang, Sullivan said it was Carl Laemmle Jr.—and reported Lane already in the throes of a new love. And in the same issue, same page, Walker said, "Joan Fontaine and Conrad Nagel have canceled their wedding plans, but definitely," while Sullivan reported, "The Joan Fontaine-Conrad Nagel attachment is really serious." Let's get together, Mr. hah? . . . The Post of March 19 ran a picture of Bernice Park captioned "The Versailles singer"—but Miss Park didn't open at the spot until March 24. . . . Ads for a monster consumers' meeting at Madison Square Garden list among the talent both Al Pearce and Elmer Biurt—but it's Pearce himself who plays the role of Biurt on his own program. . . . Again the erring Sullivan, "Ralph Graves and his wife, Heather Angel." Didn't he mean Ralph Forbes? . . . And even on the air they make 'em. Bide Dudley, in his revealing stint over WOR, mentioned Bluebeard's Eighth Wife, starring Cary Grant—but it's Gary Cooper, of course. He also said that *Golden Boy* wouldn't be released on the screen until 1939. Backward, turn backward, oh time, etc. . . . Again the prying Walker: in one of his columns Alice Frost referred to Kay Francis as a former secretary to Mrs. Dwight Morrow—but according to Miss Francis herself a few months ago (in Sullivan's column!) she was secretary not to Mrs. Morrow but to a group of women who did tax work for the lady. . . . The erudite John Mason Brown, critic of *The Post*, in a recent column spoke learnedly and at length about the exception proving the rule—never suspecting that when the old saw was invented the word "prove" was used in its original sense, to "test." . . . A recent *Journal-American* caption listed Gavin Moore in *Scholar Boy*; but it was Gavin Muir they meant. . . . And the sacrosanct *Times*, which is even more erudite than John Mason Brown, recently ran: "Eugene O'Neill's *Where the Cross Is Made*, from the S. S. Glencairn cycle." It's not from the Glencairn cycle.

Paris No Like Midnight Drama

PARIS, March 19.—Several weeks ago the swanky Theater Pigalle made a big splash in presenting Paris with drama starting at midnight and terminating at 2 a.m. Apparently didn't draw, as opening time was soon advanced to 11:30 and eventually to 10:15. Play offered is *Vierge Dangeureuse (Dangerous Curree)*, a French version by Michel Arnaud of an English play by J. B. Priestley. An interesting and novel tale depicting the misfortunes arising from undue curiosity when meticulous truthfulness is indulged.

Barbara, by Michel Duran, at the Saint George, is a brilliant satire on Hollywood publicity methods transported to Paris by an American film star. Budapest actress, Zita Perzel, scores big hit.

L'Air des Temps, at the Vieux Colombier, is a sophisticated portrayal of certain Paris art circles, by Charles Vildrac. Cynical but witty.

Light musical fare is *Les Petites Cardinal* at the Bouffes Parisiens. Book and lyrics by Albert Willemetz and Paul Brack, with pleasing music by Jacques Ibert and Arthur Honegger.

Adaptations from foreign authors include the sexy, morbid drama, *Les Indifferents*, adapted from the Italian of Moravia by Paul Vialar at the Oeuvre; *L'Amprise*, a monosexual drama at the Deux Masques, adapted from an English story by Stephen Poyrs, and *Ruy Blas* 38, an amusing political satire at the Humour, translated from a Hungarian play by Pierre Chaine.

Bandmasters Pick Ft. Dodge

CHAMPAIGN, Ill., March 28.—American Bandmasters' Association at a meeting here Thursday selected Fort Dodge, Ia., for the site of its 1939 convention. Karl L. King, Fort Dodge composer and band leader, was elected national president.

Active members of the association number about 100, with the leading American publisher and band instrument manufacturers making up a group of about 50 associate members.

Dr. Fischel Quits NVA San

SARANAC LAKE, N. Y., March 28.—Dr. Karl Fischel, superintendent of the NVA Sanitarium, now called Will Rogers Memorial Hospital, has informed patients that he has resigned. Fischel refused to make explanation other than that he disagreed with the Rogers executive board. Harold Rodner and Herman Levine, representative of the NVA Fund, are here straightening out the affairs.

Wilson, Detroit, Escapes Fire

DETROIT, March 26.—Wilson Theater, one of the city's two legitimate houses, was saved from fire which destroyed the four-story building of the Goodwill Industries next to it last week. Firemen kept the flames under control, so the Wilson, separated from the burning structure only by a vacant lot, was not damaged.

A theatrical hotel, the Grayson, across the alley from the ruined building, was also threatened for several hours but no important damage was done.

How Ya, Pal?

CINCINNATI, March 26.—Clyde Whitson, of the Six Lucky Boys, Rasley act currently appearing at Beverly Hills Country Club, just across the Ohio from here, is practicing up on back-slapping and baby-kissing these days, having announced his candidacy for mayor on the Republican slate of his home town, Kendallville, Ind., early this week. Job pays \$37.50 per week, but Clyde says it's not the money that interests him, it's the principle of the thing. He's making the race on a "soft-water" platform.

P. A.'s Yield, So LNYT, TMTAT Sign

NEW YORK, March 28.—Concession by Broadway press agents on the issue of producers acting as their own press agents enabled the League of New York Theaters and the Theatrical Managers, Agents and Treasurers union to sign an agreement late Saturday. Problem of Theater Guild wanting to displace regular house staff with its own treasurers when a Guild show might be playing in an outside house will be submitted to arbitration, both sides agreed.

Press agents yielded in cases where producer has served as his own press agent within the past three years. If, however, a producer hires a secretary to do the actual press work he will be violating the contract.

Union success here has led to the establishment of TMTAT units in Boston, Baltimore, Cincinnati and Cleveland.

Cincinnati May See "Road" Again Before Season Ends

CINCINNATI, March 26.—There's talk of bringing back *Tobacco Road* to the Cox Theater for its fourth Cincinnati engagement in two years before the current legit season peters out. Show pulled a neat \$11,000 on its third stop here last week. Four of the nine performances last week were sellouts, with the SRO being dragged out at the Wednesday and Saturday matinees. On its first stop here *Tobacco Road* played a 12-day engagement.

Cox, enjoying its best season since it switched from dramatic stock to housing legit attractions, this week pulled \$8,000 with a return engagement of *Brother Rat*. House remains dark until April 18, when *Elton Frong*, starring Walter Hampden, moves in for a week's stand.

Zorine Nudies Stranded

YOUNGSTOWN, O., March 28.—Zorine, nude, and her show, *The Bears and the Virgins*, stranded here this week when David Stein, whom Zorine described as the "show's angel," was "called out of town." When the local engagement ended Zorine said she had no funds to move. Gil Boag, show's owner, and Ken Franklin, theater manager, also were said to have been "called out of town," with someone apparently forgetting to pay the cast.

Fritz Scheff Doing Okeh

PROVIDENCE, March 28.—Fritz Scheff, operated upon for appendicitis at Homeopathic Hospital here Saturday morning after being stricken the night before following a performance at Fay's Theater, is getting easy and her condition this morning was reported as favorable.

Hirst Cirk Out April 10

NEW YORK, March 28.—Izzy Hirst burlesque circuit, now operating half a dozen road units in Eastern cities, is planning to withdraw these units about April 10. Possibility that some houses may continue longer with stock shows, depending upon business. Theaters are the Howard, Boston; Trocadero, Philadelphia; Gayety, Baltimore; Gayety, Washington; Orpheum, Reading, Pa., and the Hudson, Union City, N. J.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

AL DELAGE and Shirley are heading back toward the States after winding up a four-week tour of Canada, including engagements in Ottawa, Quebec and Montreal. . . . **GREG ROULEAU** concluded a successful season in Wharton, Tex., March 18 and immediately hit out for his home in Wausau, Wis., where he will rest a few weeks before rejoining the Norma Ginnivan Dramatic Co. under canvas for the season. . . . **R. S. PAYNE**, Grant (Kamar) Kimer, Ernest Canine and Corinne, Fletcher B. (Beldeen) Mill, R. Edwin Dietz, P. Glenn Harrison, R. S. Voss and Kitpatrick and Co., participated in the Justo Hijo Magic Club's first annual show presented recently in YMCA Auditorium, Des Moines. Hugh R. Riley emceed the program. . . . **DR. JULIUS LEDNER**, mentalist, is playing Eastern Texas oil fields to reasonable success. . . . **WILFRID BECKMEN**, Montreal magist, is playing Quebec dates under the direction of Jack Adams, of the Fred Norman office, Montreal. . . . **IN PRINTING** Frank Fewins' report of Frakson's recent arrival on the Coast from war-torn Spain, it was erroneously mentioned that Frakson was accompanied by his brother, Florenzes. It should have stated that Frakson arrived with his wife and two children, Florenzes, who is said to have been the first magician to tour the U. S. with a cigarette routine, died in Huesca, Spain, October 14, 1937. . . . **EMERICK JONES** (Emerico) pencils that he's still managing to keep going on school and club dates in and around Ashland, Ore. . . . **THE GREAT VIRGIL**, now working thru Oregon and Washington with his full-evening show, is framing several new tricks and revamping his old equipment. . . . **MYSTERIOUS HOWARD** postcards from Alexandria, La.: "Working schools around here and business great. There's no law against a magician playing schools in Louisiana. Worked 40 since February 1. If you want to get an eye on expose of magic get a copy of *The Focus* magazine, May issue. Just caught the Willard Tent Show. Ten trucks of real magic. Never saw anything like it." . . . **BRANDINO** is currently on tour with *We've Got Everything*, playing for the Sun office.

CARL SHARPE writes from Houston that he's playing clubs and theaters thereabouts and that he plans to stick around the Lone Star State a while. "They're still talking about Blackstone down here," scribbles Sharpe. . . . **JOHN W. FRYE** info that he's had a bang-up year and that he's booked until April 20. He's now negotiating on a deal, which, if it goes thru, will give him 12 months of solid bookings, he claims. . . . **DOLORES DU SHANE**, vent artist, is slated to join Billy Poe's Variety Show at Mason, Ga., April 18. . . . **ST. LOUIS RING NO. 1**, **HIM**, staged its quarterly Ladies' Night Show March 19, with Cosmoers Badley Bremner, Wolhuter, Scott, Ross, Elfert, James, Schertz, Little, Buel, Schopohl and Mayer doing their stuff. . . . **WILLIAM F. BECKER**, who has been working lycium dates in Illinois and Iowa all winter, advises that

dates were poor and hard to get during the season, with schools in the territory closed to magicians with poor shows. Becker is making ready for the outdoor season. . . . **K. GLENN NEWTON**, playing two-week stands with a nightly change, claims the winter season was the best he's ever enjoyed. Mrs. Alma (Mrs. Newton) is doing a mental turn. Glenn's dad is working magic and escapes. His two daughters, Mary Alice and Maurine, will soon join the act, and Newton is also planning to add movies for the summer. Writing from Upper Fairmount, Md., Newton says: "Caught Birch at Crisfield, Md. Had a good crowd and his presentation is tops. He really gets around and is going places." . . . **MARQUIS**, now touring the West, played the Sioux Indian reservation at Pine Bluff, S. D., on St. Patrick's Day. He advises that he has framed an entirely new show for the summer, including a number of new tricks from Thayer and a new line of paper. Lynn M. Parks is general agent and Marquis' brother, Charles E. Kelly, has taken over the duties of press agent. Parks is now lining up a warm weather route thru Saskatchewan and Alberta. . . . **PLATO** (Mystic Platt), of Philadelphia, is touring the Southland with the Kemp unit, *Midnight Serenade*. . . . **HENRY ROBTAND**, 72-year-old magus, is appearing in Southern Indiana schools.

game, Puzzler. Will forward letters if you send me your address.

Bede Fiddler celebrated another birthday last week and received many lovely presents from her friends in Reading, Pa., and at the lodge. Bede is coming along nicely.

Lucille McKay, who has been curing here for the past nine months, has received her okeh papers and will leave soon for her home in Moline, Ill.

Hank Hearn left Saranac Lake last week to spend a few days with friends in New York. Hank has put on weight and is making great progress.

Rose Clark was pleasantly surprised last week by a visit from her friend James Egan, of Brooklyn.

Harold Rodner, Will Rogers Memorial Hospital executive, paid an unexpected visit to the patients at the lodge last week.

Bill Janney, ex-NVA'er, has had a slight set-back and is now at the House of Rest, Stain Ridge, Yonkers, N. Y.

Alice Carman, one of the real old-timers, is another who celebrated a birthday last week. She was well remembered by her many friends in New York and Saranac Lake. Alice is doing nicely.

Edith Lemick is in her glory. She has just received a favorable report of her condition and will soon be on her way home. Sister Sylvia is anxiously awaiting her return.

Eddie Vogt, who claims to be Irish, led the parade at the St. Patrick's Day celebration here. Eddie, bedecked in top hat and green, visited patients. Eddie has put on a lot of weight and is making excellent progress.

Please check your health to avoid the cure and write to shut-ins.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

WINSTEAD'S MIGHTY MINSTRELS during their engagement at Reidsville, N. C., week of March 14 had as visitors Dr. Charles Robinson, owner of Robinson's Silver Minstrels; Col. and Mrs. Rex M. Ingham, Chief Walks With the Wind and other members of the Congress of American Indians playing schools in that section. Ingham reports that the outfit is spick-and-span, with all rolling stock and equipment in good condition and repair. He says, too, that the performance is highly pleasing.

AL TINT postcards from Lansing, Mich.: "See Bobby Burns writing about blizzards and floods he was in and if anything happens he's always on hand. He said a mouthful. He was on hand on the Al G. Field show's last stand in Toledo, too. How about it, Bobby?"

"**IM Tired of Al Tint and Homer Meachum** spouting about their bass horning and drumming," postals John S. Fox from Lufkin, Tex., "so I've bought a new double-action aliphorn and two cans of cork. I'll show these birds who can toot the loudest and cork the blackest. They are calling me 'the dramatic minstrel man.' I'll show 'em." Fox is on tour with the Fox-White Stock Company in Texas.

CLAIBORN WHITE, colored billposter and advance agent, will leave Memphis soon to join the Silas Green show for the canvas season.

"**DO YOU REMEMBER?**" asks Prof. Walter Brown Leonard, "when Billy De-Bue pulled out the big bank roll and settled his hotel bill directly after the 11:45? When little Frank Carmen twirled the baton on the Guy Bros' Minstrels? When George D. Lambson sang *Say Au Revoir But Not Good-Bye* with the Jim Whitney outfit and was heard in the next town? When old Joe Gorton carried a bottle of rain water that he used on his hair to prevent it from falling out? When John W. Vogel and Arthur Demming headed their 11:45 on their own show?"

ROUTES

(Continued from page 18)

- Wardlaw, Jack: (University of Ga.) Athens, Ga.
 - Warren, Harry: (Slacy-Trent) Trenton, h.
 - Watkins, Sammy: (Hollenden Vogue Rooms) Cleveland, h.
 - Webb, Chick: (Loring's) Boston, re.
 - Webb, Lawrence: (Wm. Penn) Pittsburgh, h.
 - Weldon: (Armardo's) NYC, re.
 - Wells, Lawrence: (William Penn) Pittsburgh, h.
 - Weimer, Michael: (Old Romanians) NYC, re.
 - Wisher, Leo: (Michigan Tavern) Niles, Mich., re.
 - Whidden, Jay: (Victor Hugo) Beverly Hills, Calif., re.
 - Whitney, Palmer: (Baker) St. Charles, Ill., h.
 - Williams, Cliff: (Edgewater Beach) Chi. h.
 - Williams, Claborne: (Cedar Grove) Baton Rouge, La., re.
 - Williams, Sander: (Astor) NYC, h.
 - Williams, Joe: (Stark Twain) Hannibal, Mo., re.
 - Winton, Harry: (Salon Royal) NYC, re.
 - Wood, Howard: (Laurel-in-the-Pines) Lakewood, N. J., re.
 - Worth, Ray: (Ches Ami) Buffalo, re.
- Y**
- Young, Sterling: (Stevens) Chi. h.
 - Young, Glen: (Shoebat) St. Louis, h.
- Z**
- Zara, Paul: (Stotler) St. Louis, h.
 - Ziemer, Gy: (Edgewater) Lafayette, La., re.
 - Zoeller, Carl: (Paddock) Louisville, re.
 - Zollo, Leo: (Franklin) Phila. h.

Saranac Lake

By T. BODWELL

Paging Chris Hagedorn: Have received several telephone calls and two letters inquiring about your new card

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

RAY HARMON, former No. 22 boy at Salisbury, Md., postals from Baltimore that he'd like to read a line from the gang that was with the Buty show in Salisbury. "The Ted Brown show here has been going since February 21 and the kids are really doing fine," Harmon reports. "Floor money is good and many of the teams are sponsored, with new sponsors coming in regularly."

CHUCK LOMBARDO is in Mason City, Ia., awaiting the opening of Charlie Hayden's new show in April. Chuck is anxious to read a line here on Joe and Mary Rock, Duffy and Tillie, George Bernstein and Leone, Sammy Lee, Hal Brown and the rest of the gang.

JACKIE ANDERSON has returned to his old job at the Blue Ribbon Casino, Racine, Wis. Following his appearance at the St. Louis show Jackie spent several weeks with his mother in Omaha. Says he'd like to read a line here on Earl Clark and the kids from the last St. Louis contest.

DON AND NAOMI KING, contestants for the last nine years, are taking time out for the present in Zanesville, O., to look after their new son born there on St. Patrick's Day. They will remain in Zanesville indefinitely.

KENNY DURGIN, after a three-year lay-off from the endurance field, pipes from Guerneville, Calif., that he's anxious to get back into the game. Kenny says he'd like to read a line on Ray Wray and Bing Zaponi.

KENNY GRUWELL scribbles from Pasadena, Calif.: "Will you please locate someone who can tell us the longest any show ever went here, with and without sprints and derbies? We've been arguing out here as to the length of the shows on the West Coast. Also would like to read a line on some of the old gang."

GLADYS HOFFMAN (Houghton) advises that the rumors that she and Jimmie Hoffman have split are not true. "The only time we have been apart was thru business in the endurance field," Gladys pens. Gladys and Jimmie were with the Springfield (Ill.) show until it folded and since then have been working in Chicago.

RAY (POP) DUNLAP advises that his forthcoming contest at Savannah, Ga., will be aired thrice daily over Station WTOG. He reports that his recent ad

here have brought him a flood of mail from old and new contestants. Dunlap contestants will be taken care of at Tybee Beach, summer resort near Savannah, until the opening.

AFTER 24 DAYS the following are still in the running in the Baltimore show: Minnie Falvo and Jimmy Perenz, Johnny and Marie Groves, Jean Collier and Bob Turner, Bus Stewart and Bonnie Lucas, Ruth and Al Smith, Lee and Mary Sullivan, Betty Burke and Billy Steele, Clifford and Frances Shaw, George and Maxine Grant, Mary Kamar and Marshall Roberts, Betty Barber and Blair Brown, Carol DeFoe and Bill Post, Mabel Brown and Buddie Saunders, Sally Neely and Dean English, Edna Davis and Jerry Green, and Billy Cain, Johnny Hughes, Mel Mason, Edy Hoer and Charles McIrahd, solos. Recent visitors on the show included Bill and Ruth McCoy, Jim Hastings and Mom and Pop Chipman.

CLIFF AND GAYLE REAL, who worked Chicago clubs all winter, are now vacationing at the home of Gayle's sister in Vincennes, Ind.

JACK GARDNER, ex-contestant, now tushering with the Ted Brown show in Baltimore, reports that the contest continues to click 'em off in fine style, it being necessary to dust off the S. R. O. sign on several occasions in recent weeks. "Prosty" O'Hara, Jack info, has been scoring with his ice act. Jim Smith is now working on the sound truck and handling reserved seats.

WORD COMES IN to the effect that the Ravess show ran into a bit of a snag at Jamaica, L. I., recently. Case was slated to be heard Monday of last week (21), but up to press time we've had no official report of the outcome.

STAN WEST is dancing with Smitty Inman at the Sundown Club, Corpus Christi, Tex. He is anxious to read a line here on Betty Lee Doris and Margie Bright.

CLARENCE SHAFPER, ex-contestant and our own private Hollywood reporter, pipes that three worthy marathoners of last summer's Ocean Park contest—Mildred (My Man) Moore, Jack (Flash) Comiskey and Kitty (Ex) Lucia—are getting a few slices of cake in pictures at present. "And have they gone Hollywood!" writes Shaffer. "Terrific."



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The Final Curtain

ADAMS—Ernest C. hotel proprietor and father of Julia Hambrook and Nanchen Rosab, singers, March 17 in Bridgeport, Conn., after a short illness.

APPEL—Oscar C. screen director and character actor, March 21 of a heart attack at his home in Hollywood. He began his career as director and producer at the Chicago Opera House and made *The Squaw Man*, one of the first motion pictures. Appel, a native of Cleveland, went to California in 1912 with Jesse Lasky to make pictures, but later became identified with others, eventually forming his own company. During his career he produced and directed for opera houses in Pittsburgh, Detroit and Buffalo. Survived by his widow, Marion, and two sisters, Mrs. Louise Gelderman, Hollywood, and Mrs. Martha Berg, Cleveland. Services March 23.

ASHTON—Joseph S., 59, former musician, March 10 at his home in Norwich, N. Y. He had toured with Sun Bros., Walter L. Main, S. F. Darling and Goodrich's shows. Survived by his widow, two daughters, a son and a brother. Burial in Mount Hope Cemetery, Norwich.

BERLINGER—Moe, father of Milton Berle, radio and screen comedian, March 21 at his home in New York of a heart attack.

BROWN—Lou, old-time trouper and owner of the Brown Theater, Snohomish, Wash., in Snohomish Hospital after several weeks' illness.

CAMERON—Mrs. Clara V., mother of E. L. Pratt, known professionally as Maxo, magician, March 19 at her home in Philadelphia.

COHEN—Mrs. Anna, 67, mother of Sammy Cohen, March 17 in Cedars of Lebanon Hospital, Hollywood. Services March 18 at Mausoleum Chapel. Survived by four sons.

CRAWFORD—James B., 77, one of the first life members of Grafton County Fair, Ithaca, Mich., March 15 at his home in that city. He was born in Howell, Mich. Survived by his widow and six sons.

DRYDEN—Ernest, film costumer, March 16 of a heart attack at his home in Westwood, Calif.

DUGAN—Mrs. E. James, wife of E. James Dugan, former banner man with the Downie Bros., Walter L. Main and Gorman Bros. shows, and last season with the Jack Hoxie Circus, March 20 of heart trouble in St. Peter's Hospital, New Brunswick, N. J.

FRIEDEL—Egon, 60, writer, playwright and actor, suddenly March 21 in Vienna.

GOLDEN—Louis, 28, who with his wife, Rica, appeared for many years on Midwestern vaude circuits, killed March 26 by an automobile in Kansas City, Mo., as he shoved his wife from the path of the speeding car. Mrs. Golden is an entertainer at Summit Gardens, that city. Survived by a brother, Elmer, Detroit.

HASHMI—Prince Hadji Tahar Ben Mohammed Ibn Saud Wahabi, said to have been 108 years old and who came to this country in 1876 with a troupe of performers, March 18 in New York. He appeared at the Philadelphia Centennial Exposition. In 1893 he built an Oriental city for the Arabian Government at the Chicago World's Fair and another at Chicago's A Century of Progress in 1933.

HENNESSY—William S., 49, vaudeville agent and manager, March 21 in Medical Arts Center, New York. He was vaudeville agent for the Keith-Orpheum Circuit for 25 years and in his day managed many well-known performers. Services March 24 and burial in Kensico Cemetery, New York.

HOFFMAN—Jacques, 70, for 47 years prominent in Boston music circles and former violin virtuoso at the Vienna Imperial Opera House and member of the Vienna Philharmonic Orchestra, March 18 in Boston from injuries sustained in a fall. For many years he was first violinist for the Boston Symphony Orchestra and at one time was professor of music at Wellesley College. In recent years Hoffman had been professor of music in Boston University and at the Malkin Conservatory. He organized and led the Hoffman Quartet and conducted alumni orchestras for Wellesley College, Boston University and Massachusetts Institute of Technology. Survived by his widow, Paula Schweitzer Hoffman; a son, Ernst, conductor of the Houston Symphony Orchestra; a daughter, Eleanor, Boston, and three brothers and a sister residing in Austria. Services and burial March 21.

HOLBROOK—Harry, veteran musician, who years ago trouped with the Three G Comedy Co., circus, repertoire and "Tom" shows, January 23 at his home in Sweet-

water, Tex., it has just been learned. In recent years he had been advance man for Harley Sadler's Own Show, repertoire organization.

HUNTER—Harry C., former well-known carnival showman who for many years operated the Harry C. Hunter Shows, March 8 of a heart attack, as briefly mentioned in last week's issue. He retired from show business 12 years ago to operate the Grand Hotel, Monessen, Pa., but, as recently announced in *The Billboard*, was planning to again take to the road with his show, scheduled to open May 7. Two years ago Hunter built White City, health resort in the Blue Ridge Mountains near Greensburg, Pa., and successfully operated the institution until he was stricken with rheumatism. Services and burial in Monessen. Survived by his widow and a brother, T. J. Hunter.

JONES—Arthur S., 57, founder of the Jones Mfg. Co., ride manufacturer, March 20 at his home in Independence, Kan., of a cerebral hemorrhage. He suffered a paralytic stroke three years ago and had been in retirement since. Jones, well known to showfolk and inventor of many oil-well fixtures, developed the Jones Oil Well Beamer Co., which later turned to the manufacture of rides. During his career he manufactured the Thriller, miniature trains, kiddie rides, Bug-E ride and the Cannon Ball ride. He was born in Colony, Kan. Survived by his widow; four daughters, Mrs. Wolfenberger, Kittle Clovel and Betty Lou, Independence, and Mrs. Ida Brown, Oklahoma City; a son, Arthur Jr., Independence; four brothers and four sisters. Services March 22 and burial in Mount Hope Cemetery, Independence.

KENT—Delpha, 31, actress, for the past 20 months a member of the Chicago Federal Theater unit, March 20 in St. Francis Hospital, Peoria, Ill., of pneumonia. She was touring with the group thru Illinois when stricken. Miss Kent was a graduate of Kansas State Teachers' College, Emporia, and appeared in many Eastern cities before joining the Chicago unit. She recently married Ted Milin, former publicity director for the Chi Fed group. Survived also by a son, Robert Kent, by another marriage; her parents; three sisters, Mrs. John Denker, Fort Dodge, Ia.; Mrs. J. Rank and Wilma Trussler, Hutchinson, Kan., and a brother, Don, also of Hutchinson. Services March 23 and burial in Hutchinson Cemetery.

KUENZEL—Henry, 25, assistant manager of the Ramona Theater, United Detroit Theater house, March 21 at his home in Detroit. Survived by his mother, Mrs. Katherine Kuenzel.

LEONDO—Maybelle, 65, performer popular in the '90s, March 26 in Chicago. Funeral services in that city March 28. No survivors.

LINDSEY—Jack Boyd, 72, father of Juanita Lindsey Gray, rodeo and circus performer, March 14 in Port Worth, Tex., of heart trouble. Burial in Greenwood Cemetery, Fort Worth, March 15.

McKENNEY—William V., 44, songwriter, amateur vaude producer and Boston school-teacher, March 19 in the Cardinal O'Connell House of St. Elizabeth Hospital, Boston, of pneumonia. He was well known to Broadway as a gag and skit writer, but preferred a scholastic career, with show business as a side line. McKenney composed *Webash Moon* and *When the Red, Red Robin Comes Bob, Bob, Bobbin' Along*. He was author of the radio skit *Night Gonz* and at various times had contributed dialog for Chic Sale, Phil Baker and Fred Allen. Survived by his father, three brothers and two sisters.

MONCRIE—Edward, 79, former New York actor in the '80s, March 22 at his home in Los Angeles of a heart attack. Born in Brooklyn, he was stage manager of Tony Pastor's Theater, New York, for a number of years and appeared in several of Charlie Chaplin's early pictures.

PARKER—Austin, 45, author, screen writer, aviator and former husband of Miriam Hopkins, film star, March 20 in Good Samaritan Hospital, Los Angeles, of a brain hemorrhage. He had written more than 100 magazine articles, and in 1929 his play, *Week End*, was produced on the New York stage. Survived by a daughter, by a former marriage.

RAYMOND—Mrs. Alice, 73, former musical comedy actress known professionally as Alice Merrill and wife of George E. (Jack) Raymond, for many years a legit and vaudeville manager,

March 14 at her home in Hollywood following a stroke. Survived by her husband. Services from Wee Kirk of the Heather and burial in Forest Lawn Cemetery, Hollywood, March 16.

REIKERH—Vera, 30, former Broadway show girl, suddenly March 21 at her home in Aalborg, Denmark.

REIKERH—25, husband of Vera Reikerh, former New York show girl, suddenly March 21 at his home in Aalborg, Denmark.

ROOTHAM—Dr. Cyril Bradley, 62, composer, organist and lecturer on music at Cambridge University, Cambridge, Eng., since 1913, March 18 in that city. From 1912 until 1926 he conducted the University Musical Society. Dr. Rootham composed the three-act opera *The Two Sisters: Four Dramatic Songs*, for voice and orchestra, and *Shpeddy on an Old English Tune*, for double-string orchestra.

SAMUELS—Arthur H., 40, executive producer of Station WOR, March 20 in Doctors' Hospital, New York, following a brief illness, as reported in *The Billboard* last week. Before joining the radio station last October Samuels, in his widely varied career, was a composer, newspaper man, publicity man, magazine editor and ad agency executive. He was formerly editor of *House Beautiful*, *Harpers Bazaar*, *Home and Field* and *New Yorker*. In 1909 Samuels joined *The New York Sun* as a reporter and left in 1913 to engage in government publicity work. From 1920 to 1928 he was connected with the ad agency of Barrows, Richardson & Alley as a partner, during which time he collaborated with Stephen Jones in writing the music for *Poppy*, starring W. C. Fields. Samuels was a member of *The Players*, *Dutch Treat* and *Coffee House* clubs. Survivors are his widow, the former Vivian Martin of the stage, and a sister, Mrs. Ruth Atkins.

SCOTT—Harry, film sales executive, March 18 in Hotel Belvedere, New York. He entered the film business as associate to George Gleine, for whom he managed branch offices in Columbus, O.; Dallas, Boston and Philadelphia, and was also associated with First National Exhibitor Circuit, Van Beuren Corp., Universal, United Artists and Monogram. Survived by his widow and a son, George.

STAFFORD—Camille LeRoy, 65, former vaude and musical comedy singer, March 17 at her home in Miami after a long illness. Survived by her husband, Paul LeRoy, and her mother, Mrs. F. M. Huntington. Burial in Woodlawn Park Cemetery, Miami.

STORER—Deaver, 44, stock and Shakespearean actor, who had appeared with the late Robert B. Mantell for five years, recently in San Francisco. Survived by his widow.

TEED—James, 67, vaudeville performer and former member of the team of Lazell and Teed, suddenly at his home in Bayside, L. I., March 18. His wife, Molly Lazell, died last year.

THOMAL—Josephine, 15, daughter of Joe Thomal, Australian Negro actor, drowned February 13 in Sydney, Australia.

VISCONTI—Raphael, 80, well-known Cincinnati orchestra leader and father of the late Robert Visconti, also a director, March 25 at his home in Cincinnati. He was born in Italy. Survived by his widow; a daughter, Mrs. Stella Hansen, and three sons, Clifford J., Joseph W., and Albert. Services March 28 and burial in Vine Street Cemetery, Cincinnati.

WAKEFIELD—James P., Sr., 59, veteran theatrical producer and actor, March 20 at his home in Washington after a long illness. He was well known for his role in Joseph Jefferson's *Rip Van Winkle* and during the Chicago World's Fair appeared with *The Streets of Paris* show. As a producer, Wakefield toured with a number of musical comedies and dramas. At one time he was press agent for Keith's Theater, Washington, but in recent years produced home-talent shows in rural districts surrounding Washington. He was born in England. Survived by his widow, Mrs. Dolly Wakefield and two sons, James P. Jr. and Francis Marion. Services March 22 and burial in Fort Lincoln Cemetery, Washington.

WALLACE—Balfour, 37, operator of motor boats and concessions on Indian Lake, near Russell's Point, O., March 15 in Bellefontaine, O., after a brief illness. Burial in Bellefontaine.

WARREN—Frank (Yorkie), 74, former circus and carnival trouper and for six

years prior to 1932 operator of concessions for Whitney Bros. at their San Francisco Beach, recently in Laguna Honda Home, San Francisco, after a four-year illness.

WEBER—William, 71, theatrical carpenter at the Grand Opera House, in Chicago March 20 of heart disease.

WEDON—Billy, 27, connected with J. C. Williamson's Comedy Theater, Melbourne, Australia, in that city recently.

WHITMAN—Mrs. Minerva, 63, mother of Hank Whitman, for many years with J. A. Coburn's Minstrels and the Rosalie Nash Players, recently of heart trouble at the home of her daughter, Mrs. Carrie Basset, in Nobleville, Ind. She was born in Brandenburg, Ky. Survived by three sons and two daughters. Burial in Riverside Cemetery, Nobleville.

WOODS—Mrs. S. C., 70, mother of Bryan Woods, outdoor showman and former circus owner, March 23 in Carthage, Mo. Survived by her husband, S. C. Woods, and two daughters, Mrs. Gladys Moffett and Mrs. George F. Williams, theater operator, all of Carthage; three sons, Clarence, organist and pianist, Tulsa, Okla., and Claude and Bryan, Opa Locka, Fla.

YARNELL—Mrs. Luetta R., 81, mother of Beulah and Gene Yarnell, latter city manager for W. S. Butterfield interests in Ypsilanti, Mich., and former road manager for George E. Wintz attraction, March 3 of a cerebral hemorrhage in Jamestown, O.

Marriages

ATWELL-BRENT—Ben Atwell, publisher and former publicity man, and Elmer Brent, actress, in New York March 16.

BALL-HUXFORD—George Ball, radio program director, and Sally Huxford, nonpro, recently.

FISCHER-KIRSOVA—Dr. Erik Fischer, vice-consul for Denmark in Sydney, Australia, and Helen Kirsova, former premiere ballerina with Col. de Bassi's *Russian Ballet*, in Sydney February 10.

FRAZEE-SHERWOOD—Harry Frazee, director of *Gang Busters* radio program, and Dorothy Sherwood, Fairfield, Conn., in the Little Church Around the Corner, New York, March 24.

GOLDBERG-SCHUSTER—Louis Goldberg, Youngstown, O., nonpro, and Edna Schuster, of the Renard Trio, musical act, in Columbus, O., March 12.

HEARST-CHANDLER—David Hearst, son of William Randolph Hearst, newspaper magnate, and Hope Chandler, showgirl, in Grace Episcopal Church, New York, March 22.

KLING-NIGUETTE—Pat Kling and Irma Lee Niguette, high-act performers, in Phoenix, Ariz., recently.

McKEONE-VILLWACK—Michael Byron McKeone, of the former Three Byrons and the Seven English Macks, teeterboard acrobats, and Hazel Valles Villwack, dancer, in Minneapolis March 22.

MARKHAM-CLARK—Dean Markham, talent scout, and Ruth Clark, model, March 4.

MASON-GAVIN—Sully Mason, member of Kay Kyser's Orchestra, and Lucille Gavin, nonpro, in Chicago recently.

MAUTHE-RATAY—Christian Mauthe, film executive, and Pauline Drake Ratay, New York stage actress, in Las Vegas, N. M., March 19.

MORRISON-DUNMEIER—Harold Morrison, shipper at Columbia Pictures Exchange, Detroit, and Mary Dunmeier, nonpro, recently.

NEWTON-MITCHELL—Walter Newton, announcer at Station WIP, Philadelphia, and Ramona Mitchell, nonpro, in Grace St. Peter's Church, Baltimore, March 1.

NICOLL-PATTERSON—Bruce Nicoll, radio editor for *The Sunday Journal* and *Ster*, Lincoln, Neb., and Lois Patterson in that city March 18.

PALMER-KAPRAT—Eric Palmer, of Station WQXR's engineering staff, and Lillian Kaprat, in New York March 17.

RUSSELL-PARKS—Lawrence Bradford Russell, Wellesley (Mass.) nonpro, and Marguerite Parks, Jamaica Plain (Mass.) singer known as Mimi Parks, in Purgisage, Chapel, Plymouth, Mass., March 24.

SCHREIBER-LENKOWSKY—Edward Schreiber, of Warner Bros.' publicity department, and Irene Lenkowsky, in Jersey City March 17.

SILVERMAN-TALBERT—Eddie Silverman, nonpro, and Velma Talbert, artist model, in Yuma, Ariz., March 7.

TOMLIN-ALCORN—Pinky Tomlin, songwriter and film actor, and Joanne (See MARRIAGES on page 75)

ACTS, UNITS AND ATTRACTIONS

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

A

A. B. C. Trio (El Chico) NYC, no.
Adam, Fred (International Casino) NYC, no.
Adrian, Jill (Philadelphia) Phila, no.
African, Iris (Leon & Eddie's) NYC, no.
Adrienne Trio (Royal) NYC, no.
Alan & Anita (Cotton Club) NYC, no.
Allen & Trilo (Chicago) Chi, no.
Alvarez, Paquito (El Chico) NYC, no.
Ames, Vee, Girls (Showboat) Pittsburgh, Pa.
Anderson, Ann (Stanley) Pittsburgh, Pa.
Andrew, Andy (Royal) NYC, no.
Arthur, Magdalen (Huntsville) Ala.
Arlin, Benny & Elizabeth (International Casino) NYC, no.
Audobon & Kilpatrick (Village Brewery) NYC, no.

B

Baines, Pearl (Kit Kat) NYC, no.
Bailey, Mildred (Commodore) NYC, no.
Bailey Sisters (Roosevelt) NYC, no.
Baker, Bessie (Royal) NYC, no.
Balabanov Five (Earle) Washington, D. C.
Balabanov Ensemble (Park Central) NYC, no.
Ballou & Bristol (Bell's Club) Bakersfield, Calif, no.
Ballard & Rae (Greyhound Club) Louisville, Ky.
Banks, Sadie (Old Romanian) NYC, no.
Baris, Gracie (Versailles) NYC, no.
Barlow & Bentler (Windsor) Irvington, N. J., no.
Barnes, Eddie (Freddie's) Cleveland, no.
Barnes, Phil (Bradford) Boston, no.
Bartel, Lee (Palumbo's) Phila, no.
Bass, Paul (Chateau Moderne) NYC, no.
Bates, Peg-Leg (Cotton) NYC, no.
Bates, Lily (Billy Rose's Casa Manana) NYC, no.
Battley, Joyce (Kit Kat) NYC, no.
Bella, Hawaiian Polka (Castle) Newcastle, Ind, no.
Bennett & Lee (Hercy) NYC, no.
Bennet, Edna (Old Romanian) NYC, no.
Bennet, Ben (Huntsville) Ala.
Bergen, Edgar, & Charlie McCarthy (Ambassador) Hollywood, no.
Berk, Irving (Romanian Village) NYC, no.
Bernhardt, Bobbie Jeanne (Orpheum) Los Angeles, no.
Berni, Vira, Count, & Revue (Capitol) Washington, D. C.
Beryl, Billie (Wagon Wheel) Houston, Tex, no.
Berry, Connie (Harlem Casino) Pittsburgh, Pa.
Bessinger, Francis & Jerry White (Radio Frank's) NYC, no.
Best, Larry (State Fair) Shreveport, La.
Bestor, Don, & Orch. (Earle) Phila, no.
Billetts Troupe (Strive Circus) Indianapolis, Ind.
Birn, Magician (Newark, N. J., no.
Bishop, Daria (Russian Kretchans) NYC, no.
Bishop, Freddie (Radio Frank's) NYC, no.
Blackstone, Nan (Hi-Hat) Chi, no.
Blackstone (Majestic) San Antonio, (Plaza) El Paso 3-5, no.
Black, Francis (Circus Club) Bloomington, Ill, no.
Bunner, Carl & Leone (Mt. Royal) Montreal, no.
Boeg, Inge (Jimmy Kelly's Village Rendezvous) NYC, no.
Boers, Lyane (Brand's Brown Derby) Boston, no.
Bowers, Cookie (Shubert) Cincinnati, no.
Bower, Major 2d Anniv. Show (Paramount) Amarillo, Tex, no.
Brandine, Magician (Majestic) Chillicothe, Mo.
Brent, Harry (Cavalry) NYC, no.
Breuer, Jane (Races) Omaha, no.
Brink, Ruth (Versailles) NYC, no.
Bryant, Charlie (Black Cat) NYC, no.
Burland, Margaret (Castles) NYC, no.
Burns, Freddy, & Pat Holton (Radio Frank's) NYC, no.
Burns, Jimmy (Radio Frank's) NYC, no.
Burns & White (Beverly Hills) Southgate, N. Y., no.
Burt, Effie (Club Alabam) Chi, no.
Bus, Kuda (Stater) Cleveland, no.

C

Calgary Bros. (International Casino) NYC, no.
California Yale Puppeters (College Inn) Chi, no.
Callaway, Cab, & Orch. (Pal) Cleveland, no.
Campana Sextet (Newark) NYC, no.
Candido & Yema (El Chico) NYC, no.
Canoys, Joey (Cafe de Paris) London, no.
Cappo, Joey (Village Casino) NYC, no.
Carleton & Juliette (Shoreham) Washington, D. C., no.
Carls & Carito (Rayona-Madrid) NYC, no.
Carry, Alan (Paradise) NYC, no.
Carr, Billy (Fox Club) Chi, no.
Carr & Kane (Treville) NYC, no.
Carroll, June (Bertolotti's) NYC, no.
Carr & Goodman (Jimmy Isles) North Miami Beach, no.
Carter & Schaub (Jimmy Kelly's) NYC, no.
Cassandra (White) NYC, no.
Cassanova (Newhouse) Salt Lake City, no.
Castillo, Carmen (Windsor-Astoria) NYC, no.
Chambers, Peter (White) NYC, no.
Chapman, Kiki (Kit Kat) NYC, no.
Charles & Barbara (Colonial Inn) Singat, N. J., no.
Chocolaters (Cotton Club) NYC, no.
Clare & Banna Sisters (Earle) Washington, D. C.
Clark, Kay (Park West) Newark, N. J., no.
Claude, Marguerite (Nelson) Rockford, Ill, no.
Clayton & Dunn (Barrel of Fun) NYC, no.
Clegg, Elmer, & Co. (Colonial) Dayton, O., no.
Cobey, Lew (White) NYC, no.
Cobb, Kid (Jewel) NYC, no.
Cobb, Joyce (El Regia) NYC, no.
Cobbie & Galle (Lake Merritt) Oakland, Calif, no.
Collis, Eddie (Club Flamingo) Orlando, Fla.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; co-country club; h-hotel; mh-music hall; n-night club; p-amusement park; r-road house; re-restaurant; s-showboat; t-theater.

NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Cobb, Kilty (Chez Paree) Chi, no.
Coble & McEla (Bremen) Chi, no.
Cocciant, Connie (International Casino) NYC, no.
Continental Travelers (Wivel) NYC, no.
Cook, Adrien (Greenwich Village Casino) NYC, no.
Cooper, John (Kit Kat) NYC, no.
Cortez, Raula (Windsor) Irvington, N. J., no.
Covrino & Ardella (German House) Chi, no.
Coy, Johnny (Paradise) NYC, no.
Crane Twins (Hollenden) Cleveland, no.
Crane Twins (Drake) Chi, no.
Crane Twins (Club Riky) Columbus, O., no.
D'Arcy, Jean (McAlpin) NYC, no.
D'Artega (Buffalo) Buffalo, no.
Dagmar, Bert (Howdy) NYC, no.
Dale, Maryon (Le Mirage) NYC, no.
Dale, Billie (Clover Leaf Club) Omaha, Neb, no.
Dalton, Jack, & Three Serenaders (Colostm's) Chi, no.
Daniels, Jean (Plantation) NYC, no.
Daniels, Marion (Paramount) NYC, no.
Dare, Virginia (Half Moon) Coney Island, N. Y., no.
Darling, Jean (Swing) NYC, no.
Datsko, Yasha (Russian Art) NYC, no.
Davis, Benny, Tuli (Oriental) Chi, no.
Dawn, Dolly (Tati) NYC, no.
Dawn, Arlene (Mayfair) Yatesville, Pa., no.
Day, James "Tiny" (LaSalle) Chi, no.
Dayton, Jay (Club Rival) Baltimore, no.
DeCosta, Vincent (Place Elegante) NYC, no.
DeFoghton, Dorothy (Wivel) NYC, no.
De La Orange, Chrystis (International Casino) NYC, no.
DePree, Louis (Chez Paree) Chi, no.
DeRonda & Barry (Royal York) Toronto, no.
DeVant, Burton (Leon & Eddie's) NYC, no.
Deane, Laura (Bertolotti's) NYC, no.
De Rio, Anita (Trocafero) NYC, no.
Delmar & Benita (Oasis) Seattle, Wash., no.
Denny, Florence (State Line) Kansas City, Mo., no.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Devia & Derma (Cooked Hat) Kansas City, Mo., no.
Dea & Nedra (Flamingo) Orlando, Fla., no.
Dek, Don & Donah (Lyric) Indianapolis, no.
Diaz, Don & Dolores (Memorial) Boston, no.
Dietrichs, Day & Night (Roses) Omaha, no.
Dimriti & Helen Visgil (El Cascho) NYC, no.
Dine, Harmony Trio (Park West) Newark, N. J., no.
Dodson's Monkey Vodvil Troupe (Harrisonville) Mo.
Donahue, Walter (Park Central) NYC, no.
Dorsey, Tommy, & Orch. (Stanley) Pittsburgh, no.
Dove, Baxie (Drake) Chi, no.
Dowling, The (Governor Clinton) NYC, no.
Downer, Morton (Billy Rose's Casa Manana) NYC, no.
Drepp, Paul (Plaza) NYC, no.
Drayton Sisters & Jack (Wonder Bar) Cincinnati, no.
Drew, Charlie (Lombard Bar) NYC, no.
Drew, Doryce & Freddy (Chez Ami) Buffalo, no.
Dumont, Valerie (Village Casino) NYC, no.
Dunbar, Boys (Hollywood Beach) Hollywood, Fla., no.
Dupres, Fred (Trocafero) London, no.
Duffy, Kathryn, All-American Revue (Southwestern Expo, & Flat Rock Show) Pittsburgh, no.
Durant & O'Day (State-Lake) Chi, no.
Durant's (Southern Bar) Wilmington, Del., no.
Durkin, Nellie (Cavalry) NYC, no.
Dryer, Gertrude (Barrel of Fun) NYC, no.

E

Eberle, Bob (New Yorker) NYC, no.
Ebers, Edna (Radio Frank's) NYC, no.
Eddie & Amy (Carillon Club) Pittsburgh, no.
Edwards, Jean (Belton Royal) NYC, no.
Elliman, Lois (St. Regis) NYC, no.
Emerson's, Tam, Mountaineers (Village Barn) NYC, no.
Enrico & Novello (Roosevelt) New Orleans, no.
Enters & Borgia (Park Central) NYC, no.
Escoria, Three (Village Nat Club) NYC, no.
Evans, Steve (Boston) Boston, no.
Everett & Conway (Lauth) Post Huron, Mich., 22-Apr. 3, no.

F

Fanahan & Fanahan (Colostm's) Chi, no.
Farrington, Red (Billmore) NYC, no.
Fawn & Jordan (St. Moritz) NYC, no.
Fesley, Mickey (Garbo) NYC, no.
Feldner, Elmer (Ritz-Carlton) NYC, no.
Feltz, Elaine & Tomie (Rosa Frank's) NYC, no.
Felton, Peggy, & Orch. (Michigan) Detroit, no.
Fenton, Mildred (Yacht Club) Chi, no.
Fenwick & Cook (Boston) Boston, no.
Fleider, John (Omnia) San Antonio, no.
Fitz, Jack, Playgirls of 1938 (Colonial) Dayton, O.

Howard, Eugene & Willie (Versailles) NYC, no.
Howard & Daniels (Mammy's Chicken Farm) NYC, no.
Hoyt, John (Chez Paree) NYC, no.
Hudson Wonders (Lyric) Indianapolis, no.
Hughes, Lybelle (Billmore) NYC, no.
Hurley, Ruth (Chez Ami) Buffalo, no.
Ice Ballet (Boston) Boston, no.
Igle's Trio (Roosevelt) Pittsburgh, Pa., no.
Ingram, Dixie (Savoy-Plaza) NYC, no.
Inky & Bess (Kit Kat) NYC, no.
Internationals (Jack Dempsey's Broadway Bar) NYC, no.
Jacceline, Mignac (International Casino) NYC, no.
Jakobi, Anita (Royale Frolica) Chi, no.
Janet of France (Janet of France) NYC, no.
Jason, Jky (Blue Moon) Pittsburgh, Pa.
Jenny, Mammy (Radio Frank's) NYC, no.
Johnston, Bill (Radio City Rainbow Grill) NYC, no.
Johnston, Mae (Cotton) NYC, no.
Jones, Russ (New Yorker) NYC, no.
Jones, Ray (Queen Mary) NYC, no.
Jordan & Grace (Palumbo's) Phila, no.
Joyce Bros. & Dean (Royale Frolica) Chi, no.

K

Kamm, Professor (Le Mirage) NYC, no.
Kane, Allen, & Boys (Monte Carlo Bar) NYC, no.
Karron, Marie, Musicals (Lamplight Cafe) Evansville, Ind.
Kat, Naomi (Lexington) NYC, no.
Kannaks, The Three (Mammy's Casa Manana) NYC, no.
Kavanaugh, Stan (Billy Rose's Casa Manana) NYC, no.
Kay, Johnny, & Playboys (Wagon Wheel) Houston, no.
Keeney, Jane (Royal Palm) Miami, no.
Keiley & Margie (Black Cat) NYC, no.
Kennedy, Ann (Cavalier) NYC, no.
Kenny, Andy (Cortez) El Paso, Tex., no.
Kenny, Myliss (Park Central) NYC, no.
Keyes & Rose (Sportmans Show) Detroit 2-3, no.
King, Dorothy (Palmer House) Chi, no.
Kings, Four (Billmore) NYC, no.
Kinkadee Kids, 14 (Village Barn) NYC, no.
Koope, Teddy (Rudy's) NYC, no.
Koppa, Lisa (Radio Frank's) NYC, no.
Kramer, Leon (Zek's) NYC, no.
Kuhlman, Marie (Harry's New York Cabaret) Chi, no.
Kysar, Kay, & Band (Chicago) Chi, no.

L

LaMarr, Barbara (Zimmerman's Budapest) NYC, no.
LaSalle, Jackie (Hickory House) NYC, no.
LaSalle, Kay (Harry's New York Cabaret) Chi, no.
La Verne, Doris (Garbo) NYC, no.
La Vola, Don, & Co. (Variety) Columbia, Mo., no.
Lamb, Vincent (Bossert) Brooklyn, N. Y., no.
Lamb, Gil (Pal) Chi, no.
Lambert, Prof. (Lyric) Indianapolis, no.
Lane, Jules (St. Regis) NYC, no.
Lans, Kathleen (Broadway) NYC, no.
Lans, Mary (Jimmy Kelly's) NYC, no.
Lathrop Bros. & Virginia Lee (Earle) Washington, no.
Laurie Jack (Cavalry) NYC, no.
Law, Mildred (Rodge's) Binghamton, N. Y., no.
Lawlor, Terry (Royal Palm) Miami, no.
Lawdharat, Vee (Roses House) NYC, no.
LeBaron, Peggy (Sunny Isles) North Miami Beach, no.
LeGuorre, Fred, Dance Orlet (Boston) Boston, no.
LeVee, Leon (Chateau) Cleveland, no.
Leda & Swan (Nut Club) NYC, no.
Lee, Bob (Wivel) NYC, no.
Lee, Carl (La Marquise) NYC, no.
Lee, Jane (Club Rival) Baltimore, no.
Lee, Frankie, & Co. (Lyric) Indianapolis, no.
Lee, Douglas (Stevens) Chi, no.
Lee, Louise (Bowery) Detroit, no.
Lee, Wilma (Roses) Omaha, no.
Leff, Lorraine (Billmore) NYC, no.
Leonard, Luke (Broadway) NYC, no.
Leonard, Eddie (Shore Beat) Bronx, N. Y., no.
Leonardo, Three (El Retiro) Mexico City, no.
Leonce (International Casino) NYC, no.
Leslie, Lee (Jimmy Kelly's) NYC, no.
Leslie, Ken (Broadway) NYC, no.
Leslie, Jack (Club Casino) Detroit, no.
Lewis, Helen (Crisis) NYC, no.
Lewis, Ted & Band (Paramount) New Haven, Conn., no.
Liberto & Owens (Paradise) NYC, no.
Lish, Tracie (Fox St. Louis), no.
Lit, Bernie (Club Rival) Baltimore, no.
Lit & Lee (Club Rival) Baltimore, no.
Litzky, Leslie (American Music Hall) NYC, no.
Little Sachs, Three (Bertolotti's) NYC, no.
Little Ann (Court Bar & Grill) Bronx, N. Y., no.
Lloyd, Shirley (Pamona Door) NYC, no.
Lorraine, June (181) NYC, no.
Lowe, Hie & Stanley (Howard) Washington 1-8, (Michigan) NYC, no.
Lusk & Mack (Club Rival) Baltimore, no.
Lugan, Ella (Paramount) NYC, no.
Lunardo, Guy, & Orch. (Paramount) NYC, no.
Loy, Thida (Golden Grill) Rochester, N. Y., no.

M

Ludino, Ada (Old Rumanian) NYC, no.
Lucky Igra, Six (Beverly Hills) Southgate, Ky., no.
Lucas, Nick (Beverly Hills) Newport, Ky., no.
Lucas, Nick (Beverly Hills) Southgate, Ky., no.
Lynn, Tommy (Oaks) NYC, no.
Lynn, Patricia (British Colonial) Nassau, West Indies, no.
Lynn, Lenore (Mayfair) Yatesville, Pa., no.

N

McDade, Sara Ann (Pal) Chi, no.
McClelland, Reed (Wayman) NYC, no.
McCoy, Bob (Billmore) NYC, no.
McCoy, Clyde, & Orch. (Earle) Phila, no.
McColl, Jean & Gene (Adelphi) Phila, no.
McCollough, Gene (180 Club) Chi.
McDonald, Bill (Tramont) Seattle, no.
McKenna, Charles (Halt Tabarin) NYC, no.
McKenna, Joe & Jane (Colonial) Dayton, O., no.
McNite, Red (Nick's Rendezvous) NYC, no.
McMahon, Larry (Village Barn) NYC, no.
McMullin Sisters, Four (Paradise) NYC, no.
McNamara, Joe (Savoy-Plaza) NYC, no.

O

O'Connell, Fred (Nick's Rendezvous) NYC, no.
O'Mahon, Larry (Village Barn) NYC, no.
O'Malley, Peter, Four (Paradise) NYC, no.
O'Mahara, Joe (Savoy-Plaza) NYC, no.

O

O'Connell, Fred (Nick's Rendezvous) NYC, no.
O'Mahon, Larry (Village Barn) NYC, no.
O'Malley, Peter, Four (Paradise) NYC, no.
O'Mahara, Joe (Savoy-Plaza) NYC, no.

MacNaughton, Virginia (Le Mirage) NYC, no.
 Mack, Ted (Lyric) Indianapolis, 1.
 Marlow, Great (Parkins Club) Kansas City, Mo., no.
 Marshall, Rudy (Jay 90's) NYC, no.
 Mads & Rae (Lyric) Indianapolis, 1.
 Malvey, Hal (Avalon) Hull, Que., Can., no.
 Manahan, Sam (Queen Mary) NYC, no.
 Mann, Peggy (Village Barn) NYC, no.
 Manning, Otis (Park Plaza) St. Louis, Mo.
 Manzo & Stralder (Bismarck) Chi., h.
 Manolis (Russian Art) NYC, no.
 Mara, Vanda (St. Regis) NYC, h.
 Marble, Phyllis & Evelyn (Bendavous Villa) Youngstown, O., no.
 Margo (Fountain) NYC, no.
 Martin, Paul (Broadford) Boston, h.
 Martine, Floris (Wivel) NYC, no.
 Martinez, Los (Trocadero) NYC, no.
 Marlyn & Michael (Radio City Rainbow Grill) NYC, no.
 Marquis, Thure (La Marquise) NYC, no.
 Martin & Marvel (Northwood Inn) Detroit, no.
 Mason, Jack (Little Old New York) NYC, no.
 Mashey, Nicholas (Russian Kretschma) NYC, no.
 Masu, Bob (Mon Paris) NYC, no.
 Mathews, Dorothy (10th Century) Phila., no.
 Maurice & Cordova (Palmer House) Chi., h.
 May, Bobby (International Casino) NYC, no.
 Mayfield, Kathryn (Queen Mary) NYC, no.
 Mayhew & Bray (Dairy House) Chi., h.
 Means Sisters (State Line) Kansas City, Mo., no.
 Med & Nona (Club Avalon) Hull, Que., Can., no.
 Mehan, Lou (Madison) NYC, h.
 Meke, Vi (Hite-Carlton) NYC, h.
 Melodiers (Victoria) NYC, h.
 Mendez & Hanson (State) Galveston, Tex., 29-31; (Capitol) Austin Apr. 1-3, 1.
 Meppin, George (Academy) NYC, h.
 Merritt, Elaine (Shubert) Cincinnati, 1.
 Metcalf, Peggy (Queens Terrace) Woodside, N. Y., no.
 Michon, Michel (Russian Kretschma) NYC, no.
 Miller, Beth (Rumanian Village) NYC, no.
 Mills, Mrs. Thore (Lexington) NYC, h.
 Mitchell & Mack (Drake) Chi., h.
 Mittle (Cocked Hat) Kansas City, Mo., no.
 Modie & Lemaux (Lookout House) Covington, Ky., 28-Apr. 4, no.
 Modjaks & Michael (Rainbow Inn) NYC, no.
 Modotti, Adelaide (Ambassador) NYC, h.
 Monroe Bros. (Pal) Chi., 1.
 Monroe & Grant (Shubert) Cincinnati, 1.
 Monroe, Nena (Dimirtis II Gaecho) NYC, no.
 Monti, Mill (St. Regis) NYC, h.
 Moore, Ardith (Tampa Terrace) Tampa, Fla., h.
 Moore, Gale (Village Brewery) NYC, no.
 Moore, Deacon, & Band (Orph.) Memphis, 1.
 Moore, Lela (Boston) Boston, 1.
 Morales Bros. & Little Daisy (Royal Gardens) Detroit, no.
 Morgan, Stuart (Dancers (Billy Rose's Casa Manana) NYC, no.
 Morgan, Grace (Radio Franks) NYC, no.
 Moriche & Teresita (Trocadero) NYC, no.
 Morrison, Alex (St. Regis) NYC, h.
 Morris, Barney (Old Rumanian) NYC, no.
 Morris, Kay (Casa Valente) NYC, no.
 Morris & Wingert (Bowery Music Hall) St. Louis, no.
 Morton, Altra (Club Misset) Chi., no.
 Morions, Gerry, The (Savoy-Plaza) NYC, h.
 Murphy, Jimmy (Crawford) Calif., h.
 Murphy, Dean (Roosevelt) New Orleans, h.
 Music Hall Boys (Ritz) London, h.
 Myers, Timmie (German Casino) Chi., no.
 Myras (College Inn) Chi., no.
 Myria & Pascoe (International Casino) NYC, no.

N

N. T. G. Novus (Congress Casino) Chi., h.
 Naldi, Claudia (Radio City Rainbow Room) NYC, no.
 Natalie & Darnelle (Bradford) Boston, h.
 Natural, Three (Belden) Canton, O., h.
 Nazarenko (St. Regis) NYC, h.
 Neale, Laurene (Harry's New York Cabaret) Chi., no.
 Nena & Canadio (El Chico) NYC, no.
 Nero, Alexander (Wivel) NYC, no.
 Nesley & Norman (Club Moonflow) Syracuse, N. Y., no.
 Newman, Doug (Staters) Boston, h.
 Newton, Peggy (Bickory House) NYC, no.
 Nichols & Roberts (Michigan) Detroit, 1.
 Nissen, George (El Bette) Mexico City, no.
 Nixon & Norris (Club Roxy) Columbus, O., no.
 Nona (Southland) Boston, no.
 Norman, Karyl (Over Twist) NYC, no.
 Norrita (El Chico) NYC, no.
 Norra, Lee (Triangle Gardens) Peoria, Ill., no.
 Norris, Harriet (Club Alhambra) Chi., no.
 Northway & Danilo (Sunny Isles) North Miami Beach, no.
 Novello Bros. (College Inn) Chi., no.
 Nubi (Park Central) NYC, h.

O

O'Hara, Ellen (Oats) Seattle, Wash., no.
 O'Hara, Grace (Hollywood) Phila., no.
 O'Neill, Peggy (Cavalier) NYC, no.
 Odom, Susie Virginia (Wivel) NYC, no.
 O'Grady, George (Brook) NYC, no.
 Oberon, Irma (Swing) NYC, no.
 Ochs & Lassy (Famous Door) NYC, no.

P

Paco, Lyle (Circus Club) Bloomington, Ill., no.
 Palmer, Gladys (Mammy's Chicken Farm) NYC, no.
 Palmer, Gaston (Groveview House) London, h.
 Parris, Frank (Savoy-Plaza) NYC, h.
 Parrot, Al (Planting Park) Miami Beach, Fla., no.
 Parker, LaFue (Northwood Inn) Detroit, no.
 Parke, Barbara (Paradise) NYC, no.
 Parrago, Griselda (Larue's) NYC, no.
 Patterson, Tom (Billy Rose's Casa Manana) NYC, no.
 Paul Ben (Circus Club) Bloomington, Ill., no.
 Pearce, Al & Radio Gang (Tower) Kansas City, Mo., 1.
 Pearce, Al & His Watch the Fun Go By Show (Frost) St. Louis, 1.
 Pedro, Pancho & Beto (El Tivoli) Dallas, no.
 Pedro & Luis (Lasses White Minstrel) Jacksonville, Fla.
 Pepsin, Three (Bickory House) NYC, no.
 Perry, Kathryn (Grand Terrace) Chi., no.
 Perry, Dismont (El Black Cat) NYC, no.
 Perry, Milt (Wivel) NYC, no.
 Perry, Frank (Circus Club) Bloomington, Ill., no.
 Peters, Lela (Park Rest) Newark, N. J., no.

Peters Sisters (Cotton) NYC, no.
 Peyton, Michel (Royal Palm) Miami, no.
 Phelan, Texas (Torch Club) Cleveland, no.
 Powell, Ethel (Swing) NYC, no.
 Power & Joyce (Hollywood) Phila., no.
 Preiser, June & Cherry (Cheer Parade) Chi., no.
 Price, George (Memorial) Boston, 1.
 Price, George (Royal Palm) Miami, no.
 Proker's Tigers (Billy Rose's Casa Manana) NYC, no.
 Purnell, Ben (Lobby) Juarez, Mex., no.

Q

Queens of Rhythm, Four (Embassy) Jacksonville, Fla., no.

R

Rabald, Rajah (Fiesta) Havana, Cuba, no.
 Raczek, Thore (B. & H. Hut) Brooklyn, no.
 Radio Revelers (Trocadero) London, no.
 Radio Rogues (Earle) Washington, 1.
 Radburn, Bert (Elbow Room) Newark, N. J., no.
 Ratione Sisters (Gloss Hat) NYC, no.
 Ramona (Cavalier) NYC, no.
 Ramos, Hilda (Havana-Madrid) NYC, no.
 Rand, Sally (Billy Rose's Casa Manana) NYC, no.
 Randall Sisters (Fox) St. Louis, 1.
 Randolph, Amanda (Black Cat) NYC, no.
 Rapp, Barney & Band (Colonial) Dayton, O., 1.
 Raquel & Tarrisa (Havana-Madrid) NYC, no.
 Ray & Trenk (Memorial) Boston, 1.
 Ray, Iris (Monte Carlo) NYC, no.
 Ray & Naldi (Radio City Rainbow Room) NYC, no.
 Rays, Oil & Vic (Club Greystone) Mansfield, O., no.
 Rayner, Rose (Brando's Brown Derby) Boston, no.
 Rebell, Margot (Hollenden) Cleveland, h.
 Reddingtons, Three (Earle) Washington, 1.
 Reed, Billy (Michigan) Detroit, 1.
 Regan Girls (Old Mill) NYC, no.
 Regault, Francis (Newport) Toledo, h.
 Renick, Guy (Swing) Hollywood, no.
 Reyes, Lecha (Havana-Madrid) NYC, no.
 Reyes, Raul & Eva (Royal Palm) Miami, no.
 Rhodes, Dorothy (Kit Kat) NYC, no.
 Rhodes, Dale (Stevens) Chi., h.
 Richards, Totis & Jackie (Castle Farm) Cincinnati, no.
 Richman, Harry (Cheer Parade) Chi., no.
 Richmond, June (New Yorker) NYC, h.
 Riley, Patricia (Wivel) NYC, no.
 Rio, Rita, & Orca (Michigan) Detroit, 1.
 Rivis, Rosita (Rainbow Room) Rockefeller Center, NYC, no.
 Robbins, Pat (Terrace Gardens) Rochester, N. Y., no.
 Robbins (Royal Palm) Miami, no.
 Roberts, Dave & Julie (Lake Ercel) Buckeye Lake, O. (State) Columbus 4-10, no.
 Roberts & Parley (New Yorker) NYC, h.
 Roberts, Betty & Freddy (Savoy) London, h.
 Robinson, Paul & Boys (Fox) St. Louis, 1.
 Robinson, Bill (Memorial) Boston, 1.
 Robinson, Doctor (Billy Rose's Casa Manana) NYC, no.
 Rodgers, The (Clarendon) Daytona Beach, Fla., h.
 Rodney & O'Neil (South Bluff) Peru, Ill., no.
 Roe, Chuck (Braw-Haus) Baldwin, L. I., N. Y., no.
 Rogerites, Fire (Windsor) Irvington, N. J., no.
 Rogers, Red (Rainbow Inn) NYC, no.
 Rogers, Reddy (Park Rest) Newark, N. J., no.
 Rogers, Helen (Swing) NYC, no.
 Rora, Lee (Chanticleer) Mulburn, N. J., no.
 Rogers, Ginger & Dorothy (College Inn) Chi., no.
 Rollickers, The (Bar-Grill & Coffee Shop) NYC, no.
 Rollicker, Trio (Rome) Omaha, h.
 Rollicker, Bob (Adelphi) Phila., h.
 Romaine, Don (Arcade) Watertown, N. Y., h.
 Rose, Jack (Place Elegante) NYC, no.
 Rosebud, Five (Billy Rose's Casa Manana) NYC, no.
 Ross, Tony & Virginia (Blue Moon) Milwaukee, no.
 Rosten, Paul (Bevery Hills) Southgate, Ky., no.
 Roth & Shay (Ambassador Cabaret) Copenhagen, Denmark, no.
 Royal Duo (Fete Marquette) Peoria, Ill., h.
 Ruby, Jane (608 Club) Chi., no.
 Rubinstein, Emma (Zimmerman's) NYC, no.
 Rude, Ruth (Palomar) Seattle, Wash., 4-10, h.
 Rudolph, Theresa (Yacht Club) Chi., no.
 Rudolph & Kendra (Le Mirage) NYC, no.
 Rugal, Yvett (Coliseum) Chi., no.
 Russell, Mabel (52d St.) NYC, no.
 Russell, Sunny (Nick's Rendezvous) NYC, no.
 Russian Gay Trio (Gay Village) NYC, no.
 Rustin, Sunny (Radio Franks) NYC, no.
 Ryan, Oscar (Famous Door) NYC, no.
 Ryan, Jerry (Jay 90's) NYC, no.

S

St. Clair, Larry (Bowery) Detroit, no.
 St. Clair, Irene (Mayfair) Boston, h.
 Samuels Bros., Three (Shubert) Cincinnati, 1.
 Samsam & Michi (Billy Rose's Casa Manana) NYC, no.
 Sanders, Emma (Mayfair) Yorkville, Pa., no.
 Sanchez, Frank (Hoyak York) Toronto, Can., h.
 Sato, Ludwig (Rumanian Village) NYC, no.
 Saulter, Dorothy (Kit Kat) NYC, no.
 Savva, Marussia (Russian Kretschma) NYC, no.
 Scott, Jean (Leas & Dodge's) NYC, no.
 Sealey, Roy (Congress Casino) Chi., h.
 Sellers, Jay & Loretta (Stanley) Boston, 1.
 Shandor (Buckingham) NYC, h.
 Shanon, Anna (Rumanian Village) NYC, no.
 Sharlan & Aldyth (State) Columbus, O., no.
 Shaver, Buster, & Co. (Memorial) Boston, 1.
 Shaw, Oscar (Billy Rose's Casa Manana) NYC, no.
 Shaw, Wind (Billy Rose's Casa Manana) NYC, no.
 Shaw, Helen (Shore Boat) NYC, no.
 Shaw, Helen (Old Rumanian) NYC, no.
 Shay & Rose (Woodward) NYC, h.
 Shays & Armstrong (State-Lake) Chi., h.
 Sheridan, Eleanor (Le Mirage) NYC, no.
 Sherman Bros. & Tessie (McVay's) Buffalo, no.
 Sisto, Joe
 Sisto, John (Tampa Terrace) Tampa, Fla., h.
 Shore, Willie (Hi-Hat) Chi., no.
 Shultz, Ethel (Roosevelt) New Orleans, h.
 Silverman, Jack (Old Rumanian) NYC, no.
 Simmons, Lee (Paradise) NYC, no.
 Sims, Carl & Peggy (Belmont-Plaza) h.
 Sims, Lee & Homay Bailey (Belmont-Plaza) NYC, h.
 Small, Bill (Rudy's) NYC, no.

Smith, Earle (Brevoort) Chi., h.
 Smith, Rudy (Black Cat) NYC, no.
 Sokolowsky, Nadia (Russian Kretschma) NYC, no.
 Southern, Georgia (Leon & Eddie's) NYC, no.
 Spee & Spot (State-Lake) Chi., h.
 Special, Johnny (State-Lake) Chi., h.
 Spencer & Coleman (Levaggi) Boston, no.
 Spencer, Elaine (Hollywood) NYC, no.
 Spiller, Capt. (Wirth's Circus) Waterbury, Conn., March 28-April 2.
 Stacey, Jack (Weinman's) Trenton, N. J., no.
 Stader & Ross (College Inn) Chi., no.
 Stanley, Irene (Radio Franks) NYC, no.
 Stetart, Larry (Half Moon) Cooney Island, N. Y., h.
 Stephens, Karen (Freddie's) Cleveland, no.
 Stephenson, Martha (Palmer Royal) NYC, no.
 Steynor, Wynne (Rumanian Village) NYC, no.
 Stewart, Janice (Bal Tabarin) NYC, no.
 Stone, Harvey (Bowery) Detroit, no.
 Storrs, Allan (Commodore) NYC, h.
 Sullivan, Maxine (Onyx) NYC, no.
 Sweeney, Bob (Washington-Yeuvre) Shreveport, La., h.
 Symington, Eve (Waldorf-Astoria) NYC, h.
 Sutta & Aris (Pete Marquette) Peoria, Ill., h.

T

Tarrent & Darcia (Garbo) NYC, no.
 Taylor, Irene (Hi-Hat) Chi., no.
 Tenenoff, Alice (Ambador) Hollywood, no.
 Terraco Boys (Barney Gallant's) NYC, no.
 Therrien, Henri (Embassy) Jacksonville, Fla., no.
 Thomas, Audrey (Kit Kat) NYC, no.
 Thomas, Eddie (Palmer's) Phila., no.
 Thomsen, Bob (Ambassador) NYC, no.
 Tilton, Martha (Pennsylvania) NYC, h.
 Timney, Dot (Black Cat) NYC, no.

THE TITANS
 "RHYTHM IN SLOW MOTION"
 Dir.: MILES INGALLS & JACK DAVIES.

Tisdale Trio (Le Mirage) NYC, no.
 Todd, Arthur (Radio City Rainbow Room) NYC, no.
 Tom Pin Bo (Drake) Chi., h.
 Tomack, Sid (Royale Frolic) Chi., no.
 Tompkins, Evelyn (Club Roxy) Columbus, O., no.
 Trace, Al & Band (State-Lake) Chi., h.
 Travis, Jimmie (Club Wonder) New Orleans, no.
 Treason, Three (Royale Frolics) Chi., no.
 Troisky, Vera (International Casino) NYC, no.
 Troubadours, Three (Dimirtis II Gaecho) NYC, no.
 Tyler, Smiling Tom (Tower Inn) Lyons, Ill., no.

U

Underwood & Underwood (Embassy) Montreal, no.

V

Vaccaro (El Gaecho) NYC, no.
 Vacker, Gypsy (409) Baltimore, no.
 Valdez, Vern (Wagon Wheel) Houston, no.
 Van, Gus (Coliseum's) Chi., no.
 Vance, Joe & Sparkettes (Ringside Club) Manhattan, O., no.
 Vaughn, Alberta (Circus Club) Bloomington, Ill., no.
 Vee Ames Girls (Cheer Ami) Buffalo, no.
 Velez, Angela (Barney Gallant's) NYC, no.
 Verne, Bill (Club Corita (Roxy) Salt Lake City 28-Apr. 1, 1.
 Vickers, Joan (2 o'Clock) Baltimore, no.
 Villo, Renee (Coliseum's) Chi., no.
 Vitale, Valerie (Hilmore) NYC, h.
 Vodery's Jubilers (Cotton Club) NYC, no.
 Voda, Sinda (Russian Art) NYC, no.

W

Wade, Dick (Kit Kat) NYC, no.
 Walker, Betty (Black Cat) NYC, no.
 Wallace, Joe (College Inn) Chi., no.
 Walker & Lee (Tower) Kansas City, Mo., 1.
 Walsh, Sammy (Hollenden) Cleveland, h.
 Ware, Will (Ritz Gay Nineties) NYC, no.
 Ward, Dick (Earle) Phila., 1.
 Warner & Valerie (Post Arthur) Providence, no.
 Wayne, Bob & Ethlyn (Embassy) Jacksonville, Fla., no.
 Wayne, Nick (Club Miami) Newark, N. J., no.
 Weber, Rex (Lyric) Indianapolis, 1.
 Welch, Frances (Barkley's) Flatbush, Brooklyn, N. Y., no.
 Welch, Muriel (La Marquise) NYC, no.
 Welch, Harry (Ritz) Chicago, no.
 Wendell Ray (Frost Club) Peoria, Ill., no.
 West, Mae, Unit (Riverdale) Milwaukee, 1.
 West, Art (Canteau) Cleveland, no.
 West, Willie & Modinity (Billy Rose's Casa Manana) NYC, no.
 Wharton, Doc (Shore Boat) NYC, no.
 White, Jack (Hi NYC), no.
 White, Belva (Rose Bowl) Chi., no.
 White, Ann (Queen Mary) NYC, no.
 White, Eddie (Coliseum's) Chi., no.
 White, June (Belmont-Plaza) NYC, h.
 White, Gus "Popsey" (Radio Franks) NYC, no.
 White, Ray (Ritz) Chicago, no.
 Wilke & Ray (Savoy) London, h.
 Williams, Betty (Half Moon) Cooney Island, N. Y., h.
 Wilson, Jackie & Honey (King Edward) Toronto, Ont., Can., h.
 Wilson, Edna Marie (Chesterfield Club) Kansas City, Mo., no.
 Winston, Walter (Brittwood) NYC, no.
 Winstead Trio (Shubert) Cincinnati, 1.
 Wolfe, Lela (Ritz) Louisville, h.
 Woods, Lorraine (International Casino) NYC, no.
 Wyan Jr., Ross (Coliseum's) Chi., no.

Y

Yacoppo (Royal Palm) Miami, no.
 Yacoppo, Ira (Ortiz) NYC, no.
 Yore, Ben, Eight White Guardsmen (Ochoa) Cincinnati, h.
 Yourloff, Your (Old Rumanian) NYC, no.

Z

Zig & Zag (Peters) Rochester, N. Y., h.
 Zig & Marsella (Cocked Hat) Kansas City, Mo., no.
 Zudella (LeCafe) Mobile, Ill.; (Paramount) Cedar Rapids, Ia., 4-11, 1.

DRAMATIC AND MUSICAL

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

Abbey Players; (Hilmore) Los Angeles.
 Brother Rat; (American) St. Louis.
 Evans, Maurice; (Chester St. Phila. 4-9.
 Father Malachy's Miracles; (Harris) Chi.
 Hampden, Walter; (Cecil) Mason City, Ia., 30; (Lyceum) Minneapolis, Minn., 21-Apr. 2.
 Hayes, Helen; (Hudson) Nashville, Tenn., 30; (Temple) Birmingham, Ala., 31; (Cocoart Hall) New Orleans, La., Apr. 1-2.
 Julius Caesar; (Erlander) Chi; (American) St. Louis 4-9.
 Room Service; (Selwyn) Chi.
 Room Service; (Lowell) St. Phila.
 Skinner, Corrella Olla; (Hercos Bushnell Aud.) Hartford, Conn., 30; (Playhouse) Providence, R. I., 31; (Shubert) New Haven, Conn., Apr. 1-2.
 Tobacco Road; (Erlander) Buffalo.
 Women, Two; (Nixon) Pittsburgh; (Ford) Baltimore 4-9.
 Yes, My Darling Daughter; (His Majesty's) Montreal.
 Yes, My Darling Daughter; (Hanna) Cleveland, Mo., 31; (Marzian, Kan., Apr. 1.
 You Can't Take It With You; (National) Washington.
 You Can't Take It With You; (Royal San Francisco).
 You Can't Take It With You; (Royal Alexander) Toronto, Ont., Apr. 1.
 You Never Know; (Forester) Phila.

FIRST CIRCUIT SHOWS

(Week of March 27)

Bandbox Revue; (Corpsmen) Reading, Pa., 30.
 Modes & Models; (Gayety) Washington.
 Pirates of Melody; (Hudson) Union City, N. J.
 Rambling Revels; (Trocadero) Phila.
 Red, Hot & Beautiful; (Gayety) Baltimore.
 Seantees; (Howard) Boston.

MISCELLANEOUS

Brown, Evans, Magician; Iola, Kan., 30; Lexington, Mo., 31; Marzian, Kan., Apr. 1.
 Chief Rolling Cloud; (Town Hall) New Virginia) North Baltimore, O., 28-Apr. 2.
 Daniel, B. A., Magician; Louisville, Ill., 31.
 Cowden Apr. 1; Flora 2; Greenup 4; Casey 5; DeCleo, Magician; Tappanahock, Va., 28-Apr. 2.
 Flip & Rex, dogs; Arlington, Wash., 30; Lake Stevenson 31; Marysville Apr. 1.
 Fred's Kioske Circus; Corinth, Miss., 30; W. Memphis, Ark., 31.
 Ingham's Indians; Brwin, N. C., 30.
 Johnson, Oas; (Warner Hall) New York 1.
 Ken's Fun Show; Parish, N. Y., 31; Mexico Apr. 1-2; Williamson 4-5; Ellsburg 6-7; Henderson 8-9.
 Korte's World's Fair Museum; Minneapolis 28-Apr. 2.
 Leona Show; Bunker, Mo., 28-Apr. 2.
 Marine Hippodrome; Decatur, Ala., 30-31; Birmingham Apr. 1-3; Camden 4-5; Roma, Ga., 6-7; Greenville, S. C., 8-9.
 Marquis, Magician; Sturgis, S. D., 30; Rapid City 31; Spearfish Apr. 1; Deadwood 4; Belle Fourche 5; Gillette, Wyo., 6; Lodge Grass, Mont., 7-8.
 McClung, C. C., Zoo; Charleston, W. Va., 31; Huntington Apr. 1; Ironton, O., 2; Portsmouth 4.
 Mally Variety Show; Toddville, Mo., 28-Apr. 2.
 Miller, A. H. Show; Ellaville, Ga., 28-Apr. 2.
 Morgan-Hopkins Show; Mineral Wells, Tex., 28-Apr. 2.
 Pierce Magician; Manchester, Conn., 30; Williams, N. C.; Norwalk, Apr. 1; New London 4; Meriden 5; Bristol 6; New Britain 7; Wallingford 8.
 Prince Elmer Show; Wyckoff, Minn., 28-Apr. 2.
 Princess Edna Show; Kenedy, Tex., 28-Apr. 2.
 Rector's Shows; Oakfield, Ga., 31-Apr. 2; Greenwood 4-8; Andersonville 9-9.
 Valentines, The; Overton, Tex., 28-Apr. 2.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

Barfield's Cosmopolitan; Griffin, Ga.; Marietta 4-9.
 Barber; Charleston, Mo., 2-9.
 Barlow's Big City; (Hite & Gravett state) St. Louis, Mo.
 Baysinger, Al; Poplar Bluff, Mo., 2-9.
 Blue Light; Pagedale, S. C.
 Blue Ribbon; Columbus, Ga.
 Blue Ridge; Tracy City, Tenn.
 Brown Family Shows; Bryan, Ga.
 Brown Novelty; Valdosta, Ga.; Thomasville 4-9.
 Buckeye State; (Pair) Forest, Miss.; (Pair) West Point 4-9.
 Buckfield's All-Texas; Cleveland, Tex.
 Burke, Harry; Independence, Ia.
 Byers & Beach; Belleville, Ill., 2-9.
 Byers Greater; Batesville, Ark., 2-9.
 Campbell United; Thomson, Ga.; Walhalla, S. C., 4-9.
 Crafts 30; Monrovia, Calif., 29-Apr. 6; E. Los Angeles 8-11.
 Crescent Am. Co.; DeChan, Ala.
 Colley, J. J.; Seminole, Okla.
 County Fair; Canton, Oa.
 Crowley's United; Ada, Okla.
 Dixie Expo; Brewton, Ala.; Andalusia 4-9.
 Don Eric; Blackburg, S. C.
 Dudley, D. S.; Mandala, Tex.
 Dyer's Greater; Houma, Miss.; Europa 4-9.
 Erite Expo; Coffeyville, Kan., 2-9.
 Evangeline; Coahuila, La.
 Florida Expo; Elenton, S. C.
 (See ROUTES on page 69)

LOOK
 IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

Parker, Watts Opens Apr. 15

Will be under Emporia
Police Dept. auspices—
show on 40 trucks, trailers

EMPORIA, Kan., March 26.—Parker & Watts Circus will open here April 15, auspices of Police Department. Management has 40 trucks and trailers, and there will be about 30 individually owned cars and trailers with show. Five trucks will be on advance, with billing crew in charge of Ray Swan.

Big top will be a 100, with a 50 and two 40s (grand-stand chair seats and 12-high blues); menagerie, a 70 with three 30s (in menagerie will be 12 cages of animals, 2 camels, 3 elephants, 60 head of horses, mules, ponies, remainder of stock to be kept in padroom); side show, a 30 with five 20s; padroom, 30 by 50; cookhouse, 30 by 60. Latest model power stake driver and various labor-saving devices will be carried. Show has size and appearance of a railroad circus.

Staff will include Charles H. Parker and Ira M. Watts, owners-managers; Lonnie Buchanan, superintendent front door; Bert Rickman, equestrian director; A. Lee Hincley, band leader; W. E. DeBarrie, side-show manager; Charles Brady, boss props; Red Monroe, canvas; Harry Bender, side-show canvas; Charles Oliver, cookhouse; E. S. Kewberry, lights; Carl Bruce, ring stock; Jack Noakes and Joe Harniss, baggage stock; Chief Wishek, in charge of cages; Blackie Bowman, elephants; Homer Cantor, candy stands; Joe de Rosselli, press agent back; Leo Gindorf, tickets; Jack Penton, banner man; Pete Brovold, 24-hour man; Willie Mitchell, master of transportation; Fred Brad, legal adjuster; Mrs. Epsy, timekeeper.

Reporters and photographers from Kansas City Star, Topeka Daily Capital, Wichita Beacon, also William Allen White, of Emporia Gazette, have been at quarters obtaining material for feature stories.

McCoy Road Tour Starts April 25

COLUMBUS, O., March 26.—The Tim McCoy Wild West Show will make its debut under canvas here April 25.

Baggage stock, canvas and other equipment will be brought from Springfield, Ill., quarters of the show, a couple of days prior to road opening.

Mighty Haag Begins Apr. 10

MARIANNA, Fla., March 26.—Mrs. Ernest Haag announced that Mighty Haag Circus will begin season April 10. It will be her 41st year with show. E. B. Starch, legal adjuster, has arrived at quarters. Capt. Guy D. Smith and his 26 members of Mississippi Sunflowers, minstrel troupe, arrived Sunday from a 12-week tour of South Florida. Napoleon Reed will again be cook, his 20th year with show. Range truck has just been completed. Charles (Blackie) Duncan, in addition to breaking new elephant routine, planted an acre garden and show now has plenty of radishes, onions, etc.

Date Hinges on Parade

CANTON, O., March 26.—If there is no change in the attitude of Mayor James Secombe, a permit will be denied Cole Bros.' Circus, contracted here for May 19, unless it puts out a parade. Last year Cole Bros. paraded here before one of the largest crowds ever attracted downtown and did a capacity matinee business and turnaway at night, a record single day's circus business for Canton in more than two decades.

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.



HENRY KYES, who again will direct the band with the Hagenbeck-Wallace Circus.

Turney Recovers From Injuries In Auto Accident

TEXARKANA, Tex., March 26.—Dall Turney, manager of Tom Mix Circus, arrived at quarters here, fully recovered from injuries sustained in auto accident in Los Angeles March 6.

Mr. and Mrs. Turney were returning home from Tom Mix's ranch in San Fernando Valley when their car, a new Packard, was struck head-on by another. Both were severely cut and bruised. Mrs. Turney was hurt about the head and face and is still at home. Mr. Turney had a badly wrenched knee but recovered quickly. Car was demolished.

When Mrs. Turney recovers she will resume her duties as timekeeper and have charge of cookhouse.

Recent arrivals at quarters—Charles F. Warrell, assistant manager, and wife; Ray Blankenship, general agent, who replaces Irish Moran; Edw. L. Conroy, car manager; Dan Pyne, press agent.

Good Business for WPA At Stauch Arena, Coney

NEW YORK, March 26.—The WPA Federal Theater Project's circus closed its week-end run at Stauch's Arena, Coney Island, March 20. Biz was excellent. Judith Chase, of Life Magazine, spent last Saturday with the show, taking pictures. Was accompanied by a staff photographer and Janice Jarrat and Barbara Lewis.

Show moved to Paterson, N. J., for six performances. It will return to New York City for one more engagement and then back to New Jersey till tenting season opens in Long Island May 10, reports Wendell J. Goodwin.

ED C. BROWN, formerly with Hagenbeck-Wallace, located in Santa Rita, N. M., visited Barney Bros.' Circus at Dayard, N. M., reporting nice performance. Met his old friend Butch Cohn. Brown says that his family, living in Long Beach, Calif., came out of flood oke and moved to Los Angeles March 6.

Change in Advance of Harris Bros.; Harvey, Mallory Signed

NASHVILLE, Tenn., March 26.—A last-minute change in advance department of Harris Bros.' Circus was brought about thru cancellation of Pyne Brothers' services, after they reported to quarters, and signing R. M. Harvey and Clyde Mallory to handle general advertising and exploitation.

Mallory, car manager, left quarters with five trucks and 12 men, and Harvey left for points in the Central West for tie-ups with dailies.

Latest arrivals are John Cartwright, cook; Merl Dyer and Edward Steck, mechanical department; Arch Johnson, Side Show boss canvasman; Howard Quimby, Richard Sturtis, George White, Pat Taylor, G. H. Farley, Charles Gerbrick, big top. Cy Murray has lunch

Second Attack by Gargantua; Kroener's Arm Badly Mangled

SARASOTA, Fla., March 26.—Keeper Richard Kroener, whose heroic action saved the life of John Ringling North when he was seized by Gargantua the Great a month ago, was seized and painfully bitten by the gorilla last week. Despite anti-tetanus injections, Kroener's arm, which was badly mangled by the beast's teeth, became infected and surgical treatment was necessary. Dr. Joseph Bergin said that he is recovering satisfactorily.

Meanwhile menagerie officials have delayed the date for transferring the ape from his present quarters to his new air-conditioned cage until just prior to show's departure. Kroener, his arm swathed in bandages, has not missed caring for his ferocious charge a single day.

Quarters will close to the public tomorrow, according to General Manager George W. Smith. Show trains will leave April 1, stopping at Florence, S. C., and in Potomac Yards in Washington. Canvas train will leave about a month later for first tent performance in Brooklyn.

Fred Bradna, equestrian director, who sustained a broken leg several weeks ago, arrived last week, and expects to be as good as ever in a short time. Christiani family, whose equestrian act will be featured, also arrived, as did Frank and Bernice Dean, Marco Borello, Antelck troupe and others. Various riding, aerial

and acrobatic acts are working out daily. Newsreel and newspaper photographers, here for their annual circus shots, took in afternoon performance of annual St. Martha's charity circus, which is staged for a local church by Ringling performers.

NEW YORK, March 26.—Advance guard of Ringling-Barnum show has arrived to prepare the public for another annual engagement at Madison Square Garden, April 8-30. Headed by Roland Butler, press staff has established headquarters at Picoadilly Hotel and is already lining up local papers, news syndicates, etc. F. Beverly Kelley, recently appointed to handle radio, is expected in early part of next week.

Staff men here at present include Butler, Frank Braden, Allen J. Leater and Henry (Buddy) North. Sam Stratton, who goes to the Barnes-Sells-Flores-Kobinson unit in exchange for Gardner Wilson, is en route to Los Angeles, where that show opens today. Wilson is not expected to arrive in New York until April 8 or 9.

Under direction of Arthur Hopper, in charge of outdoor advertising, billing crew has been busy most of this week preparing the big town. John R. North, executive secretary of the show, is expected to arrive from Sarasota momentarily.

Don't Miss

This Feature:

Art and Fame in Circus Posters

By P. M. McCLINTOCK

in the

Spring Number of The Billboard

Sign With Atterbury Show

DAKOTA CITY, Neb., March 26.—The following have signed with Atterbury Bros.' Circus: C. H. Woolrich, band leader; Mrs. Woolrich, ticket wagon secretary; Aerial Wallingford, traps and clown; Mrs. Wallingford, aerialist and clown on reserved seats; R. S. Smith, trap drums; William Leach, boss canvasman; Frank Ward, manager of privileges; George L. Barton, general agent. Season opens near here early in May.

Berry Out Until April 22

GREENVILLE, O., March 26.—Greater Berry Indoor Circus, owned by C. W. Berry, of Peru, Ind., which opened at Auburn, Ind., March 16, played here Tuesday in Memorial Hall, auspices of American Legion. Business, excellent. Show will be on road until April 22, reports Bobbie Patterson, advance agent. Music at Greenville was furnished by high-school band, under direction of Harold McEvoy, who is with the LaPearls.

Robbins Bros. Baggage Wagons Rubber Tired

ROCHESTER, Ind., March 26.—When Robbins Bros.' Circus opens all baggage wagons will be rubber tired. For past several years the major circuses have been experimenting with hard rubber and pneumatic tires and the innovation by this circus of its heavy vehicular apparatus is a radical departure. Excessive claims of so-called damages to poorly surfaced city streets has caused the change.

In ring barn training activities are at their height, three rings being used. Hobson Family of riders is working out daily and will have nine people in big comedy act. John Smith is in charge of Liberty and menage horses. Georgia Sweet will have a 16-horse hitch around the hippodrome track.

Newsreel companies, Paramount, Hearst News of Today, Pathe and Universal, will be in quarters Sunday for shots showing the new show in various stages of building and a line-up of parade equipment. Many visitors have been at winter quarters each Sunday.

Rodney Harris, band leader, is due from his home in Florida early in April. Milt Robbins, side-show manager, also is shortly due from St. Petersburg, Fla. There will be new red ticket wagon, also a new white reserved-seat ticket wagon.

Baggage wagons are painted orange, the title in silver leaf; gears, red with yellow striping. Ernie Sylvester is in charge of paint shop with 12 assistants.

Cecil La Balle has arrived from Ft. Lauderdale, Fla., and will handle privilege car. Stanley Dawson, who has been wintering on West Coast, is en route to quarters. Artie Welsh, manager of No. 2 car, spent winter at Andrews, Ind.

Hommel Superintendent Of Concessions With McCoy

MADISON, Wis., March 26.—William H. Hommel, at one time superintendent of commissary departments with Ringling Bros. and Hagenbeck-Wallace circuses and engaged in food business here since 1919, leaves Madison May 10 to become superintendent of concessions and commissary for Tim McCoy's Wild West.

Hommel's wife and son, William Jr., will join him after close of school.

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.

Owner-Manager W. R. Henry has returned from business trip to Atlanta, Ga. Doc J. M. Hefferan is in Frankfort, Ky., in interest of show.

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MASON CITY, IOWA

HARRIS CIRCUS

Want to join now—working man in all departments. Albany until Friday, April 1; then Monticello, 2; Middleboro, 4; Pineville, 5; all Kentucky.

Clyde Mallory can use on brigade, Combination Billers; reply and be ready to join on wire. Contact him at Corbin, 29; London, 30; Manchester, 31; and Irvine, April 1; all Kentucky.

FOR SALE—15-K.W. Light Plant, A-1 shape, and complete set Side Show Double-Deck Banners. Write show as per route.

WANTED—Spoken Bros. Circus—WANTED For Hire Show (Grandstand, Animal Acts, Wild Art and Family Act doing two or more performed, Candy Peddlers, Bone Churners, good Clown Cook, first-class Mechanic for Chevrolet trucks, Washington in all departments and good Trainers who can and will break dogs, ponies, horses, goats; you must mark Post-Stamping Bannersmen who can produce, Fox-Side Shows, Tattooer, Midget, Freaks, Fat Boy, Novelty Act, etc. This man and wife will make second opening. Good Front Man who can take full charge of same. Good All-around Gentlemen for best Good Shows in the road. For the Advanced General all-around Billers and Billposters who can drive truck. For the Band: Sober, white Musicians on all instruments. Write FRED FRANKLIN, Bandmaster, General Delivery, Pittsburgh. All others SPARTAN BROS. CIRCUS, P. O. Box 4291, North Side, Pittsburgh, Pa. P. S.—State your lowest in three letters. Remember this is a One-ling Circus. Drinks, classes, affiliates and would-be bosses lay off.

WANT

For Combination Circus and Carnival. Organized Big Side Show or 10-in-One with own transportation. Girl Show, Concessions of all kinds. Feants, Popcorn, Novelty, Cold Drinks, etc. Place man with Hot Spices and Soups, Candy, Cook, Lady Secretary and Bookkeeper. For more ideas, write American Contracting Agent with car that can also transport. Use real Rhine. Sign Writer. This is a Free and family stand show. Open in 10 days. Let's Friday, May 6. Act and people succeed acknowledged by letter. Producers start immediately. Write only. Mail forwarded.

FRED WITTEN, Mgr. Circus,
318 East Blaine St., Brazil, Ind.

Art Mix Circus Wants

Performers, Clowns, Musicians, Useful People. Wire and say your wires. — Privilege People wire.

ROSEY SWAB
Oswego, O., April 1st.

WANTED FOR BARNEY BROS. CIRCUS

With Best Barney's Oddities of the Jungle. For the Band: Bone Churner. Address HENRY BLANK, Band Leader, Able Sideshower, Acts doing two or more. Lost Concessions that can eat it. Mox Show, etc. Avoided Boss Chavassian. All wire Okinade, Arizona.

With the Circus Fans
By THE RINGMASTER
CFA

President: MELVIN D. HILDRETH, W. M. BUCKENHAM
716 Evans Bldg., Washington, D. C. Chairman Desk, Norwich, Conn.

(Conducted by WALTER HOHNADL, Editor "The White Top," care Hohnadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., March 26.—Circus Fans who attended second annual Shrine Circus at Rockford, Ill., were Dr. and Mrs. Tom Tormey, Mr. and Mrs. William Jackman and Mr. and Mrs. Sverre O. Braathen of Madison, Wis.; Mr. and Mrs. E. H. Selle, Freeport; Col. William Speed, Fern Mossely and George Webster, Chicago; Dr. Roswell T. Pettit, Ottawa; John Yellow, Peoria; Earl Chapin May, W. H. Hohnadel and son, Walter, Rochelle. Enjoyed a fine performance and were shown every courtesy by Orrin Davenport, who produced show; Dave Jarrett, general chairman, and members of his committee.

Don Howland, of South Bend, and Fred Becker, Port Wayne, were recent visitors to Cole Bros.' quarters.

James Robinson Top No. 2 is planning a get-together during Ringling-Barnum engagement at Boston Garden. This will include a dinner, to be held at Hotel Manger. Top officers are arranging for all members to call on honorary member, John Mansfield, in near future. He is a wonderful character. Has been bed-ridden for the past 16 years. Received his honorary membership thru former President Harper Joy, who is a regular caller at the Mansfield home when he visits Boston. John numbers as close friends CFA Joe Cook and George M. Cohan.

Dr. and Mrs. Tormey and Mr. and Mrs. Braathen drove to Evansville, Wis., for a visit with Bill and Edna Antes and Mrs. and Wally Gollmar Jr. Lee Daniels and wife, from Rockford, Ill., were also there. Daniels had Side Show on Bears-Barnes Show past two years and will be with Lewis Bros. Circus this season.

Performers' Club
By CHRIS CORNALLA

CHICAGO, March 26.—George Geddis, vice-president of the club, and his partner, Bessie, are among those present at the club. They just closed a six months' engagement at Tampa.

Toby Wells personally staged the Gray Enterprises Shrine Circus at Fargo, N. D., and is now back at his desk at the club.

Doc Chinn and John Sant, managers of Crystal Ballroom in Fargo, N. D., have been appointed in same capacity for Fargo's winter sports building now under construction. When completed it will be the home of the annual Shrine Circus.

Dave Winnie, while playing a local theater, fell from his rigging. A few more days in the plaster cast and he will be back in harness.

Following applicants admitted to membership in club: E. G. Labonde, bar performer; Melvin Griffith, juggler; Doris Mosak, aerialist; Lew Pinto, dancer; Milton Wolf, dancer; Jean Teeters, aerialist; Arthur Chester, acrobat; Noble Case, bar performer.

Harry Sykes, treasurer, is back in town.

Pick-Ups From Peru

PERU, Ind., March 25.—Joe Hodgini and troupe have returned from Shrine Circus, Indianapolis.

John Bolcourt, light superintendent with various shows, is here.

A large crowd was at quarters past Sunday. Victor, hippopotamus, had tusks cut off by Cheerful Gardner and assistants.

Gordon M. Potter and Bert Backstein.



CHEERFUL GARDNER, veteran bull man, who again will be superintendent of elephants with the Hagenbeck-Wallace Circus.

model builders, renewed acquaintances with George H. (Duke) Graf, builder of miniature props. After stops at Hagenbeck-Wallace quarters and car shops, they visited Cole & Robbins shows at Rochester.

Peerless Potters arrived from West Coast and are resting at suburban hotel of Paul Benbarger, circus fan.

Sam Kellogg, Ringling-Barnum pony boy, is here after a 17-day confinement of double pneumonia in Cleveland.

Clyde Raby, H-W car shop attaché, received severe injuries when hit and knocked to pavement by an auto. Jackie Canfield is no longer emcee at Eagles Ballroom. Stated will be with R-B.

Roxy Fizer, who has been working on West Coast with candy floss, purchased a combination all-steel streamlined truck. Blacaman is seen daily driving a new car, replacing the one destroyed in wreck recently. Blacaman received three new 10-foot crocodiles.

Mrs. Benadone's Condition Critical
Mrs. Louis A. Benadone, who suffered stroke two weeks ago, remains in critical condition at Dukes Memorial Hospital. Walter Monahan, old-time showman, was here past week from Ft. Wayne home, renewed acquaintances. Bill Overpeck arrived and will be teamed up with Leo Shug, Tex Montgomery and Harry Smith in blacksmith shop at quarters.

Arky Rice is here handling 10-ups, all black.

George Davis' Bary Hotel is crowded to capacity with Harry Vance as assistant chef. Frenchy Duquette is head porter. Eugene (Arky) Scott, managerie superintendent of Cole Bros. Circus, gave farm where he spent many years in all departments the once over.

Two baggage cars moving five bulls in charge of Johnny Riley, 2 resin backs and 5 ponies, arrived from indoor date at Rockford, Ill. Attaches who visited Tim McCoy's show at Springfield, Ill., report meeting Dan Fast, Joe Hays, Arky Wallace, Jimmy Lancaster and many others, formerly of P. U.

Mr. and Mrs. Ed Langendorf, circus attaches, are asked to get in touch with or return to mother's home, 518 Anderson street, Danville, Ill., as she is seriously ill.

BARNETT BROS. CIRCUS WANT

Single Oriental Dancers, young, with good wardrobe. A-1 Acrobatic Player and Novelty Acts that are different. We furnish sleepers, board and transportation. Address:

W. R. ZUMBER, S. S. Mgr., York, B. C.

TRAINED WILD ANIMAL ACTS

LIONS, TIGERS, LEOPARDS AND PUMAS. For Lease or Sale.

SNAKE KING, Brownsville, Texas

CALL CALL

PARKER & WATTS CIRCUS

PERFORMERS and CLOWNS report Wednesday A.M., April 13th. Bert Rickman, Equus Director. MUSICIANS report Monday A.M., April 11th. Leo Howsley, Band Leader. Band Leader. W. S. DeBarris, Side Show Manager. GANDY WORKMENS report Wednesday A.M., April 13th. Humor Center, Candy Stand Manager. WORKINGMEN, ROOMS and DRIVERS REPORT TO QUARTERS NOW.

Acknowledge this call and report at Emporia, Kan. Show opens Emporia, Kan., Friday, April 15th.

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Presents Its
3 RING CIRCUS
Featuring **JAPINO**

Sacred Black Elephant

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

Under the Marquee

By CIRCUS SOLLY

OPENING DATE of Downie Bros.' Circus is April 18 at Macon, Ga.

GEORGE REID has signed with Robbins Bros.' Circus to do general clowning.

MRS. SAM B. DILL is recovering from pneumonia. Is in Toledo, O., Hospital.

BILL KELLOGG, veteran legal adjuster, is again with Haag Bros.' Circus.

AERIAL ORTONS and daughter, Norma Jean, have signed with Russell Bros.' Circus.

COLE BROS. Circus will show at Miner Park, Wilkes-Barre, Pa., May 23 and Ringling-Barnum June 22.

RAY GOODY, wire act, will be with Tom Mix Circus, making his third season with show.

LESTER RODGERS will have peanut concession with Robbins Bros.' Circus and also will have a truck on show.

CRAZY RAY CHOISSER, calliopo player, was at quarters of Robbins Bros.' Circus last week.

LARRY LEUTHOLD, tattooed man, has contracted with Robbins Bros.' Side Show.

FAVORITE performer of John J. Hied is Dorothy Herbert. Who is yours?

JOHN F. DUSCH cards he will direct Shrine Circus at Windsor, Ont., for Orrin Davenport.

LAVELDA DUO has a few more theater dates with "living robot, contortion act" before opening with a motorized circus.

DOC WADDELL cards that Joe Gould, clown, who has been in Central Ohio entertaining at YMCA clubs and lodges, will be with Downie Bros.' Circus.

THE FREEMANS (Freddie and Ethel), who played all of Orrin Davenport's winter dates, will be with Robbins Bros.' Circus.

KARL KING, director of Ford Dodge, Ia., Municipal Band, attended annual convention of the American Bandmasters' Association at Champaign, Ill.

H. R. BRISON'S oldest boy, H. R. Jr., who had novelty stand with Silver Bros.' Circus last year, is in a Reading, Pa., hospital for thyroid gland operation.

COLE BROS. Circus has applied for permit to exhibit in Hartford, Conn., June 1 on Barbour street high school site.

LILLIAN LEITZEL Tent, Circus Saints and Sinners' Club, Bradford, Pa., at a meeting March 21 took in Ed Booth and Melts Beam, local oil men.

CHARLES (KID) KOSTER stopped over in Chicago March 20 and says that Charles V. Turner is there with his Tim McCoy opposition brigade.

CORINNE DEARO did two aerial acts at Hamid-Morton Circus at Miami, Fla. Her trapeze and muscle grind endurance finish was announced.

FREDDIE VALENTINE cards that the Valentines, flyers, have added Bill Valentine, catcher. Flying Valentines visited them at Nacogdoches, Tex., on their way north.

EVERYBODY nowadays has a radio or listens to one, whether in the city or on the farm, so keep your music up to date.

BLACKIE FREEMAN has charge of big top with Haag Bros.' Circus. Has new center and quarter poles. James (Curley) Watson is handling side-show top. It is a 60 with three 20s.

ALLEN LESTER, who has been spending the off season with homefolks around Zanesville, O., left for New York to assume his duties of contracting press agent with Ringling-Barnum.

WHEN MCCOY show plays Baltimore it will break in a new lot, obtained thru office of John T. McCallin. Ringling-Barnum will be in that city three days instead of the usual two.

EDDIE W. LAKE, former trombone

player, who has been with Murphy chain of restaurants, is now with Union News Co. as night manager of Erie Passenger Station Restaurant, Cleveland.

PONDAN AND GLADYS, double traps, were at Minneapolis and St. Paul Shrine circuses for Dennie Curtis. Will open as free attraction with Al G. Hodge Shows at Terre Haute, Ind., April 2.

FRANK P. MEISTER, band leader with Harris Bros.' Circus, thanks those who answered his recent advertisement. Says he is unable to answer all the correspondence.

HAGENBECK-WALLACE will be in Anderson, Ind., May 5. E. R. Wilson wrote March 21 that show had three men there contracting banner locations and store windows.

DON BRUCE informs that Billy Joyce, U. S. Army heavyweight boxing champion of Canal Zone area, will make his circus debut with Lewis Bros.' Circus.

YOU CAN'T HANDLE the press by issuing decals like cigar coupons or being all morning at breakfast with someone.

FRANK KONOPKA pens that Konopka triple comedy bar act, now playing theaters, will be at St. Louis Police Circus and then follow with 10 weeks of park and fair dates.

F. ROBERT SAUL states that Pearl Lake, past four seasons opposition agent and billposter with Sells-Sterling, will again be with show, also "Arkie" Thornton, boss lithographer.

THE SI KITCHIES, last six seasons with Kay Bros.' Circus, will be with Sells-Sterling. Played Hamid-Morton date at Miami, Fla., also Surf Club at the beach.

HARRY LEONARD and wife are now with Davenport's Society Circus, indoors. When tent season opens Harry will have charge of Side Show, and May, inside annex.

FRED MAURER JR., last season on No. 1 car of Hagenbeck-Wallace, will be with advance of the McCoy show. He is a member of Billors' Alliance No. 122, Canton, O., where his father, former troupier, has a snipe plant.

BILL NIPPO and Bib Perkins, who have finished 12 weeks of indoor dates in Oklahoma, Kansas, Arkansas and Texas, will be with Sells-Sterling Circus and will use their "robot" and "goon" walkarounds for first time under canvas.

FEW MEMBERS of the so-called acrobatic and aerial families bear any individual relationship to one another. The name taken by the troupe is usually that of the trainer or the person who owns and manages the act.

THE DEMOCRAT-CHRONICLE, Rochester, N. Y., in Sunday magazine section March 20 had an interesting illustrated article concerning J. P. Gallagher, old-time showman. It was written by M. V. Atwood.

BILLY GARVIE is convalescing at his home, 352 Laurel street, Hartford, Conn., after an illness of several weeks, during which he was confined to hospital. Would enjoy hearing from friends. W. L. (Bill) Montague visited him March 21.

PAULINE HOWELL, wire performer, will close her winter engagements at Lookout House, Covington, Ky., April 5, following which she will go to Peru, Ind., to join Hagenbeck-Wallace Circus. Is assisted in act by Helen Whight. Act this winter was managed and booked by George Penny, who also will be with H-W as ticket seller.

WHEN POLACK BROS. Circus played San Francisco following acts were not mentioned in program: Eugene Randow, European producing clown, and Col. Bog Mitchell, aerialist; Grace Orton Duo, Five Henrys; Great Adelaide, head slide; Royal and Royal, high act; Vivian and Tiny Elaine; Mott, iron jaw. Among visitors there were Tiny Kline, Mickey King; Leonard Gross and Jim Chiospek, Circus Fans; Everett Coriell, en route to Barney Bros.' Circus.

JOHN C. GRAHAM, Butler, Pa., attorney, well known to showfolk, has announced his



JAMES M. BEACH "caught" picking oranges in Rodney Harris' orange grove. Former will be on advance of Downie Bros.' Circus.

candidacy on Republican ticket for congress in the Butler-Beaver-Lawrence district. Says Graham: "Many of my circus clients and friends will be benefited if I land."

TED POWER informs that Golt Madigan, wild animal trainer, and wife, the former Genevieve Mitchell, were guests of Charles T. Rice, attorney and president of Shamrock Club, at annual St. Patrick's Dinner held by club at Commodore Hotel, New York City. Paul Vincent Carroll, Irish playwright and author of current hit show, *Shadow and Substance*, was presented a plaque by club for his contribution to Irish letters. Award was broadcast thru WHN.

PENN YAN (N. Y.) DEMOCRAT, in a recent issue, carried a two-column story of Mr. and Mrs. James M. Cole, of that city, who again will be with Hagenbeck-Wallace Circus. Cole as paymaster and his wife assistant. In article Cole is quoted, viz.: "My wife is the first woman in circus history ever to be assistant paymaster, and the way she has taken hold I guess that in another year she will be paymaster and I will be assistant." Cole has been in circus business 14 years.

SINCE PLAYING Indianapolis Shrine Circus Harry LaPearl and troupe have been with Greater Berry Indoor Circus in Indiana and Ohio, also Aerial Ortons and Eakin's animals. Show has been playing in high-school gyms and armories. LaPearls are with Frank Wirth's Circus at Waterbury, Conn., this week; to be followed by Wirth's Show at Hartford. LaPearl troupe will be with Downie Bros.' Circus, Harry to produce clown numbers and walkarounds. Harold McEvoy will be with LaPearls on all indoor dates and with Downie show.

MIAMI, Fla.—I want to thank members of Royal American Shows, Eddy Bros.' Shows and Hamid-Morton Police and Firemen's Circus for the wonderful co-operation and kindness shown after the demise of Jean Belasco, especially Dave and Ralph Eddy, Charles Katz, Eddie Lippman and Tex Sherman. I also want to thank Coombs' Funeral Home and Seaboard Railway for their courtesies. I was closely associated with the deceased during his years in show business, and he always wanted me to notify *The Billboard* in a case of this kind.—**ALICE E. SHAW.**

MISFORTUNE has followed the George Hanneford family. While playing in Jamaica, L. I., N. Y., Hanneford lost "Moek", one of his trained horses, due to lameness and was forced to send animal to a veterinarian. He replaced "Moek" with "Queen", which he acquired last year from May Wirth. Recently, at Detroit, in a vaude house, "Queen" fell dead just off-stage as performance ended.

Miller Preparing Material

YORK, S. C., March 26.—All new press material for Wallace Bros. and Barnett Bros.' circuses is being prepared by Dory E. Miller, general press representative. His staff will include Edward Williams and Leonard Litman, story men, and Julian West, press back with show.

West was with Wallace Bros. last year. Williams and Litman are new men. Former was formerly with United Press Bureau and latter in press department of a Hollywood picture studio.

15 Years Ago

(From The Billboard Dated March 31, 1923)

Ringling-Barnum Circus opened at Madison Square Garden, New York, during March 19 to capacity business. . . . Three advance cars of Sells-Floto Circus were in Chicago, with many billposters scattering paper. . . . W. J. Lester, after closing with the *Chocolate Town* Co. at Peru, Ind., joined John Robinson Circus as contractor. T. R. Edwards, associated with Lester, took over the advertising banners and some concessions on Lindemann Bros.' Circus, while Raymond Daley, *Chocolate Town* manager, took over the Side Show on John Robinson Circus. . . . Millard F. Thurston signed with Sparks advance.

Peter Taylor, wild animal trainer from South America, signed with John Robinson Circus. . . . Al and Madge Fuller left their home at Circleville, O., to join Sparks Circus at Macon, Ga. . . . Frank McCoy, clown, signed with Walter L. Main Circus, as did Bill Lewis. . . . Prince Mungo, side-show entertainer, returned to Sparks Circus for his third season. . . . J. C. Admire was booked as general agent for John F. Stowe Shows. . . . Harry LaPearl, after an absence of two years from the white tops, signed with Sells-Floto Circus.

Horace Laird closed his vaude tour and went to Chester, Pa., to get his clown props ready to open with Walter L. Main Circus. . . . Walter L. Wellington, impersonator and clown, closed with the Duncan Comedy Co. and joined John Robinson Circus. Jack and Berta LaPearl were working the Red Men's Indoor Circus, Troy, O. . . . Jeff Caspers, former advance agent for Barnum & Bailey Circus, died at his home in Chicago March 20. . . . J. W. Bon Homme closed with Henderson Comedy Co. at Mindoro, Wis. . . . Eddie Conliss was putting on his clown cap stunt at the Toledo Society Wild Animal Circus.

Notes From France

PARIS, March 14.—Bob Matthews and his wire-walking lion, "King Tuffy," held over for two additional weeks at Cirque Medrano. Outstanding circus act on new bill. Two Cromwells, who put on a daring aerial act at dizzy height.

Comedy honors go to veteran acrobatic clown Frank Pichel, whose "bumps" and bokum wrestling bout draw howls. Also pulling laughs are gags of newly formed team of Dave Miller and John Reading, American acro comics.

Joe Bonell and Doris Bay click with nicely routine medley of hoofing, music and contortion. Teddy Strik presents several big illusion tricks and Felix Stars, a bunch of cats, perform unusual tricks.

Strassburger presents high-class horse numbers. Usual clown gags by Iles and Loyal, Bouillot and Recorder and Tony. Montal Ballet girls fill in the gaps. Show closes with pyramids and tumbling by Ben Beebe Arabs.

Harry and Merkey, comedy bar act, and Palermo's seals are at the Bobino; Gray and Garden, comedy bike; Athens, hand to hand, and Freddy Trio, acro comics, at Petit-Casino; Two Rios, trapeze; Popee Daems, contortionist, and Jim and Jo, acrobats, at Alhambra.

Circus Amar closed 10-day run at Nice and is playing along the Riviera. Jackie Ballan, kid cyclist, is with Cirque des Allies. Cirque Bureau and Cirque Lamy have hit the road. Pezon's Menagerie is at Narbonne; Fratellini trio of clowns are on tour.

Spencer New Press Agent on Cole Show

CHICAGO, March 26.—Ora O. Parks, in charge of Cole Bros.' Circus press department, has been here last three weeks working on material. Staff will consist of four men, same as last season. A new one on staff is G. Cornwall Spencer, filling vacancy of R. B. Dean, story man, transferred to Robbins Bros.' staff. Spencer has been with Chicago Evening American last 11 years.

Earl DeGlopper is contracting press agent; Spencer, Parks and Rex de Rosselli, story men, for Chicago engagement and for season.

The Corral

By ROWDY WADDY

IT WON'T be long until all contests add all entry fees, which is as it should be.

CONTEST MANAGERS and contestants: Be prepared to live up to the rules and regulations of your contracts.

A READER QUERIES: "Regarding old-time bands with the 101 Ranch Wild West Show, where are Charlie Killinger, better known as Hootie; Frank Maish, Charlie Tipton, Leonard Sessom, George (Buck) Connor and Jimmy Kinney?"

NIP VAN, well-known cowboy, who roped with Henry Grammer, Joe Gardner, Clay McConaghi and Ed Echols years ago, is recovering from a lengthy illness in a Lansing, Kan., hospital. He would appreciate reading letters from friends.

TEX AND CLAIRE JONES, who formerly appeared with the Texas Rangers Rodeo under the George A. Hamid, Inc., banner, have been wintering and breaking a few trick riding horses in Orange, N. J.

PREPARATIONS FOR the annual Pioneer Day and Panhandle Stampede to be held in Guymon, Okla., are already under way, according to Earl Gibson, chief parade wrangler. Buettler Bros. have contracted to furnish the stock for the contest events.

KNIGHTS OF COLUMBUS of New Orleans are planning a purse rodeo to be held there this summer. Arrangements call for a contest show in all events except trick riding and cowgirl bucking horse riding. Jack Knight has been contracted to handle advance and publicity chores.

CHIEF WHITE HORSE and Princess Yellow Robe and Little Pawn have been contracted to present their trick bow and arrow act as one of the features of the Northwest Sportsmen's Show next month in Minneapolis. They have been presenting educational programs in Kentucky and Indiana territory this winter.

LEWIS MORPHY and Althea Cloud, better known as the Shooting Stars of the Golden West, have been working in pictures and playing vaude and night club dates on the West Coast for the past 18 months. Morphy is a member of the Santa Monica (Calif.) Mounted Police pistol team, which also includes Buck Moulton and Allen Greer.

TWO RODEO RIDERS were hurt during a two-day performance at Meridian, Miss., last week. Mary Cardinal, trick rider, broke her leg when she fell from her mount, while Slim Gibson, clown, sustained a fractured arm and head injury after falling from a brook when his spur became entangled in the saddle. He was treated at Meridian Sanitarium.

IT IS BECOMING more and more apparent that producers of Wild West shows and contests are insisting that contestants be attired in attractive cowboy clothes. Besides ability a good appearance means much to a performer's drawing power. Another thing producers expect from performers and contestants is that they have the necessary equipment with which to do their part, such as saddles, surcingle, etc. While some

contests furnish saddles in bronk riding, it is not done everywhere, and at contests one of the rules is that to qualify contestants must be properly equipped. Don't depend on the management or some other contestant to supply your equipment.

MILT HINKLES Texas Rangers Rodeo is reported to have enjoyed a successful four-day stand at Meridian, Miss., under American Legion auspices recently. Performers there included Vic Blackstone and wife, Fay; Roy Correl, John Henry, Doc Blackstone, Andy Thompson, John Coker, Earl Sutton, Buddy Medford, Rex Cole, Mary Cardinal, Pee Wee and Percina Morris, George Adams, Slim Gibson, Mack Runnels, Jack Rinehart and Chip Morris.

TEXAS ANN MIX'S troupe, which has been playing theater, school and benefit dates in addition to broadcasting daily except Saturday in Pennsylvania's hard-core region, will start its road tour soon, according to Miss Mix. She reports that the organization is plying to good business in the Wyoming Valley despite the fact that the monetary conditions there are not the best. Business Manager John Payne is also booking the troupe.

ROWDY UNDERSTANDS that the Rodeo Association of America and the Cowboy Turtles Association will henceforth co-operate on a plan to educate the public to the difference between cowboy contests and exhibition Wild West offerings. Enough commendation cannot be given those who pursue this policy to the fullest extent. There is ample room for both types of entertainment and it seems only fair to the paying public, which is asked to patronize both events, that each attraction be sold under its true colors. We have called this to your attention several times before. What a great kick we'd derive from it if we didn't have to do it again.

THERE SEEMS to be a desire on the part of many that the RAA add a cowboys' fancy and trick roping and trick and fancy riding events to its list in order to determine world's champions in those events. It has also been suggested that cowgirls' bronk riding, calf roping, trick and fancy riding and trick and fancy roping be added to the list. There is little doubt that they should not receive points and titles under the same conditions governing the men, because

for years these events have been regarded as excellent features at contests, Wild West shows and exhibitions. In fact, many RAA managements annually include them on their programs and have been in the habit of advertising and awarding them world's championship titles. If the official organization would give consideration to these events more satisfaction would be evidenced all around and official titles would be more readily recognized. It seems absurd for an organization to have no such rulings and then in some instances permit its members to advertise and award titles which it does not recognize.

ALMOST EVERY performance of the rodeo held in connection with the Southwestern Exposition and Fat Stock Show in Fort Worth, Tex., March 11-20 was a sellout. Summer weather prevailed, helping attendance, but it made the animals sluggish at times. All injuries were of a minor nature. Victors included Col. John R. Kilpatrick and Frank Moore, of Madison Square Garden, and Hoot Gibson, Western movie star. Hugh Bennett was named champion all-around cowboy. Following are the day money and final winners with the exception of first-day winners. They appeared in last week's issue: **CALF ROPING**—Second day, Hugh Bennett, Dick Truitt; Bob Crosby and Earl Moore split third and fourth; Buck Goodspeed and Ralph Bennett split fifth and sixth, third day, Jess Goodspeed, Charles Jones, Cleve Kelley, Carl Shepard; Dick Truitt and Jim Hudson split fifth and sixth, fourth day, Cecil Owsley, Buck Sorrells, Cleve Kelley, Jess Goodspeed, Hugh Bennett, Juan Salinas, fifth day, Herb Meyers, Clyde Burk, Cleve Kelley, Tom Taylor, O. C. Glenn, Jim Hudson. **FINALS**, Jess Goodspeed, Hugh Bennett, Bob Crosby, Earl Moore. **STEER WRESTLING**—Second day, Norman Pearson, Dick Johnson, Rubie Roberts, Goldie Butner, Hub Whiteman. Third day, Hub Whiteman, Mickey McCrorey, Chick Martindale, Heccheil Ross, Rusty McGinty. Fourth day, Dave Campbell and Tom Hogan split first and second; Gene Ross, Joe Thompson, Buck Spilsbury. Fifth day, Jimmy Nessbitt, Howard McCrorey, Mike Fisher, Shorty Ricker, Hugh Bennett. **FINALS**, Rusty McGinty, Gene Ross, Hugh Bennett, Dick Truitt. **SADDLE BRONK RIDING**—Eddie Curtis, Burel Mulkey, Doff Aber and Stub Bartlemay split third and fourth; Fritz Truan, third day, Cecil Henley, Bob Walden.

Ward Watkins and Nick Knight split third and fourth; Norris Cooper and Vic Schwarz split fifth. Fourth day, Burel Mulkey, Bill McMackin; Vic Schwarz, Fritz Truan and Nick Knight split third, fourth and fifth. Fifth day, Jackie Cooper, Bill McMackin; Burel Mulkey and Fritz Truan split third and fourth; Texas Kidd Jr., seventh day, Vic Schwarz, Ward Watkins, Eddie Curtis, Fritz Truan. **FINALS**, Burel Mulkey, Eddie Curtis, Fritz Truan, Vic Schwarz. **STEER RIDING**—Second day, Paul Carney, Jim Whiteman, Dumas Hunter, Ken Roberts, Bob Wilkinson split fourth and fifth. Third day, Smokey Snyder, Elmer Martin, Lee Farris, Ken Hargle; Kid Fletcher, Frank Marion and Hubert Sandall split fifth. Fourth day, Bob Estes; Hubert Sandall and Bud Cook split second and third; Smokey Snyder, Ken Roberts, Jack Wilson and George Mills split fifth. Fifth day, Paul Carney, George Mills; Frank Marion and Ken Roberts split third and fourth; Johnny Williams. **FINALS**, Ken Roberts, Frank Marion and Hubert Sandall split second and third; Smokey Snyder. **BAREBACK BRONK RIDING**—Second day, Bob Estes; Eddie Curtis, Fritz Truan and Paul Carney split second, third and fourth; Frank Finley and Hubert Sandall split fifth. Third day, Jim Whiteman; Paul Bond and Bob Walden split second and third; Bob Estes, Frank Finley. Fourth day, Sam Stuart, Smokey Snyder, Dale Adams, Johnny Williams; Kid Fletcher and Rock Parker split fifth. **FINALS**, Pete Grubb, Frank Finley, Fritz Truan, Kid Fletcher. Other champions were Hove Davis Breeden, cowgirls' bronk riding; Chester Byers, cowboys' trick and fancy roping; Dick Griffith, cowboys' trick and fancy riding, and Pauline Nesbitt, cowgirls' trick and fancy riding.

THIRD ANNUAL dude ranchers' pow-wow and cowboy dance held recently in Center Hotel, New York, was highly successful, according to Joe Daly, of Circle J Ranch, Ennis, Mont., director. Well-known contestants and rodeo folk who attended the dance, which was held in old Western style, included the veteran Charlie Aldredge, Fog-Horn Clancy, Prairie Lilly Allen, Col. Fred Cardway, Anne Anderson, Gladys Bowie, Earl and Ann May, Jimmy Downs, Tommy Luiker, Okie Joe Mullins, Walter Beck, Billy Wakefield, Walter Murley, Bill Francisco, Larry Cullen, Eddy Evanto, Curley Hatchell, Billy Keen, Bud Nelson, John and Pete Daly, Pete Whitecloud, Ed Costigan, Buck Barbour, Bill Watson, Frank Clancy and wife, Dakota Ed and Elsa Bowman, Chief Dan Red Eagle and family, Chief Little Moose, Chief White Eagle, Princess Wild Rose, Chief Mofale, Wayne Sutton and Scottie Mitchell. Jack Warren's Tune Tamers furnished the music.

Winter Quarters Activities

Windy Van Hooten and Paul Bunyan Combined Circus

By KARL PFAUSE

Every department is working full blast getting the big show ready for its spring tour. Both of the show's handwax and all five of the hammers are kept busy all day. Material is little scarce, as the fairgrounds here have a wire fence. However, the owners have promised plenty of lumber to rebuild the show next year—provided, of course, they can get the train spotted beside enough lumber yards.

Klondike Charlie, the trainmaster, has "both of his crew" busy turning last year's lining over on the flats. Night trainmaster Bugs Bailey, who also doubles as car knocker, is engaged in blowing the dirt out of the train lines and stenciling "Cleaned and Tested" on the brake cylinders. The brakes worked last fall, he says, so why waste the time taking triples off? Coach carpenter Canned Heat Jake is very busy indeed. He has plenty material, as the pie car saved all the empty beer cans for him. Dike has to put a new end sill on one of the stock cars. Says he has a switch he spotted that looks fairly new. Will get it on the first dark night.

Wagon builder Dopey Jim claims an all-time record for the number of wagons turned out of the shop in one day. Last Tuesday he put 14 thru the shop, and if the crack filler holds out he expects to have all of the show's 142 pieces ready for the paint shop in a couple of weeks. He has had to do heavy repairs on the red ticket wagon and the press wagon. He would have been stumped had not Boloney Beans, the steward, come to the rescue with some large tomato cans. Dopey figures on putting new bars on the lion cage provided he can get the metal pickets loose on the fairground's main gate. Also says he aims to build two new canvas wagons but doubts that he will find time. He is kept pretty

busy keeping everyone away from his tool box.

Paint shop is away ahead of schedule. Splatter Malone, the boss painter, already has his banner cloth and colors packed for the road. Every gear, wagon, pole and piece of equipment will positively be washed regardless of what our competitors say. The five gallons of paint that the management bought did not go far. Malone tried thinning it with gasoline, but the old paint "burned" right thru it. Where he got the two cases of beer last week is no longer a mystery. The beer parlor, across from quarters, started redecorating this morning. The main color scheme seems to be circus red. The paint crew did a "burn-off job" on one of the coaches last Friday. Now Canned Heat is trying to find some pieces of tin large enough to replace the glass which they broke.

There has been some controversy in quarters over what type can makes the best tin patch. So far Canned Heat has the best argument for his stand-by, beer cans. He says the keglined tin does not rust out so soon. Dopey Jim insists that tomato cans are the best, particularly the large ones. He claims he has saved the company lots of money for nails by using the large pieces.

The wardrobe department is getting all new spec costumes sorted out. The bosses bought all the wardrobe of the No. 9 company of a Broadway show. Looks as if we will have a new spec this year. The press agent, Windy Jones, who also writes the spec, is now engaged in writing a super production to fit the costumes. He says it will be a knockout, particularly the part where the six bally girls dance in front of the king and queen. The writer a dishwasher in the cookhouse, where he is known as Sloppy Suda.

Drives 27 Miles, Pays \$1.70 Ferry Charge To Get Billyboy

Woodstown, N. J.,
March 20, 1938.

Circulation Manager, The Billboard, Cincinnati, O.
Dear Sir: The reason I am not renewing my subscription to The Billboard is that we go on the road next week and I will buy it weekly in whatever city I happen to be. Would feel like a lost soul in the World of Forgotten Men if I failed to get a copy each week.

This week I drove 27 miles and paid a round-trip ferry charge of \$1.70 to buy the current issue of The Billboard and the issue was worth every cent I spent.

Very truly yours,
HERBERT S. MADDY,
JE Ranch Rodeo.

NOTICE—WANTED

BIG RODEO, NEW ORLEANS
APRIL 24th TO MAY 1st
IN DOWNTOWN NEW ORLEANS

Contests, write for prize list. WANT TO CONTRACT Cowgirls, Cowboys, Trick Riders and Ropers, Clowns, Indians, Horse Acts, Bucking Ford, any Wild West Act, Night-Diving Horse or any Thriller. Can use real Mexican Bullfighters. Write or wire and pay your own wire.

All concession privileges for sale.
JACK KNIGHT, Sec'y.
KNIGHTS OF COLUMBUS RODEO,
Rodeo Headquarters, NEW ORLEANS, LA.,
P. O. 3 other Big Northern Cities to follow.

G. G. EXPO PICKETED

'One-Day Show' Halts Workmen

Union dispute blamed for action—site soon to be open for public inspection

SAN FRANCISCO, March 26.—Golden Gate International Exposition's \$20,000,000 construction program on Treasure Island ended abruptly on Thursday in a one-day "demonstration of strength" put on by members of the Piledrivers' Union, re-inforced by Longshoremen, and 700 workmen were turned back by pickets. Although the action was intended, it was said, as a one-day "show," indications were that it might proceed to a serious showdown.

"The exposition is in the position of the innocent bystander," said W. P. Day, director of works for the fair. "There is nothing we can do about the matter. If they tie us up I don't very well see what we can do about it."

Action was instituted as a result of an intra-union dispute over employment of piledrivers. Factional division within the Piledrivers' Union created the situation, it was said.

The union charges contractors building the fair are discriminating against its members because of their affiliation with the Maritime Federation. Steps were taken by the Federation to inform President Roosevelt and Secretary of Labor Perkins of the situation. Exposition President Leland W. Cutler said a tie-up would seriously threaten the fair's opening on schedule.

Traver Arranges Rides

Harry G. Traver, ride builder, is here to arrange for midway concessions. He and Concessions Director Frederick Weddleton arranged for a 12,000-square-foot Funhouse, Roller Coaster, barrel race and new-style miniature auto ride.

Italian colony is boosting plans for a mass airplane flight from Rome to Treasure Island similar to Balbo's expedition to Chicago's A Century of Progress. Seven San Joaquin Valley counties agreed to speed plans for an \$80,000 group exhibit, despite refusal of San Joaquin County to join the group.

Soon Open to Public

Treasure Island will be open to the public seven days a week starting on April 3, said Chief Director Harris Connick. Job of selecting the winning name for the fun zone from a half-million entries has begun. The expo has reserved the name of "Barbary Coast." Registration of the name with the secretary of state was made by H. C. Bolioroff, secretary of San Francisco Bay Exposition, Inc., operator of the exposition. New Zealand is latest nation to sign for an exhibit.

JACKSONVILLE, Fla.—Returning to his home here after a booking trip, Ed Raymond, of Raymond's Grand-Stand Attractions, said conditions indicate a big year for fairs. He reported contracting 12 fairs in Illinois, Indiana and Ohio for his 14-act combination.

LA CROSSE, Wis.—Interstate Fair Association again signed Northwest Amusement Co. to furnish grand-stand acts.

Don't Miss

This Feature:

41 Years of York Fair Coverage

By Wadsworth M. George in the

Spring Number of The Billboard

Action

NEW YORK, March 26.—Maurice Mermey, chairman of exhibit-concession division, New York World's Fair, announced this week that a number of concession applications are undergoing final analysis by departmental committees of the exposition and they would be submitted to the executive board on April 4. "Within a few days after that time we will be prepared to announce names of operators and character of a large percentage of our midway entertainment project," he told a reporter for The Billboard.

315,000 Ft. Worth Gate Tops '37 Mark

FORT WORTH, Tex., March 26.—For the first time in over a decade good weather prevailed during Southwestern Exposition and Fat Stock Show and Rodeo here on March 11-20, the show having had a reputation as a bad-weather event. Attendance was given by officials as 315,000, against 310,000 last year. Biggest was Children's Day on March 18 with more than 40,000, and also was the biggest day for Bill Hames' Shows and concessions. Champion steer sold for \$116 per pound. Buildings and midway space were crowded.

Rainbeau Garden, night club seating more than 1,000, had full houses for nearly every performance and S. R. O. crowds Saturday nights. Kathryn Duffy All-America Revue, featuring Sheri Mann, Gayle Robbins, Reggie Roth; Jue Fong, Chinese singer, and others, was a hit, as was Anson Weeks' Orchestra. (See 315,000 FT. WORTH opposite page)

Building Program Moving On Big Grounds in Pomona

POMONA, Calif., March 26.—A \$2,000,000 building and improvement program is progressing rapidly on grounds of Los Angeles County Fair here, said R. L. Driscoll, director of publicity. This will add three steel and concrete exhibit structures to the half hundred now housing the score or more of major divisions of the fair. Opportunity will be afforded for the much-needed expansion in many departments. With recent annexation of 30 acres to the landscaped park now covers 250 acres.

Attendance in 1937 set a new record of 650,000. Next fall attendance is expected to run well over 75,000. New departments, features, entertainment, exhibits and attractions will be offered.

Glasgow Exhibition Preparations Battle Storms and Labor Trouble

By HARRY E. TUDOR

GLASGOW, March 3. — Two months from today Scotland's greatest unified effort of all time, British Empire Exhibition of 1938, will be officially opened and ready for the advance guard of the millions who are so confidently expected by its organizers, Glasgow City particularly and the United Kingdom generally, to visit the Gargantuan undertaking.

At 11 a.m. on May 3 the King and Queen of Great Britain and its far-flung overseas dominions, amidst all of the traditional trappings of regal pomp and splendor, will gravely await a signal. Her Majesty, Queen Elizabeth, will then press a button, releasing a Union Jack that will run up the 700-foot Tall's Tower, the exhibition's landmark by day and aerial beacon by night, and its unfurling will mark actual opening of the "Empire's" several entrances. It will be Scotland's epochal day and its story passed on to many generations of Scots to come.

At this moment there is growing reason for doubt as to the making good of much-vaunted promises that there will be nothing throughout the Empire's vast inclosure that will in any degree be

Badger Bans Are Renewed

Off-color shows and games again barred by Wisconsin boards—inspection rigid

MADISON, Wis., March 26.—Regulations adopted by Wisconsin Association of Fairs and approved by the State Department of Agriculture and Markets again ban smut and strip-tease acts from county and district fairs.

State will provide full-time inspection of fairs and no State aid will be allowed fair associations which permit gambling, immoral shows, sale of hard liquors or that continue to operate a concession which has been reported by a State inspector as a violation of midway regulations, said Ralph E. Ammon, acting director of the department.

No fair will be permitted to operate a girl show of any kind unless the show operator has posted with the fair association a \$300 certified check to assure that the show will be conducted according to regulations.

Fair groups in classes one and two for allotment of State aid will be required to pay a minimum of \$7 a day for inspectors and those in lower brackets a minimum of \$5 per day. Department will pay traveling expenses and one day's salary of inspectors.

Sedalia To Get Fed Funds

JEFFERSON CITY, Mo., March 26.—State Commissioner of Agriculture Mayes announced that President Roosevelt had approved allocation of \$64,733 WPA funds to reconstruction buildings of Missouri State Fair, Sedalia. Funds also will be used for emergency needs and additions to grounds facilities. The federal grant will be added to available State funds for a reconditioning program.

Wash. State Is Called Off

OLYMPIA, Wash., March 26.—Agriculture Director Walter J. Robinson canceled a 1938 Washington State Fair in Yakima because of insufficient State funds. The 1937 Legislature appropriated only \$5,000, although it provided \$25,000 for a 4-H Club building, now being constructed. State Orange is talking about putting on a Yakima fair next fall. The next Legislature will be asked to provide sufficient money to permit a 1939 State fair.

Houston Stock Show Publicity

In assigning credit for success of Houston's greatest Fat Stock Show on February 20-March 6, a goodly amount of it should go to the publicity department of Houston Chamber of Commerce, which publicized the show through five States in a more extensive manner than any other event in Houston, perhaps, ever was publicized.

Records of Jack T. McCully, publicity writer for the department, show that 400 newspapers, magazines, house organs and trade publications were supplied with editorial matter and pictures, and that these publications printed 1,288 stories, measuring 17,454 inches, equivalent to 109 standard newspaper pages of eight columns each. At the usual advertising combination rate, this would have entailed an expenditure of \$35,908. The widespread interest and high attendance at the show justified (See HOUSTON STOCK opposite page)

Michigan Fairs

By JOHN B. STRANCE

State Director of Agriculture

Fairs in Michigan have a history dating to 1846. The number has increased from 67 in 1920 to 150 in 1937. The amount of State aid cannot continue if these increases continue. In these days of good roads it would seem that fewer and better fairs should be the rule.

Only articles of value in the home and on the farm should be recognized in a premium list. Favours should be shown breeds and grades which predominate or may be developed in the county or territory of a fair.

Regarding amusements, as a general rule we should keep out demoralizing shows or those which defraud patrons. No fair should continue which is operated continually at a loss. Toilet and (See MICHIGAN FAIRS opposite page)



C. B. (JACK) AFFLERBAUGH, secretary-manager of Los Angeles County Fair, Pomona, Calif., where a \$2,000,000 building and improvement plan is progressing rapidly. Among additions will be three steel and concrete exhibit structures on the 250-acre tract. New attendance goal is set this year, gate in 1937 having been 650,000.

Don't Miss

This Feature:

Fair Publicity Could Be Fairer

By LEONARD TRAUBE

in the

Spring Number of The Billboard

When High Acts Used Niagara

By JAMES E. HARDY

Now that Niagara Falls has been so much in the limelight, owing to collapse of Honeymoon Bridge, some of the interesting facts that have been done there are recalled. I am no longer connected with the profession, having retired from my old vocation several years ago. Regarding performances on wire stretched across Niagara chasm, I might point out that there have been a number of people who have tried to claim distinction or notoriety of having performed on a wire over Niagara. Even to this day we find that caliber of fame seekers in all walks of life.

The original performers who took the risk to make history and reputation were few and far between. There are now only two of the original wire performers alive who made names for themselves at Niagara—Clifford Calverley and the writer, who is the last man to have performed over Niagara Gorge on a wire cable in 1895 and in the following year.

Fair Elections

MANY, Ia.—Sabine Parish Fair directors re-elected Byron P. Bellisle secretary-manager for the 14th consecutive year; J. W. Lucius, president; C. N. Bilbay, D. D. Theodorf, vice-presidents; A. B. McNeely, treasurer; A. G. Kilgore, assistant manager. C. L. Spencer Shows were contracted for the 1938 midway.

ENTERPRISE, Ala.—Coffee County Fair Association elected J. L. Warren, president; A. E. Lee, secretary; C. F. James, treasurer; W. A. Stanley, F. H. Searcy, Hobson Watson, executive committee.

ROANOKE, Va.—Roanoke Agricultural Fair elected John L. Godwin, president; Charles E. Ward, treasurer; Carlton Penn, secretary. Last fair was reported successful. Agricultural exhibits will be increased this year.

HARTFORD, Conn.—Association of Connecticut Fairs in annual meeting re-elected: President, Boyd R. Grand, Melrose; vice-presidents, F. R. Nelson, Pomfret, and Marshall J. Frink, Brooklyn; secretary, Randolph W. Whaples, Glastonbury; treasurer, Richard H. Erwin, Newington. Herman Walker, Goshen; Elay L. Harding, Lyme; Rose E. Goodale, Glastonbury, directors. Speakers included President Grant, State Agriculture Commissioner Oloof F. King, Earl S. Carpenter, secretary of extension, Massachusetts State College; Mrs. Marion C. Mattoon, Terryville; H. P. Deming, River-ton; Miss Elsie Traube, Storrs; Ray Harding, Hamburg.

when my cable there was taken down to be erected over Genesee Gorge at Seneca Park, Rochester, N. Y. Niagara Park Commission said at that time that it never would permit another wire cable to be suspended across Niagara chasm, and from that day to this it has certainly kept that word. Only six or eight years ago I had a substantial offer from a big film company to repeat exploits at Niagara, but the authorities turned down the idea with an abrupt and decided "no." Recently an interesting illustrated article appeared in The Toronto Evening Telegram regarding stunts of the persons who had a part in daring deeds at Niagara in years gone by.

I am now turned 63 years of age, and of that period I spent about 45 years as a high-wire artist, having appeared continuously at top-notch places of amusement on both continents. But how the amusement profession has changed compared to what it was when acts were judged and engaged on their merits and paid salaries accordingly! Acts of class and standing never had to plead and beg for engagements in those days; nor bow and scrape to please managers and bookers and then be paid a pittance for their hard work. This is from an oldtimer's point of view, a serious proposition for my old profession. But time marches on—and good luck to all oldtimers!

Fair Grounds

LINCOLN, Neb.—For the 1938 Antelope County Fair, Neligh, auto races have been dropped, with a rodeo planned as feature attraction. Dates of Burt County Fair, Tekamah, have been moved up to avoid conflict with an American Legion convention in Fremont, Neb. Rodeo is dropped there for the first time in several years, with a bill of acts to take its place.

SALT LAKE CITY.—Plans for a New York World's Fair exhibit in 1939 were discussed with the Utah commission in charge and George Jackson Byrnes, New York, regional representative of the fair. E. O. Howard, chairman, said \$37,000 will be spent, this appropriation having been made by the Legislature. A 300-square-foot space in Hall of States will house Utah's display. Ernest S. Holmes, manager of Utah State Fair here, was appointed commission secretary.

CANTON, O.—A horse show barn, with arena and seats, 170 by 90 feet, is being erected on Stark County Fair grounds here. Ed S. Wilson, secretary, said the project, set up by WPA, is first major building in several years. General repairs are being made to the plant.

ST. CLAIRSVILLE, O.—After a meeting of directors of Belmont County Agricultural Society, Secretary Carter Thornberg said indications are that the 1938 fair will be one of the best held here in recent years. Horse racing will return, with a two-day program. Exhibits will be increased and the board will meet shortly to decide on type of grand-stand show.

COMO, Miss.—For the first Panola-Tate County Fair and Horse Show here a new grand stand is nearing completion and a new lighting system will be finished in time, said Manager S. R. Morrison.

COLUMBUS, Miss.—Columbus Radius Fair Association put on its first promotion stunt when a once-a-week policy of horsemen riding down main streets got under way. Heading the group was President J. A. McCrary.

ANGLETON, Tex.—A bond election may be held to finance an expanded Brazoria County Fat Stock and Fair Association plant, plans calling for a \$40,000 plant on a 45-acre tract. O. B. Robinson, secretary-treasurer, said immediate application for a charter of incorporation will be made. County donated 25 acres and a citizen 20 more for the site.

CHATHAM, N. Y.—Columbia County Fair board, which has contracted King Reid Attractions for the midway of the 98th annual, will give every school and asylum in the county free tickets for the opening, Youth Day, Special events and a beauty pageant to select a Co-

lumbia County queen will be features. Excursion trains will be run from three directions. Last year 9,837 free tickets were distributed to schools and this year there will be more. It will be first appearance of the Reid organization at the fair.

SHREVEPORT, La.—In 1900 the Cotton Belt Railroad acquired 364 shares in Louisiana State Fair Association as reimbursement for a tax imposed by the city of Shreveport. The railroad has received authority from a United States District Court judge in St. Louis to exchange the shares, which it had been carrying on its books at a value of \$1, for \$384 worth of fair tickets, \$36.60 each year for the next 10 years. Counsel for the carrier said the tickets would be distributed among Louisiana residents as a good-will gesture.

DAYTON, O.—Fairs in 1938 where auto races will be sanctioned and supervised by Central States Racing Association will have the dirt-track champion, Everett Saylor, Dayton, featured on various days, as he plans on racing solely in CSRA-sanctioned national championship events this year.

COLUMBUS, O.—E. P. Sandles, Ohio State Junior Fair manager, said a dormitory for about 400 exhibitors and stalls for 730 cattle for a new \$50,000 junior fair will be started within two weeks on State fairgrounds here. Legislature appropriated \$40,000, and federal funds will be used to complete the project.

JACKSON, Miss.—A bill providing for lease to the city of Jackson for 25 years of property in rear of old capitol as fairgrounds was approved by the House. It fixes \$100 a year in a new lease to begin on March 28, 1940, with provision for cancellation with 90 days' notice in case of sale.

HOUSTON STOCK

(Continued from opposite page)
The great publicity campaign carried on in advance.

It is doubtful if any other division of the Chamber of Commerce is rendering a greater and more direct service to the city than is the publicity division, which is telling the story of Houston thru hundreds of publications throughout the country. Last year the equivalent of 200 newspaper pages was procured by the division in free publicity for the city. With the 109 procured for the Pat Stock Show, there has been a total of 309 pages of free publicity for Houston within the last 14 months. It seems that a constitutional amendment is not needed to enable Houston to get itself advertised.—The Houston Post.

315,000 FT. WORTH

(Continued from opposite page)
which played for dancing and floor show.

W. B. Wolkin, general manager of Turf Catering Co., which had food and drink concession in Hainbeau Garden and Longhorn Cafe and drinks in Hodeo Coliseum, reported best business in several years. A. T. Lowry, in charge of concessions, said most regulars intend to return next year. Jake McClure, in charge of concessions for Oklahoma City Fair and Rodeo, and Charles W. Green, secretary of Missouri State Fair, Sedalia, were among visitors.

GLASGOW EXHIBITION

(Continued from opposite page)
as everywhere else, the 75 acres are little less than a sea of mud and mire. By no means helping matters, slow progress of weatherproof road-making by the Empire's contractors has thruout the exposition's vast area added to general discomfort of all engaged. Under the most favorable conditions the outlook for complete preparedness on opening day is to your correspondent not without some doubt. There must be neither strikes nor rumors of such; the latter have their ill effect in disturbing the essential enthusiasm of even the least important of employees.

While the general ensemble of the

Empire's exhibits will be representative of the arts, sciences and industries of British progress, it will be the amusement zone of the exhibition that is looked to add zest to the enjoyment of the average visitor, young and old. Butlin's, Ltd., foremost caterer of extensive outdoor recreation and amusement thruout the United Kingdom, has been awarded exclusive rights to arrange attractions and be responsible for the popularity anticipated for that section.

MICHIGAN FAIRS

(Continued from opposite page)
rest facilities should be adequate and sanitary. All exhibits should be displayed so as to invite inspection.

We would favor a feasible plan to make experience of more successful fairs available to those of less experience. Experts of Michigan State College might be called on to advise what should be included in premium lists.

DETROIT.—United Booking Association, reported Henry H. Luoders, signed a contract with Van Wert (O.) Agricultural Society for two revues, Continental Caravan and Show of Shows. Besides the revue United has booked twelve acts for the fair.

THE STRATOSPHERE MAN

World's Highest Aerial Act, Finishing With a 500-Ft. Slide for Life.

Available for Fairs, Parks, Celebrations.

Address Care of The Billboard, Cincinnati, O.



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 Days Labor Day, September 5. Five Days, Four Nights. Address W. A. DARDESS, Secretary.

WANTED

Rides, Concessions, Acts for
FRANKLIN COUNTY FREE FAIR
July 26th to 30th.
Write EZRA FORTTEUS, Brookville, Ind.

CLEAN CARNIVALS NOTICE

The Best Labor Day Spot in the East. Thousands of State Fair, 12 Days, 3 Sundays—Day and Night, September 4 to 15. Free Acts, Concessions, Slide Shows, Rides. Write JOHN T. McCRAIN, 125 E. Baltimore St., Baltimore, Md. For Sale—A. Artisan Parfumerie, N. Towsanda, N. Y. Organ, also 55 544 Old Paintings, Nations in the Nude. A whole show without a suit.

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

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.

"AS OTHERS
SEE US"

(Seventh of a Series of Self-Revealing Testimonials.)

Presque Isle "Sees"

You gave us the best all-around acts that I have seen in my 13 years as secretary of the Fair.

CLAYTON H. STEELE,
Northern Maine Fair,
Presque Isle.

Thank you, Mr. Steele and Presque Isle.

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WHITE CITY LEASED

Hamid Makes Worcester Deal

Berger and Gerber, Providence, take park in Mass.—GAH to retain rides

NEW YORK, March 26.—White City Park, Worcester, Mass., was leased this week by Owner George A. Hamid, of this city, to Harry Berger and George Gerber, veteran Providence amusement men, for two years, with option for three additional years, thus virtually providing for the park's next five years of operation. Mr. Hamid, who was forced to relinquish active park operation because of pressing duties elsewhere, will continue to operate the rides, which will be under supervision of his brother, Sam Hamid.

"I plan to give Mr. Berger and Mr. Gerber all the co-operation necessary this year and hope to spend several spring week-ends in the park," Owner Hamid said. "I am very happy to be able to put White City's destiny into the hands of such reliable men. We have gained the confidence of that entire vicinity and it is essential that we retain that feeling throughout the community. I am certain these men will do so."

Usual free-act policy, he said, will be maintained and there will be a man employed especially for picnic and outing bookings. Extensive exploitation campaign has been planned and several sections of the park, especially picnic grove and beach, will be beautified considerably. Front refreshment stand will be enlarged and majority of concession stands will be renovated.

Opening date has not yet been set, although it is expected gates will be open on week-ends beginning on Easter.

New Pontiac Spot Is Being Readied

PONTIAC, Mich., March 26.—Palmer Park, new amusement spot two and a half miles north of here on Loon Lake and Dixie highway going north, will be opened this season, said J. D. Palmer.

Because of industrial activity in this area, sizable population and travel from Detroit, management foresees a good season. Property comprises 33 acres of wooded rolling ground, with bathing beach accommodating thousands and lights, running water and sewerage.

Promotion program calls for use of newspapers, billboards, contests and tie-ups with lodges and clubs, said Mr. Palmer.

Barnhart To Build at Peru

PERU, Ind., March 26.—J. Omer Barnhart, owner and developer of Sulphur Springs Park, six miles east of here, will make improvements to the 110 acres of historic Indian land situated on Francis Slocum Trail. Replica of a Western frontier town, with all the '49 days features, will be erected of log construction.

Don't Miss

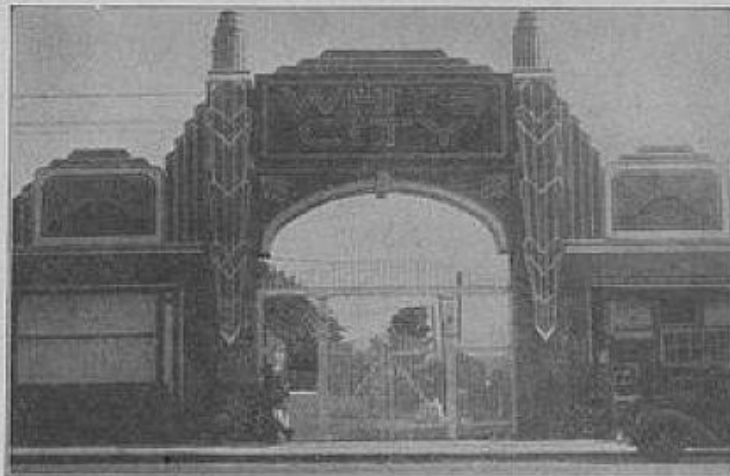
This Feature:

Lighting the Modern Park

By FRANCIS M. FALGE

in the

Spring Number of The Billboard



ENTRANCE gateway, remodeled and redecorated, of White City Park, Worcester, Mass., which has been leased by Owner George A. Hamid, New York, to Harry Berger and George Gerber, Providence, on an agreement practically assuring five years' operation. Owner Hamid will retain operation of the rides, but has relinquished managerial duties because of press of other business.

Moses' Plan Starts June 1

Hope goes glimmering for delay in Rockaway amusement zone demolition

ROCKAWAY BEACH, N. Y., March 26.—Hope of deferring the Moses plan for demolition of more than a mile and one-half of the community's amusement colony, 200 feet deep, from Beach 110th street to Beach 73d street to make room for a park and roadway until after the summer dimmed this week and the \$10,000,000 project is virtually assured of getting into swing about June 1, when under normal circumstances, the season would be starting.

Park Commissioner Robert Moses turned a deaf ear to pleas of the Chamber of Commerce and hundreds of (See MOSES' PLAN on page 45)

Resorts in N. J. Ad Drive

ATLANTIC CITY, March 26.—New Jersey Coast resorts, especially this city, will benefit by the \$43,200 promotional campaign ready to be set in motion by the State. Most of the money will be spent in advertising resorts. City council named three new members of its advisory board, Joseph Bernhard, Walpsack Center, chain theater executive; James Kerney, Trenton publisher, and Samuel Walker, Keansburg realtor.

Entire Industry Will Be Covered By NAAPPB Risk Plan—Baker

CHICAGO, March 26.—With the public liability insurance plan sponsored by the National Association of Amusement Parks, Pools and Beaches, under leadership of the committee headed by N. S. Alexander, Woodside Park, Philadelphia, President Harry C. Baker, New York, and Secretary A. R. Hodge, Chicago, covering operations of more than 600 individuals during the 1936 season and showing a 30 per cent increase in 1937, President Baker prophesies that the not-too-distant future will see practically the entire field of amusement park, pier, pool and beach operators enjoying benefits of the plan.

John Logan Campbell, association's insurance representative, who originated the project and brought officials of the NAAPPB and Associated Indemnity Corp.

Pittsburgh Spots Adding Features For New Season

PITTSBURGH, March 26.—Kennywood Park here will celebrate its 40th anniversary this summer, said General Manager A. Brady McSwigan, with special ceremonies planned. It is expected to open on April 17 for Sunday showings, daily programs set to begin in middle of May.

As last year, Manager McSwigan will feature free acts and name bands. Most of the acts are booked thru George A. Hamid, Inc., with MCA bands. Among acts booked are Klamis, Ocaris, Blondin Reilins Troupe, Helen Reynolds' Skating Champions, Carlo's Comedy Circus, Four Laddies, Great Peters; Young Laddell and Co.; Silver, Wonder Horse, and Johnson's Ford. New administration building and eating quarters will be ready for the opening.

West View Park is to open about the middle of May, with dancing in the new pavilion remodeled from the roller rink that has been open all winter. Other additions will be 12 Skee-Ball alleys and a new Whip, replacing the old ride, said Manager C. L. Beares Jr.

Sea Breeze To Add Rides

ROCHESTER, N. Y., March 26.—Under management of George Long, Sea Breeze Park is undergoing complete overhauling for opening on May 30. A new Caterpillar and several flat rides will be installed and new concession stands will be added. Bookings, mostly aerial and animal acts, will be thru George A. Hamid, Inc.

Don't Miss

This Feature:

Billy Butlin Britain's Barnum

By HARRY E. TUDOR

in the

Spring Number of The Billboard

Phil Thompson Sees Show Biz Ruined Abroad

ATLANTIC CITY, March 26.—Political conditions are ruining amusement business in Europe, declared Phil Thompson, manager of Atlantic City Auditorium, home from a trip which took him into eight countries on the Continent. He attended the international ice hockey conference in Prague and visited in Vienna.

Dictators are pushing outdoor sports and mass competition, he said, and urging all sorts of games for amusement rather than any set forms of entertainment such as is known here. What he saw in vaudeville and films, he said, were second rate and loaded with propaganda.

"Owing to various differences, it is (See PHIL THOMPSON on page 44)

Pier To Be Built At Seaside Heights

NEW YORK, March 26.—Seaside Heights, N. J., area is expected to be enhanced considerably by a new amusement and fishing pier, to be erected this spring and to extend 316 feet into the sea. It is designed to re-create interest in fishing in that sector and attract additional visitors to boardwalk, pool and casino and concessions.

C. M. Heflinger, manager of the pool and casino, this week was not prepared to discuss arrangement and layout of pier attractions.

Pier Company Refunding Plan Approved by Court

ATLANTIC CITY, March 26.—Chancery Court approved a plan for refunding finances of Steel Pier Company as "fair to all concerned." Under the agreement, which, according to the vice chancellor, has 97 per cent of bondholders behind it, all pier real estate is to be purchased at a foreclosure sale by a bondholders' committee.

Title to properties will be transferred to a holding company and a new mortgage of \$975,000 executed to secure bonds bearing 3 per cent. The arrangement was termed a friendly agreement between operators of the company and majority bondholders.

The action will have no effect upon operation of Steel Pier, it was said. The pier company, separate from pier operation, holds a number of beachfront and side-avenue properties, houses, shops, offices and lots.

Lease Made in Shreveport

SHREVEPORT, La., March 26.—Joseph Crockett leased from Rosehill Amusement Co., Inc., property known as Rosehill Amusement Park, south of Greenwood road here, for five years, beginning on March 18, at total rental of \$7,500. Extensive repairs and installation of several new attractions and concessions are planned.

COSHOCOTON, O.—Dick Johns, owner-manager of Lake Park here, accompanied by Mrs. Johns, returned from several months' sojourn in Florida with his health much improved. He said work would start immediately on extensive park improvements, to be completed before opening on Decoration Day.

American Recreational Equipment Association

By R. S. UZZELL

New England Section, National Association of Amusement Parks, Pools and Beaches, which tried a one-day annual meeting in the Hotel Manger, Boston, on March 15, found that the plan went over so well that it got a unanimous vote for a repeat next year. A few less papers and more discussion to the point would be a worth-while improvement. Again the body increased its attendance as well as the number who remained for the banquet.

In line with our other organizations, the conclave is growing better each year. It would be difficult for one to go thru the meeting without compensating results. Surely, a man would have to be asleep not to derive benefit from such a meeting. It was friendly, co-operative and social. The old faithful were all there or gave good reasons for their absence.

New Day for Beaches

There is a new day in the making for all of our beaches. How many realize it? Better look about. It does appear that beauty is appreciated anywhere. More and more we shall carry it into everyday life. Up there we surely turned a page in that direction. Charles Keller, George Hamid and others drove the point home. A trailer camp produces more cash business for a park than a tourist-cottage camp, we learned. That upsets the notion that our gypsy population are "paupers on wheels." How absurd, when some of them have \$10,000 outfits! They have a large daily turnover and all do have some money.

There were some kicks about arrangement of the annual dinner, but what man or group of men can make everything come out 100 per cent? Only those who have had to be responsible for a big dinner know all of the grief. It was a great event and the section's officers are wide-awake, conscientious men who put over a good job. This division contributes to our national association and to the American Museum of Public Recreation and are a loyal bunch of men.

May Visit Worcester

Hampton Beach, N. H., is getting national recognition now thru a late acknowledgment of the misguided zeal of the early settlers about 300 years ago who tried and convicted Emma Goody Cole for witchcraft. The town council has restored her to citizenship and erected a monument to her at the beach. It is all being told in a radio hook-up. The colorful pictures of the beach shown at the New England meeting where the people enjoy personal participation in all forms of physical exercise and recreation are a marked contrast to those far-off days of witch trials. The beach is now a joy and a pleasure beach for all who may wish to go to it and by community effort is constantly improving.

During all of the recession New England park men did not give up their summer meetings. This year it is quite possible they will meet in George Hamid's White City Park in Worcester.

Don't Miss

This Feature:
On Buying Bands for Summer Ballrooms

By HARRY MOSS

in the
MUSIC DEPARTMENT
of the
Spring Number of The Billboard

Treeless Ads

ATLANTIC CITY, March 26.—Wanted: One picturesque tree for use of the city's advertising department. At a meeting of Chelsea Heights Civic Club Doc Wallace, who handles the municipal advertising accounts, bemoaned the fact that every Southern resort, no matter how small, "can stick a palm tree in its ad and look like a million dollars. Atlantic City has a beautiful skyline and waterline but you can't get them to look like anything in black and white," he said. "What we need is a good-looking tree."

Mass. A winter meeting was held in the Bancroft Hotel, Worcester, several years ago, but thus far no meeting has been held in the amusement park. We all want to see the new artistic front entrance and the beauty treatment George has given the park.

In Bridgeport, Conn., the city is operating Pleasure Beach on its own account. Here is our chance to get a city as a member of the New England Section. We presume the local manager, and not the mayor, would represent the park, but either would be eligible. We have long had one mayor as a member who has been most helpful on legislative matters. Since Barnum made Bridgeport famous, perhaps the city will give us another great showman. Should we ever convene in Bridgeport we shall surely take time out for a visit to the most interesting Barnum Museum.

Long Island

By ALFRED FRIEDMAN

Concession fraternity faces a unprospective a season as it has in a decade or more, with result that many may trek to the Jersey shore and Coney Island. With Rockaway's major amusement section doomed to demolition to make room for a \$10,000,000 clearance plan this summer and with Long Beach's whole amusement section shaken up to harmonize with a new amusement make-up and that concessioners in many other locations are "readjusting," there is a gloomy aspect all around.

Some 3,000 concession and amusement people are affected, it is estimated. Of those affected in a manner that requires them to leave Long Island to continue their operations, many seem to favor Atlantic City and Asbury Park, N. J.

Removal of the healthy glow from the Long Island amusement scene here is considered only temporary, however. With the World's Fair carded for 1939, it seems the present lull cannot go beyond the coming season.

\$50,000 Fair Fund Sought

ATLANTIC CITY, March 26.—A \$50,000 appropriation in the city budget next year to enable the resort to participate in the New York World's Fair is sought by the recently named fair committee headed by Louis S. John, manager of Central Pier. Necessity of the city's representation at the fair is being stressed by him. Fair is looked upon by resort interests as a boom for 1939 rather than as a rival attraction. Main suggestion under consideration is erection of a replica of the famous Trenton barracks.

Thomas Renamed in Canton

CANTON, O., March 26. — Ernest Thomas, past several years superintendent of Meyers Lake Park here, has been reappointed, said Manager Carl Sinclair. Mr. Thomas for more than two decades had been identified with ride building and operation in Midwest amusement parks and has long been associated with George Sinclair, veteran park executive and ride operator, who for years has headed Meyers Lake Park Co. Work started this week readying rides and concessions in the park, which will open the season late in May.

New Ride-O for Kennywood

PITTSBURGH, March 26. — A new Spillman Engineering Corp. Ride-O will augment rides to be presented by General Manager A. Brady McSwigan in Kennywood Park here this season. It will feature most advanced ideas in indirect lighting. Enclosure and ticket box will typify best forms of modernistic designs.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Floating Baths

The floating bath, once a familiar sight in waters around Greater New York but discontinued in 1915, because of unsanitary conditions, is due for a comeback in a glorified form. As part of an improvement program for Gotham's West Side, the department of parks, it is said, will place in operation this summer in the Hudson River at foot of 96th street a floating bath unit of such proportions that 300 persons, men, women and children, will be able to use it at the same time.

Department explains the idea was first put into practice in New York in 1889 when 15 units were constructed at a cost of \$12,000 each and placed along boundary waters. However, pollution so contaminated water that nine were scrapped. The others were changed to floating tanks and provided with showers. Under the new charter the six barges became property of the park department, which, to provide relief on hot days and improve community health, will reconstruct three to form a large unit, two for bathing and one to have dressing, checking, shower and lavatory facilities and equipped with first aid.

No mention is made of admission charges. Swimming probably will be free, with a small tax for lockers and towels. Commercial tanks near the proposed city-operated baths are Riverside Cascades and Palisades (N. J.) Amusement Park aquadrome.

Pool operators in the East are watching Joe Day's Manhattan Beach at tip of Coney Island, N. Y., to see what effect new bathing facilities in Rite Park, a State project, will have on Manhattan's sale of season lockers. Day has always led in number of season bathers over other New York City tanks. While Rite's natatoriums opened last summer, no opposition was offered Manhattan because it was after the beach had sold most of its lockers. George Goldberg, praise agent for Day swim interests, told the writer that he did not think the Rite pools would offer much competition. It is understood that Mr. Day is of the same opinion and elaborate plans are on for Manhattan this summer, with name bands scheduled.

Dots and Dashes

Commercial bathing operation at Rockaway, N. Y., is a thing of the past, with the city taking over beach and pools properties in new boardwalk plan. . . . Understand city may erect bathhouses all along the new walk.—Recent query concerning whereabouts of Joe Laurie, former manager of Park Central indoor tank, New York City, brings word that he is running a gas station in Jersey. . . . Floridian outdoor tank, Miami, reports one of its biggest seasons.—One of the most comprehensive lists of commercial and municipal pools and beaches has been prepared by the Port of Authority, operator of bridges and tunnels leading to New York City.

Lusse Returns for Funeral

PHILADELPHIA, March 26.—Joseph R. Lusse, of Lusse Bros., who had been sojourning in Florida for his health, was able to return for the funeral of his brother, Robert P., in Elkins Park, Pa., on March 17. Friends remarked that he appeared better than in several years and his reply was that he was feeling well but would be compelled to be careful.

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KEANSBURG, N. J.

Opening for all kinds of Concessions except Rides and Eating.

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PARK MEN!

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Prices Guaranteed to be the Lowest on the Market.

Catering to Showmen Since 1910.

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13 HUDSON ST., NEW YORK CITY.

THE 4 AERIAL MONARCHS

110 Ft. High

AVAILABLE FOR PARKS

SIDNEY BELMONT

Fulton St., ST. LOUIS, MO.

WANTED

Wheels and Penny Arrows. Permanent location.
Lake Quassapaug Amusement Park
M. J. LEON, Mgr. MIDDLEBURY, CONN.

A PARADISE

as well as big money-making opportunities. Can operate Club, Cabins and Fishing Boats. Location fresh water fish and game, 400 acres land and water. Just off U. S. 90, best tourist route. Ask for information. **GULF COAST LAND COMPANY.** 203 Bank of Gulfport, Gulfport, Mississippi.

DARK RIDES

Use **STROBLITE** Luminous Color Effects. Sensational—Mystifying—Thrilling.
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Dept. B-4, 35 W. 52 St., New York

SEASHORE LOCATION FOR RENT

(Flat or percentage basis) for 1938 season at Lawrence Harbor, Beach, N. J. Popular shore resort. Ideal for Portable Shooting Rides, also suitable for Rides, etc. Space has 120 ft. frontage on boardwalk to 90 ft. deep. This is REAL opportunity. ACT QUICKLY. Write to **GEO. HAGLE**, Lawrence Harbor Mfg. Co., Lawrence Harbor, N. J.

WANTED

Experienced Tilt-A-Whirl and Wheel Operators. No Theaters or Shows. Long season at Beach. No morning. Jim Foster, Red Bennett, Jim Simpson, French LeCompte and Harry Denney, come on.
EARL A. REID, Jacksonville Beach, Fla.

WANTED

FOR 1938-1939 SEASONS. Rides of all descriptions. Also Dodons and Teas Shows of all types. For Penny Arrows we have a large building, definitely a money maker. All Midway Concession Stands are rented. Get busy.
DEEMER BEACH AMUSEMENT PARK, New Castle, Del.



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GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC.,

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WATER SKOOTER.

PERMANENT STRATOSHIP PORTABLE

The new and flashy Ride Sensation that brought business to the Midway and profits to the owner in ten locations in 1937.

R. E. CHAMBERS CO., INC., BEAVER FALLS, PA.

Revere Beach, Mass.

By BEACHCOMBER

Operators, receding to normal spending after reconstructing and building of attractions last year to the tune of \$250,000, are brushing up with new paint and polish. It is possible that \$40,000 to \$50,000 will be spent this season for new set-ups and revamping attractions.

A new modern cafeteria and rathskeller, designed and finished with colorful papier-mache to represent a cave, is at Ocean avenue and Beach street, ready to open on April 9. On opposite corner in the Cassara estate building Richard (Goggles) Cronin, street hustler extraordinary and basso impresario, has a Ten-in-One permanent year-round store, open and doing business. Fred Hurley is building what is reported as a shooting gallery and there is again early spring rumors of a new Coaster going into locations of the old Thunderbolt or old Lightning.

Word has gone out that strictly merchandise or legitimate skill games will be permissible. Benny Rizza, erstwhile scrivener for the gee-gees, now operates the Ocean House and Ocean Varieties Store and success is on the way; this is a year-round set-up also, furnished newly thruout. There will be a number of new concessions. Situation is being approached carefully and with confidence and money is being spent carefully by those who know their business.

Bill O'Brien is bringing in a Loop-o-Plane and Harry Baker is considering augmenting his set-up. Tumble-Bug on the south end with other rides. Other ride men are reported as being interested in coming in. Mms. Cavana is remodeling Cavana Inn and cost may exceed \$50,000. Ray Burns and Albert-Alberta act. Coney Islanders, wrote in for the quarters they lived in last year. Bill Hurley's Hurley Hurdlers were scheduled to bow on March 27 and week-ends till the season opens. Bill O'Brien opened the 60-foot highstriker at the same time. Mary Abearn's frozen custard and Kohr's string of frozen custard stands were to open when weather permits. Dr. Eli Miller's drug store, bathing line, etc., surrounded with new competition that may boom the corner and make better biz for all. The three locations claim they are headquarters for The Billboard. Dr. Miller has had the "ex" on it heretofore.

A tent unit of Unique Artists, to borrow Fred La Reina's verbiage, may go out of Revere into Maine with Archie Perham's Pine Tree Shows. Fred Hurley is reported making headway in spare time in building an underground dark ride or water ride under his Beaver street and Boulevard location. Mike Zaccaria, building a new dark ride (raile) similar to the Pretzel under his Dodgem location on the north end, said he should be ready by early April. Dodgem motorcycle ride he operated last year will be shelved. Herbie Harding, master mechanic for Tom Harding's set-up, said he will put up Eli Wheel last of the month. Bill O'Brien has consultant engineers coming in regarding building of a water ride he has been trying to get around to for several years and wants to operate in the 1939 season. Ruminous for rumor-

ists, where operators always can find out more about their own business than they ever dreamed. Crescent Lunch, is run by two boys who donate to the fireworks committee, Schoefield and Jackson, and across the street another popular spot, Tumble Inn Diners. Early opening of Suffolk Downs horse race plant and Wonderland greyhound racing oval presages an early season here, the horses paying off on 2,500 employees.

Wagner To Feature Benita; O'Brien Roster Is Made Up

NEW YORK, March 28.—Sam Wagner, operator of World Circus Side Show, Coney Island, said today that Beele Benita, Mon trainer, will be featured attraction at his Surf avenue establishment this year. Miss Benita will offer Rajah, Hollywood-trained cat that has received outstanding publicity at one time or another.

He has not as yet decided on a blow-off. Regular attractions, however, will include Spanish Serenaders, song and dance quintet; Lorrebo, man with revolving head; Slaging Lottie, fat girl; Henry Bolton, spider boy (contortion); Mme. Zenda, mentalist; Prof. Bernard, magician; Zip and Pip; Bernie's Punch and Judy, and Prof. Frank Graf, tattoo expert. Side show is expected to open for week-ends in late April.

REVERE BEACH, Mass., March 28.—William J. O'Brien's Marselatorium, set to open on May 21 at this resort, will offer Madam Adah and Company, mental

act; Albert Alberta, annex; Frisco, wonder dog; Henry Gould, hypnotic act; Eddie Davis, magician; Musical Al, one-man band; Garrison's glass blowers, Belda's Rag Pictures, LaPollette's helium gas lady, LaPollette's bloodless operation and Stretching Lady.

With the Zoos

CINCINNATI.—Spring building program has been launched at the zoo. Concrete foundations have been poured for a refreshment stand and adjoining shelter house in the pergola area. Work on new picnic grounds is complete. Tables have been installed in the three-acre plot east of the old bear pits.

SALT LAKE CITY.—In Hogel Gardens Zoo, Superintendent E. M. (Dutch) Shider, who is planning new features, sent a Utah elk in exchange with San Antonio Zoo for Southern animals and ornamental birds. A. E. Heslop, superintendent of parks of Idaho Falls, took the elk in a truck carrying Idaho animals for exchanges arranged by Pocatello and Idaho Falls Zoos.

KANSAS CITY, Mo.—In Swope Park Zoo, Tex Clark, veteran circus man before he was made zoo director here, is administering "spring tonic" dosages to many animals, including Temple and Ararat, elephants; lions, tigers and monkeys. "If I didn't do it," he said, "the animals would be lazy and under weight next summer." As it is, they are spry and fat and their coats shine.

"Pace Is Set; We Must Follow"

By CHARLES F. KELLER JR.

Address before 10th annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in the Manger Hotel, Boston, on March 15.

Time is the element by which all forms of life and its multitude of activity are gauged. It is something we cannot stop, hurry, nor slow down. Also silent and unseen, it can be both harmless and most dangerous. Our work is controlled by it. We anticipate and try to prepare for it when it arrives and when we meet it face to face we either profit or lose. After passing us by we pause to reflect what we might have done so as to have used it to greater advantage or pledge ourselves to make better use of that which lies ahead. To attempt to undo that which is passed is futile. To plan for that which is to come is desirable.

Our entire amusement industry is governed by that one element—time. It limits our operating season to a certain period. We must accomplish what we set out to do in a limited number of months. When these months have passed we must again wait for the passing of time. More months will pass before the day of reopening, for another season approaches, the day that will give us a new lease on opportunities. Opportunities that we are prepared for and from which we will reap a just harvest or opportunities that, thru lack of foresight or preparedness, will pass us by.

Changes Are Imperative

Time of the past has wrought great changes. Time of the future will create greater ones. Let us analyze that last statement, for therein lies the answer to the amusement park's greatest problem. Has our industry kept pace with these many changes? Some may sincerely believe we have. Your speaker is of the opinion we have only partially benefited.

allowing most of the changes to pass us by, believing they did not affect us. To others we have deliberately closed our eyes, regardless of the good we saw in them.

Unfortunately, many amusement parks throughout the country are offering to patrons the same attractions presented 10, 15 and 20 years ago. Can you imagine a theater offering to patrons the same motion pictures that were presented during those periods? Its survival would be limited to the time required for patrons to become aware of the theater's policy. No theater operator in his right mind would attempt such a procedure.

During the past several years we have witnessed a number of national fairs. In 1938 we will see two others, the New York World's Fair and the San Francisco Fair. Supposing officials of the New York World's Fair should decide that, inasmuch as the St. Louis Fair of 1904 was such a success, they will present the same type of attractions in the same manner during the fair of 1939. The result would be disastrous. Yet the managements of many amusement parks are content in their belief that their park, regardless of how long it has been since it enjoyed improvements or a face lifting, will continue to be a magnetic attraction to those seeking a day of fun. This condition is pathetic and must not continue.

Modernism Is Decried

You will tell me there is nothing new. True, very few rides or attractions have been presented to our trade during the past 10 years. Of those that have been presented only a limited number have proved successful. However, your possibilities are not confined to offering new rides or attractions. Time has decreed that our whole scheme of presentation be altered. Old barn-like structures should be redesigned to conform with the present trend of modernization. Light stringers should give way to indirect and flood-lighting. Landscaping and beautification are the vogue. Extreme sales pressure in booking outings is necessitated as a result of economic distress. The amusement park has passed the stage of being a place where the public comes merely as an outlet for pent-up energy.

Time and the happenings or conditions of time have caused those changes. Let us remember as we go along that the public representing our support must still be entertained. Entertainment is as old as life itself and will continue to be a requisite of all eternity. But it is an enlightened public and the entertainment that sufficed for their grandfathers or fathers will not suffice for them or fulfill their expectations. We must give

them something new, different, outstanding.

A few more months and we will be in the midst of our operating season. General economic conditions permitting, it should be successful. Some of you here will open your parks merely by the turning of a key or two and application of a few cans of paint plus necessary repairs for safety. Others will have completed a program of modernization or installation of new rides and attractions. I am not a prophet; I cannot foretell. Time, tho, has taught me lessons expensive to learn and I venture to say amusement resorts that will enjoy a successful season are those offering their public a program of activity commensurate with the times.

PHIL THOMPSON

(Continued from page 42)

very risky for acts to travel even to parts of the same country," he said. "In Vienna during its last days as a part of Austria all amusements were abandoned. Marching troops were everywhere. If there had been any amusements I doubt whether there would have been enough people out of barracks to make it pay. The prominent part outdoor games and competitions are playing lessens the attraction of entertainment. I believe that if this continues many more years the amusement industry in Europe will have lost its last stand. England appears to be the only exception. Americans don't realize how well off we are."

ENTIRE INDUSTRY

(Continued from page 42)

cent of their premiums and another dividend on 1938 business is expected within the next few weeks. It is hoped that settlement of 1937 claims will make possible a dividend to last year's policy holders, officials said.

"With these facts in mind, it is not difficult to appreciate the soundness of Mr. Baker's prophesy, as the liability-insurance problem has been a big headache in outdoor amusement business many years, with rates constantly climbing regardless of loss ratios," said Secretary Hodge. "In 1936 a number of the most prominent operators in the country led the crusade for cheaper and better protection, and it is expected that many more will be in line this year; in fact, a number of outstanding names have been added to the list."

Among Those Insured

Included in larger risks insured in 1937, most of whom have participated in the plan for 1936-37, were Fred W. Pearce & Co., Detroit; Glen Echo Park, Washington, D. C.; Philadelphia Toboggan Co., Philadelphia; Lusse Bros., Inc., Philadelphia; Harry C. Baker, New York; Luna Park, Coney Island, N. Y.; Riverview Beach, Pennsylvania, N. J.; Pleasure Beach, Bridgeport, Conn.; Woodside Park, Philadelphia; Spring Lake Park, Oklahoma City; White City, Worcester, Mass.; Clementon Lake Park, Clementon, N. J.; Chippewa Lake Park, Chippewa Lake, O.; Lake Compounce, Bristol, Conn.; Crescent Park, Riverside, R. I.; Gwynn Oak Park, Baltimore; Idlewild Park, Ligonier, Pa.; Idora Park, Youngstown, O.; Seaside Park, Seat Pleasant, Md.; Summit Beach Park, Akron; Acushnet Park, New Bedford, Mass.; Cedar Shelienger Corp., Wildwood, N. J.; Olentangy Park, Columbus, O.; Lenape Park, West Chester, Pa.; Marshall Hall Park, Marshall Hall, Md.; Midcoast Park, Memphis; Meyers Lake Park, Canton, O.; Norumbega Park, Auburn, Mass.; Olympia Park, McKeesport, Pa.; Rock Springs Park, Chester, W. Va.; Seville Baths, Washington Baths, Coney Island, N. Y.; Auto Rest Park, Carmel, Me.; Columbia Amusement Co., Butte, Mont.; New Broad Ripple Park Co., Indianapolis; Parkview Amusement Co., St. Louis; Playland Corp., New Orleans; Funland, Seattle, Wash.; Riverside Amusement Park, Indianapolis; Tennessee Valley Agricultural and Industrial Fair, Knoxville. In practically all of these coverage for all concessions operated was likewise provided.

All operators of amusement parks, piers, pools and beaches and concessionaires are urged to write Secretary A. E. Hodge, Suite 205, Hotel Sherman, Chicago, for particulars.

WILKES-BARRE, Pa.—Plans for 16th annual Slovak Day in Sans Souci Park here were completed at a meeting of Slovaks from Luzerne and Lackawanna County. Proceeds will be given to Slovak Sisters of SS. Cyril and Methodius, Danville. Rev. Michael Polcha, Pittston, is chairman. John P. Iskra is general park manager.

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Located 3 Miles South of Wilmette, Ill.
OPENING MAY 30, 1938.
Concessions of all kinds. Two or three times.

E. H. COPELAND, Mgr.

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CAPITOL PARK, HARTFORD, CONNECTICUT

Under new ownership and management.

WILL BUY OR BOOK: Merry-Go-Round, Ferris Wheel, Tri-a-Whirl, Octopus, Dodgem, Miniature Railroad, Kiddy Rides, Live Pony Ride and any good rides suitable for a high-class Park.

Photo Gallery, Penny Arcade, Shooting Gallery, Custard, Popcorn, Candy, Legitimate Concessions and Games.

ALSO WILL BUY: Equipment for Swimming Pool, Skating Rink and Play Grounds. Can use Sound Truck and a large Sound System.

Only Amusement Park within 45-mile radius, located within city limits of Hartford, and has many good towns to draw from. Serving a population over 1,500,000 people.

Park only contains nine (9) acres of land, but all buildings, rides and amusements compactly located to take care of Bookings, of Picnics, Reunions, Celebrations and Outings. Open day and night, including Sundays.

Park operates one of the largest Swimming Pools, Ballrooms and Skating Rink in the State.

CAPITOL PARK, HARTFORD, CONNECTICUT

900 Wethersfield Ave., HARTFORD, CONN.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

RACE RESULTS and highlights of the national amateur roller skating championship meet in Sefferino's Roller-drome, Cincinnati, on April 2 and 3 will be broadcast over a Crosley radio hook-up, thru arrangements made by Manager William P. Sefferino. He also is negotiating to have motion pictures taken of events, probably to be seen thru-out the country in one of the newsreels. So far 18 beautiful cups and trophies, several gold-plated, have been donated for speed events. In addition, Manager Sefferino will present winners of women's events with gold-plated skates. Among other trophies are a diamond ring and official gold medals. Mrs. Sefferino, who will be hostess to the women attending the meet, has planned a surprise on April 4 while convention sessions of the Roller Skating Rink Operators' Association of the United States are on.

In addition to Laverne Knorr and C. C. Sanders, Manager Gordon Woolley, of Woolley's Rink, Salt Lake City, will send Ray Herzog, 1924 champion of Utah, to carry the rink colors. Among other entries received at the Roller-drome were those of James Coringan and Bob Seymour, Columbus, O., who are already on the scene working out.

E. M. Mocar, Roller-drome floor manager, and credited with doing much for formation of the new association thru many articles in *The Billboard*, declares he is proud of the fact that the first annual meeting is to be held in his home city. Now 71 years of age and an expert skater, he has been untiring for years in efforts to better conditions in roller rinks, giving freely of his knowledge and long experience and helping many to achieve success as operators and exhibitionists. His efficient floor staff has had many compliments from visiting managers and patrons for discipline maintained.

On March 20, first anniversary of the Roller-drome, Manager Sefferino was presented with a number of beautiful floral offerings by staff, friends and patrons. He reciprocated by giving each patron a slice of birthday cake on leaving the rink. Staff and a few friends were served with refreshments after the evening session.

MICHIGAN amateur championship meet in Arena Gardens Rink, Detroit, drew about 1,000 on each of three nights. Teams entered by Arena Gardens, Madison Gardens, Universal Cooler, Royal and

Sun-Ray, Detroit; Fotch's Rink, Clear-eneville; Fair Haven Rink; Flint Park and Madison Gardens, Flint; Roll-Away Rink, Jackson, and Coliseum, Traverse City. There were also 12 unattached skaters, making 51 entries, including 13 women. Beatrice Hancock, women's city champion, taken ill before the meet, was represented by her sister, Virginia. Figure skating was presented between heats by Jana Hogan, Betty Gignac, Frank Bremonour and Robert Paul. Race winners in order: Wednesday, women's mile, Virginia Hancock, Verna Picton, Shirley Hill; time, 3:23-5; men's 440 yard, Bud Berg, Leonard Godfrey, Henry Lemming, :49-4; men's two mile, Irving Reznick, Alfred Walkley, Gerald Bacon, 6:35-5. Thursday, women's half mile, Verna Picton, Helen Fleece, Virginia Hancock, 1:42-2; men's half mile, Irving Reznick, Jennings Dyr Dahl, Don Hamel, 1:36-2; men's mile, Irving Reznick, Don Hamel, Norman McGinnis, 3:13-5. Friday, men's five mile, Norman McGinnis, Irving Reznick, Bud Berg; 16:31-5, including mile heat at 3:11-7, fastest on Arena track this season, won by Bud Berg; women's 440 yard, Verna Picton, Virginia Hancock, Shirley Hill, :49-6, fastest women's mile ever made on this track. Presentation of medals and awards followed Friday's races. Women's standings: Verna Picton, Universal Cooler, 80; Virginia Hancock, Fotch's, 66; Helen Fleece, Madison Gardens, and Shirley Hill, Fotch's, tied for third with 20 each. Men's standings: Irving Reznick, Madison Gardens, 110; Norman McGinnis, Arena, and Bud Berg, Fotch's, tied for second with 40 each; Don Hamel, third, 30. Results in figure-skating contest: Senior men's singles, H. L. Johnson, Windsor, 144.4; John Adams, 140.0; William Best, 117.9. Senior women's singles, Helen Brundage, 139.2; Ann Manion, 124.8; Gloria Roche, 117.5. Perfect score would have been 210. Skaters competed in bronze grade figures and three minutes of free style. RSROA judges and officials: Referee, Charles McNeill; Judges, Louis King, Jack Porter; line judge, Edward Theiner; starter, Amos Bell; timekeepers, Vincent Bork, Austin Thornton; track engineer, Clifford Stokes; scorer, Bob Roberts; first aid, Stewart Wilson.

RINK in Tuscara Park, New Philadelphia, O., is undergoing modernization, plans calling for the pavilion to be devoted to roller skating this season and dancing to be abandoned during summer. Ed Geiser will continue as manager of the rink, which will be leased to out-of-town interests.

KEYSTONE TRIO, Karl Peterson, Horn Bailey and Ruth Moore, played to a big party crowd on March 17 in Great Leopard Roller Rink, Chester, Pa., operated by Dalton Enterprises, reports Manager W. A. Holland. Trio will appear in Delaware Roller Rink, Wilmington, scheduled to open soon. Eddie Landgrover and Dorothy Schimyer, winners of dancestep contest at Earl Van Horn's Mineola (L. I.) Rink, gave demonstrations in Chester Rink on March 26 and 27. Manager Holland plans to post the weekly Rinks-Skaters page of *The Billboard* on the wall of his skateroom.

WHIRLING DUO, Buddy Young and Bob Miller, formerly the Three Whirling Bees with Betty Snyder was with the act, recently played the Eagles' Club, Allentown, Pa., and Elks' Club, Lehigh-ton.

FINALS of preliminary races, sanctioned by the Roller Skating Rink Operators' Association of the United States in Redondo Roller Rink, Redondo Beach, Wash., on March 16 and 17 were won by C. W. R. Pattison, Redondo Beach, who will compete in the national meet in Cincinnati on April 2 and 3, reports Manager W. J. Betts. Jimmy Clifton, Tacoma, was second and George Anderson, Redondo Beach, third. Manager Betts will attend the association convention on April 4. Receipts from the rink on March 23 will be used to finance Pattison's trip.

"I ATTENDED the first annual Roller-Skating Revue in Arena Gardens Rink, Detroit," writes Manager Wally Kiefer, Flint Park (Mich.) Roller Rink. "It was a beautiful show and Fred Martin deserves much credit for his efforts in putting it over. When you take into consideration the fact that the public paid money to sit and watch someone roller skate, we must admit that skating has come a long way. Flint Park Roller Club was represented in State speed races by William Bigford, city champion, and Edward Fournier, runner-up. Altho my boys did not show up very well, it

was their first major race and they gained thru the experience. Both did, however, pass their bronze tests in the proficiency tests that Mr. Martin conducted for out-State racers. On March 15 I closed my Recreation Roller Rink in Battle Creek, Mich. Ben Shedeski, lessee of the building, purchased new skates and is continuing to operate there with Robert Baker as manager. Mrs. Kiefer and I intend attending the national meet in Cincinnati.

IN ILLINOIS amateur roller skating championship races in 292d Armory Rink, Chicago, grand finals winners were: First, Russell Brown; second, Harold Saldon; third, Edward Chuddy; fourth, Teddy Geffinger, 15 years old; fifth, Clarence Ullman; sixth, John Caesar. Howard Shierbaum, former holder of State championship, fell on turn with a lap to go. Time for two-mile final was 5 minutes 43 seconds, a track record. Girls' mile final was won by Beatrice Ederer; Mary Carr, second; Louise Jacob, third; time, 3 minutes 25 seconds. Manager Fred Leiser presented winners with cups and medals. Joe Laury, world record-holder and rink floor manager, who trained the skaters, will be their coach at the national meet in the Roller-drome, Cincinnati, on April 2 and 3. Chief referee was Fred Leiser; director, Joe Laury; starter, Vic Prasch; timer, Walter Platt; clerk of course, Bill Henning; checker, Ed Goldschmidt; judges, Vic Swanson, P. Bowler, A. Reiser, M. Douglas. Races were sanctioned by Roller Skating Rink Operators' Association of the United States.

THE GREYSTONE, leading Dayton, O., downtown dance hall, operated for 15 years by Walter H. Delcamp, has been leased by Fred Bergin, operator of Skate-land, Cleveland, and Charles V. and Billy Wilgus, Dayton, to open on March 31 as Skate-land. Exhibition skaters were to be brought from Cincinnati for the opening. Rink will operate nightly, including Sundays, with matinees Saturdays and Sundays and kiddies' sessions Saturday mornings.

APRIL 7 has been set for opening of Pla-Mor De Luxe Roller Skating Pavilion, Kansas City, Mo. Lee Buchta will be at the pipe organ and there will be two skating surfaces, one for beginners, 30 by 60 feet, and one for regular patrons, 35 by 215 feet. Ray Rice and crew of instructors will be on hand nightly. Exhibition skating and floor show are scheduled for opening night. Pla-Mor, used during winter as an ice rink, was home of Kansas City Greyhounds, American Hockey Association.

CHAMPLAIN PROVENCHER, secretary of the Amateur Skating Association of Canada, reports speed and figure-skating championships under association auspices have been successful. Figure-skating championships in Winnipeg, Man., brought out the best skaters. Carnivals in Montreal, Ottawa, Edmonton and other centers of the dominion are patronized by large crowds of enthusiastic supporters of figure skating. Johnny Quigg, Saint John speed skater, won New Brunswick speed-skating indoor championships in Saint John Forum. Quigg made a clean sweep of the senior division to take all five events, from 440-yard dash to two-mile race for a total of 150 points. O. Stewart and J. Golding, Saint John, finished second and third. Verna Carter, Moncton, won the women's events with 90 points; Miss E. McLeod, Moncton, and Miss E. Walsh finished second and third. Benny Wilson carried the honora in intermediate events, with Leonard Golding and Leonard McGough second and third. Miss E. Reinhart.

Visart C. C. Saint John, won intermediate women honors. Junior and juvenile events, besides snowshoe races, were held in connection. Sanction issued to Prince Edward Island A. S. A. by the executive of Maritime Provinces Skating Association for maritime indoor speed-skating championships on March 17 and 18 in Charlottetown was approved by the Association of Canada. Leopold Sylvestre, Montreal, won the two-mile speed-skating championship for inter-provincial honors in Montreal Forum in conjunction with sanctioned annual winter sports, sponsored by the Mount St. Louis College Sports Federation.

RECREATION, Inc., Greenville, S. C., received a charter from the secretary of state to operate skating rinks, officers being given as Donald Macdonald, president and treasurer, and Malcolm C. Davenport, vice-president and secretary.

RIVIERA ROLLER RINK, Belleville, N. J., formerly managed by William Mishkin and Roland Ciomi, is now operated by B. & A. Co. Inc.

WINLAND AUDITORIUM, East Liverpool, O., is now devoted exclusively to roller skating, dance sessions twice weekly having been discontinued. Owners have inaugurated a championship relay competition, with events Sunday nights.

SKATING HAMILTONS, American roller skaters, are with the Cirque Amap in Nice. Mary and Erik troupe of roller skaters are at the Varietes in Brussels. Eight Rolling Ladies, skating flash, are at the Deutschlandshalle in Berlin.

BOB SKATELLE, formerly connected with Miller & Morton, Syracuse, now in Hot Springs, Ark., writes that the public there is showing great interest in roller skating and that the city looks like a good spot for a rink.

MOSES' PLAN

(Continued from page 42)

amusement people to postpone the project. He declared that a delay in demolition work would mean that the whole layout would not be ready for World's Fair visitors in 1939, adding that persons purchasing bonds to underwrite the project would not do so under any conditions that exclude start of work on June 1.

Property owners are saddened because of their inability in many cases to restore money paid in advance for rent by lessees. Latter are gloomy because they must wait until condemnation awards are made before their rents are returned and because there will be no business for them to maintain this summer.

Commissioner Moses plans to turn the Rockaways into a replica of Jones Beach, which he was foremost figure in creating. Rockaway Beach in good seasons has lured 25,000,000 patrons. Many buildings to be salvaged are of ancient vintage. Biggest of interests affected are Wainwright & Smith and Playland Park, latter largest amusement enterprise on Long Island. Wainwright & Smith own extensive properties and award they will receive should run high in six figures. Playland Park's will be smaller because only one-third is to be taken. About \$5,000,000 or \$6,000,000 will go to owners of properties that will be taken.

MEMPHIS—Latent death in the zoo was that of a male puma acquired in a trade about a year ago. Cause is thought to have been pneumonia. A lion and bear also died recently.



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WANT TO BUY

Roller Skates, Organ, Sound System and Roller Skating Rink Equipment. Must be in first-class condition and right price.

CAPITOL PARK, HARTFORD, CONN.

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On percentage Skating Rink for American Legion Park, months June, July and August. Must be good outfit. Attractive proposition. Also would buy cheap for cash Used Custard Machine and Ell Wheel.

E. B. MOORE, Kingsport, Tenn.

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RINK EQUIPMENT

Skates, Portable Floors, Sound Equipment.

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Have won for others. They will win for you. Your Rink Manager will be glad to show them to you.

"Buck" Buchanan

By J. A. SCHNECK

The passing of my competitor and friend, H. O. (Buck) Buchanan, general agent of the T. J. Tidwell Shows, was sad news to many of us.

"Buck" started his carnival career as a concession worker. My first recollection of him was a mild reprimand over some slight infraction of rules. He liked it, and I have heard him tell the story a hundred times. It was the beginning of a beautiful friendship.

"Buck's" rise in show business was rapid. He was my competitor as general agent, first on the James Shows, then the Tidwell Shows—a friendly competition. Many times we went miles out of our way to spend a few pleasant hours together and to discuss business and personal problems.

While I was out of show business, living in Northwest Texas, which was in "Buck's" territory, I was usually the first person contacted when he reached that section. Our friendship ripened. Many a trip we took together, many a confidence we exchanged, many a jackpot we cut up. We again became competitors three years ago.

"Buck" was tough competition. He had innumerable friends among show people and among the townfolk in his territory.

Capacity Attendance Assured For League Theatrical Night

CHICAGO, March 26.—As time draws near for the 5th annual theatrical night and benefit show of Showmen's League of America capacity attendance is assured. The splendid work done by President J. C. McCaffery; Walter F. Driver, general chairman, and various committees has resulted in arousing keenest interest that has been shown in any league affair. The problem now confronting committees is taking care of a huge crowd. But Chairman Driver gives assurance that adequate arrangements will be made for all who attend.

There will be many large parties at this year's show, also many people from out of town. Largest parties will be those of American Hospital, 40, and Atwell Luncheon Club, 40. The Billboard will have a table of 24. Frank P. Duffield, 20; Page & Terry, 20; Al Kaufman, 20; North Avenue Lions Club, 20; Ned Torti, 20; J. R. Applebaum, 12, and following will have tables of 10 each: J. C. McCaffery, Jack Auslet, Jack Benjamin, Benton Foster Co., George E. Carpenter, Chicago Awning Mfrs. Association, Morris I. Kaplan, Fred Kressmann, Sam J. Levy, W. G. Manraw, Goshen, Ind.; Lee Sloan, U. S. Tent and Awning Co.; Al Rossman, Phil Walger. Hotels represented will be Congress, Grovdon, Drake (G. E. R. Flynn), Dalton, Eastgate, Harding; King Edward, Toronto,

Can.; Morrison, Seneca, Sherman, St. Clair and Wacker.

Additional Reservations

Among other reservations are Hon. William Hale Thompson, former mayor of Chicago; George A. Hamid, New York; Major Gordon W. Lillie (Pawnee Bill), Pawnee, Okla.; Dan Odum, San Antonio; Phil C. Travis, Nashville; P. E. Gooding, Columbus, O.; Ladies' Auxiliary, Heart of America Showmen's Club, Kansas City; Samuel W. Gumpertz, Abner K. Kline; Dr. Roswell T. Pettit, Ottawa, Ill.; Dr. Thomas Torney, Madison, Wis.; Arthur Hopper, Ringling-Barnum Circus; Pittsburgh Waterproof Co., Pittsburgh; Anchor Supply, Evansville, Ind.; Committee, Louisville, Ky.; Fulton Bag and Cotton Mills, Atlanta; Phaelen Faust Paint Co., St. Louis; John W. Chapman, Columbus, O.; J. A. Darnaby, Chattanooga; Chicago Association of Commerce, Central Show Printing Co., Ansell Simplex Co., Balaban & Katz Theaters officials, William Morris Theatrical Agency; Milton Schuster, theatrical agent; officials American National Bank, officials First National Bank, Crackerjack Co.; G. H. Meyers, general passenger agent C. M., St. P. & P. Ry.; Maurice L. Rothschild, H. C. Evans Co.; D. H. Doss, president Circus Night Club, Bloomington, Ill.; Richard (See CAPACITY ATTENDANCE page 58)



J. C. McCAFFERY, president of the Showmen's League of America, which has permanent clubrooms and office, hospital facilities and a burial plot in Chicago, yet its interest in the well-being of showfolk is international in scope and activities. McCaffery recently returned to Chicago after an extensive tour in behalf of the league and is now concentrating his talents and efforts to make the big annual theatrical night a success. This is his second term in office and under his guidance it is expected that during this, its 26th year, that a greater number of new members than ever before will be added to the league's already large list.

Raftery Carnival Ready for Road

Carleton Collins, press agent—staff meeting called—new canvas predominant

WILMINGTON, N. C., March 26.—Beautiful weather has lent encouragement to staff working on fairgrounds here readying Jimmy Raftery's brand-new Carnival of Merit for its debut here in April downtown.

Ten men have been working for past month overhauling and reconditioning rides, building and painting fronts and (See RAFTERY CARNIVAL page 59)

Jack Dadswell Sings Bye, Bye to RAS

TAMPA, March 26.—Jack E. Dadswell will terminate four years' services as publicity director of Royal American Shows this week, he said, to devote his attention to personal matters. He resigned last fall during South Texas State Fair, Beaumont, and Mr. and Mrs. Frances Healy, of that city, were contracted to take over his position when season begins. The Healys will come to Tampa about April 1.

"So many conflicting reports have (See JACK DADSWELL on page 59)

Vets on Defensive

LINCOLN, Neb., March 26.—Reported here that exhibitors in Kansas City, Kan., see little chance that their anti-carnival ordinance will get by the city council. Movie boys started the action and gained the backing of some business men and property owners. Veterans' organizations went strong in opposition. Ordinance seeks to stop carnivals from using city property without charge.

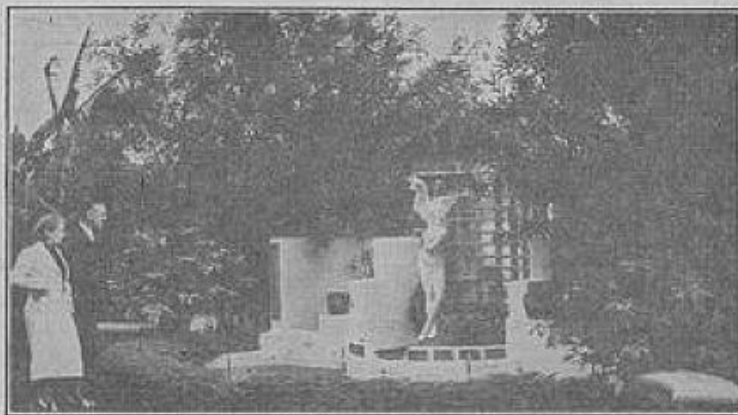
Don't Miss

This Feature:
Broadcasting the Carnival

By WALTER K. SIBLEY

in the

Spring Number of The Billboard



HERE IS AN EXCLUSIVE GLIMPSE BEHIND THE SCENES of Mr. and Mrs. Carl J. Sedlmayr's palatial residence at Miami Beach, Fla., which, during the Royal American's special engagement in Miami, was a Mecca for visitors. This fountain, colorfully decorated in neon and surrounded by hibiscus, poinsettia and other tropical flora, is a center of interest in the Sedlmayr patio. Its water vertebally teems with unusual specimens of piscatorial fauna of the tropics. The Sedlmayr domicile, because of its brilliant achievement in modernistic architecture, is known as "The House of Tomorrow." At the left are Mrs. Laura and Carl J. Sedlmayr, both of whom are well known in outdoor show business. Photo and text by Jack Dadswell exclusively for The Billboard.

Crafts at National Orange Show Presents Very Impressive Midway

SAN BERNARDINO, Calif., March 26.—Crafts 20 Big Shows, midway feature of 28th National Orange Show here, opened March 17. As usual there is a new lot layout and the usual eye-appealing unique lighting arrangements. All physical equipment presents fine appearance. Roll-o-Plane made its premiere with Crafts and Stratoship its first West Coast appearance. Roy E. Ludington stated show was transported on 68 Mack and Ford trucks, and semi-trailers each 33 feet in length. Particularly notable is new fronts of Avon Gaylees Follies and Karl Miller's Monkey and Society Circus with all new banners. Patrons view performances from elevated walkway front and ends. Proverbial Crafts' luck prevails, altho grounds of Orange Show and main buildings were flooded recently, flood made a complete sweep around part allotted to the Crafts Shows, thus the show opened on time on fine dry lot.

Business, it was stated, was in excess of that for same number days last year. Executive staff: O. N. Crafts, owner; Roy E. Ludington, general manager; Mabel Crafts, auditor; T. J. Myers, secretary and treasurer; Phil Williams, general agent; Elmer Hanscom, legal ad-

juster and superintendent of illumination; Harold Perry, agent and banners; Joe Saller, biller; Elisha Pickard, special representative; Nick Spaath, chief electrician; John F. Smith, assistant; William Powell, searchlight technician; Jack Shell, director public-address system; Roger Warren, superintendent utilities; Mac Doman, traffic manager; Sam Hinson, master mechanic; Happy Hatfield, mechanic; William Harris and H. Budlong, assistants; N. Boleus, scenic artist; Ed Bliss, superintendent paint department and sign painter; H. Darnell, story man; James J. Lynch, chief of commissary; Mrs. Roger Warren, accountant of commissary department; Roy Scott, publicity and The Billboard sales agent.

Shows

Shows: Avon Gaylees Follies, Avon Gaylees, manager and featured dancer; Dave Mills, on front; Harold Miller, second openings; Jack Louis, tickets; Kenneth Jackson, stage manager; Red Gillett, electrician; Jo Boyce, assistant; George Black, superintendent canvas; Orchestra, John Hancock, piano; Lew Williams, drums; Ben Harris, saxophone; Jack Tyler, sound effects. Dancers, Ellen (See CRAFTS AT NATIONAL page 59)

Jones Gets New "Thrill" Drome

Combined motordrome, Globe of Death and wild animal acts to be presented

AUGUSTA, Ga., March 26.—Johnny Branson, motordrome operator, arrived from West Coast Sunday, bringing additional equipment necessary to present his triple motor thrill show on Johnny J. Jones Exposition this season.

The regular motordrome performance, consisting of trick riding, motorcycle races and races between automobiles and motorcycles on straight wall, will make up first part of program. Second part of performance will feature wild animal (See JONES GETS NEW on page 58)

Warren Wright Active; Building Own Show

EAST ST. LOUIS, March 26.—Warren Wright, well-known general agent and last season ahead of Goodman Wonder Show, is now building his own show here.

Quarters have been leased adjacent to Greater Exposition Shows and 15 men are now building many shows and fronts that Warren Wright Shows will carry. Construction work is under supervision of E. O. Goodwin.

For many years Wright has been piloting shows thru the Middle West and only this year decided to enter the carnival field as an owner and manager.

Wright has selected a very capable staff of assistants. Reported by Mel G. Dodson Jr.

New People and Attractions Join the Tip Top Shows

MILLEN, Ga., March 26.—Those who joined here last week are Mr. and Mrs. Tom Brett, Big Eli Wheel and mentalist booth; Mr. and Mrs. Eddie Ferrell, of Cracker State Attraction Shows, ball game and fishpond, and D. D. Duke, with three shows. Show has white and colored bands. Dan Kinsey, colored comedian, rejoined here after confinement in hospital. He is on Minstrel Show and is much improved. Manager H. W. Campbell returned after a booking trip thru Carolinas. Recreation tent is operated by E. L. Gilligan and Nita. Reported by Dale W. Petross.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 26.—From all of activity both in Congress and out it seems that 1938 will go down in history of show business as year in which matters relating to transportation are in first spot. For several weeks we have been writing of activities in Congress and before Interstate Commerce Commission relative to subject of railroad transportation and particularly with reference to increase in rates recently granted roads by ICC.

During developments in rail field there have also been numerous developments in connection with establishment by federal government of a series of super highways which would make for rapid and efficient transportation of shows and show equipment for transport by motor.

As recently as March 14 there appeared in The Congressional Record an address by Gen. R. C. Marshall Jr., consulting engineer and former chief of construction division of army during the late World War, in which he points out that he favors construction of nine proposed super highways because in addition to relating to economic matters they also relate to "the state of the Union."

Further comment on bill by him indicates that it proposes a 500-foot right of way divided into separate strips for one-way traffic.

It appears that only problem confronting the general in this connection is matter of paying for cost of construction without imposing tolls upon users of proposed roads.

We feel that this subject is of unusual and extreme importance to persons engaged in operation of motorized shows, and it would be well for this class of persons to pay particular attention to developments in this field within next 60 days.

Deem Completes New Ride For All-American Shows

KANSAS CITY, March 26.—Axel Bendixen, owner of All-American Exposition Shows, who has been in the city for past three weeks, overseeing building of his new ride, the Hurricane, at shop of P. W. Deem, departed last week for quarters in Mason City, Ia. Ride was also shipped to that point, as it was completed on March 17. Bendixen on a trip thru Europe last fall and winter saw a ride of this kind in operation in an amusement park in Vienna, Austria, at which time he purchased blue prints. He holds patents to manufacture same in United States.

P. M. Jones, general agent of All-American Exposition Shows, is in Kansas City. Ellis White, who has been wintering here, signed to operate his cockpit house on Bendixen's show this season and will depart for quarters next week.

Weyls' Productions To Open Quarters Soon

PAINESVILLE, O., March 26.—Ed Weyls, owner and general manager Weyls' Productions, is now touring Pennsylvania with General Agent Frank Graves. They spent an evening recently at Western Pennsylvania Firemen's special meeting, New Kensington. Five hundred delegates from 80 volunteer fire companies were present. Meeting was mainly for purpose of selecting a city for 1938 convention, and Uniontown was honored as the place. Thomas Kirk, sales manager for Fair Publishing House, was present at the meeting and Weyls placed a large order for printing with him, to be shipped to Spangier, Pa., where show opens season. Weyls will tour one more week before meeting writer at Johnstown, where they will visit friends for a few days before going into quarters. Reported by Gertrude Weyls.

Playland Amusement Co. To Again Play K. C. Lots

KANSAS CITY, March 26.—Playland Amusement Co., which made its appearance in this city last fall, will again play lots in here, opening middle of May. Jockey Stevens is superintending work of repainting and repairing in quarters here and this small show will "hit" lots of this city in spick and span condition. All rides and concessions will be painted uniform colors. G. C. McGinnis, of this city, will be manager-secretary, while Jockey Stevens will be superintendent of show.

"Parade of Shows" Title Of a New Carnival

FORT WORTH, Tex., March 26.—A new carnival to be unusual in construction is now being organized and will open in Houston soon. It was announced here this week by R. W. Stevens. Title will be "Parade of Shows" and, according to Stevens, the idea is to make it a carnival of unusual features and attractiveness.

He also reported that work had started in quarters in Houston. He also stated that A. A. Lane will be manager and that he is interested, and that Barry Reynolds is in charge of construction.

Coleman Buys Ro-Lo Funhouse for Shows

NORTH TONAWANDA, N. Y., March 26.—C. V. Starkweather, secretary and treasurer of Allan Herschell Co., stated that on March 18 Mr. and Mrs. Richard Coleman and Tom Coleman visited the plant and bought a Ro-Lo funhouse. Coleman Shows are scheduled to open in April in Connecticut, and this device will be delivered to them in time for opening of season. Starkweather further stated.

Paris Showmen Active in Behalf of Federation

PARIS, March 21.—Committee representing three principal street-fair showmen's associations, Avenir Forain, Industriel Forain and Liberte Foraine, are working on plans for a "federation" grouping these organizations and various organizations of market traders.

Four weeks' street fair under way at Bordeaux with more than 200 rides, shows and concessions along midway. Biggest show is big top of Cirque Pouter.

HI-DE-HO Funhouse and Ride Combined



SPILLMAN ENGINEERING CORPORATION,

For Parks and Traveling Shows.

RIIDE-O-RIIDE

12 and 18 Cars

Sells on its Merits

Facts from Ride-O-Ride Owners:

"We have all that can be desired in a good ride."
"We found the ride to be all and more than we claimed for it. It topped all rides, and grossed more than any two rides on the midway."

To date there are 25 rides sold and not one used ride has been placed on the market.

SPILLMAN AUTO SPEEDWAYS

Seven cars grossed \$13,500.70 over a period of fourteen weeks. Get in on these proven money makers.

World's Largest Builders of Amusement Rides.

North Tonawanda, N. Y.

CONTINUED POPULARITY ON ALL MIDWAYS

The Time-Tested



TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

New Ride-Funhouse "RO-LO"

THE OUTSTANDING CHOICE OF SHOWMEN AND PUBLIC
Made an Envidable Record at the Recent Tampa Fair



The Perfect Device for every Midway, Parks, Wagon, Truck or City Shows. Continuously operates with two people, ordinary business, three people during high periods. Loads on one large wagon or trailer. Erects with four men in four hours—down in half the time. Without question has the strongest public appeal and most beautiful front of any Fun House yet produced—Six repeats—certain to remain popular for years. Instructive illumination—all new patented features.

ALLAN HERSHELL CO., Inc. North Tonawanda, N. Y.

STREAMLINED CARROUSELS and KIDDIE AUTO RIDES

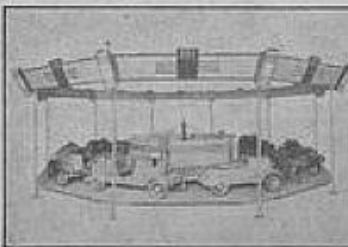
UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST. Send for Used Tent List. LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street,

Chicago, Ill.



Allan Herschell Company's Kiddie Auto Ride Gone Modern!

Modernistic design and coloring on center panel, cornice and Head Shields. Indirect illumination! We couldn't improve mechanically, so we improved the appearance! More than 100 satisfied owners. 10-Our Deluxe Model loads on 12-ft. Truck Body. Weighs 2 1/2 tons, 24 ft. in diameter.

Price: \$1,000.00 Cash, F.O.B. Factory. Terms if desired.

The Outstanding Choice of Men Who Know.

ALLAN HERSHELL COMPANY, INC. NORTH TONAWANDA, N. Y.

BROADWAY SHOWS OF AMERICA

HAVE COMPLETE TEN-IN-ONE OUTFIT OPEN FOR CAPABLE SHOWMAN THAT HAS SOMETHING TO PUT INSIDE. WILL GIVE PROPOSITION TO RIGHT PARTY.

WANT MOTODROME, ILLUSION, BIG SNAKE, GEEK OR WAX SHOW.

RIDES: Octopus, Loop-O-Plane or Kiddie Auto Ride. WANT CONCESSIONS of all kinds.

HELP: Foreman for Caterpillar, Loop-The-Loop and Tilt-A-Whirl.

FOR SALE: Four Units Loop-The-Loop, same as new; one Grab Joint, 10x10, complete.

WANT TO BUY ELI No. 5. WILL PAY CASH IF PRICE IS RIGHT.

All People holding contracts answer this ad. Show opens April 21st under strong auspices.

Covington, Ky. Address all mail and wires:

COL. J. F. DENNERT, Covington, Ky.

AL. G. HODGE SHOWS, Inc.

OPENING DATE APRIL 2, TERRE HAUTE, IND., AUSPICES GROTTO PATROL

Followed by La Fayette, Ind., week of April 11; then the Big Spring Celebration of the Grotto in Indianapolis, Ind., week April 18 to 30. First in as usual, well billed.

Can place few more shows. Want few more Concessions. Tex Stewart, come on. Want Merry-Go-Round Foreman; must be A-1. All address

W. M. TUCKER, Mgr., Terre Haute, Ind., this week.

LOW PRICES on MINIATURE FRAMES!

FOR DIRECT POSITIVE OPERATORS

Now . . . guaranteed non-tarnish metal frames with slide-in easel backs. Highest quality ever offered for the money. Look at these low prices:

1 1/2" x 2", .575 per Doz.-\$ 5.00 per 100

2" x 3", 1.10 per Doz.-\$ 9.00 per 100

3" x 4", 1.20 per Doz.-\$ 9.00 per 100

4" x 7", 2.00 per Doz.-\$ 15.00 per 100

Sample assortment of these new gilt frames in all 4 sizes ready Apr. 15—50c postpaid. Order now!

DEPT. B-22,

MARKS & FULLER, Inc., Rochester, N. Y.

"MAC" McNALLY

Formerly Allentown, Pa.

Now With CHUCK SAUTER, Selling

CHEVROLETS,

SOUTHLAND MOTORS, Inc.

Miami, Florida.

SHOW and TRAILER TENTS and CANOPIES

Fulton Bag & Cotton Mills

Manufacturers Since 1870

ALLIANCE ST. LOUIS, MISSOURI

WINDSORVILLE, NEW YORK NEW BRITAIN, CONNECTICUT

NEW USED TENTS

FOR SALE OR RENT

WRITE FOR FREE CATALOG.

VANDERHERCHEN, INC.

2846 Emerald St., Philadelphia, Pa.

TRUCKS

AUTOMOBILES — MOTORIZED YOUR SHOW

White

CHARLIE T. GOSS

With STANDARD CHEVROLET CO.,

EAST ST. LOUIS, ILL.

ADVERTISE IN THE BILLBOARD —

YOU'LL BE SATISFIED WITH

RESULTS

Line o' Two of News

WOOSTER, O., March 26.—J. R. Edwards announced that he contracted with Lake County Agricultural Society to furnish all shows, rides and other attractions for midway of annual fair at Painesville, O. this fall.

NORFOLK, Va., March 26.—John Hoffman, of Orange, Tex., trainer with Frank West shows in quarters here, was painfully injured when mauled by a green young lion he was breaking in last Saturday. Hoffman's chest and one hand were clawed, but he beat off beast, treated his injuries himself, and returned to arena, refusing to permit animal to be shot. Lion is one of four recently obtained from a Dallas zoo.

DETROIT, March 26.—World of Pleasure Shows, which opened its season March 19, reports a very satisfactory business, largely due to sudden warm weather on Saturday, Sunday and Monday. Show continues on present location until April 3. Show is operated by Mr. and Mrs. Earl Miller.

DETROIT, March 26.—Advent of warm weather brought out a number of carnivals in Detroit territory this week. Among them one operated by Burger & Ilowitz and one on east side operated by Charles Zeigler and Oscar Margolia.

MINNER CITY, Miss., March 26.—H. P. Large announced here this week that he and C. E. Lane had severed interests in the operation of Large & Lane Shows, he having bought out Lane's interest. New title will be Large Shows, Large also stated.

BELLE GLADE, Fla., March 26.—Morris Voltaggio, general manager of Everglades Fair, to be held here April 4-9, booked Billy Siegrist Troupe of Aerialists as free attraction, Friday, April 8, will be Clio Day. Governor Come and cabinet; former Governor Sholtz and Senators Wilcox and Pepper announced they will attend, according to Voltaggio.

ATLANTA, March 26.—Sydney Olivot stated here this week that he and Jerry Olivot joined Rubin & Cherry Exposition. He to talk on front of a girl show and do smooze work.

TERRE HAUTE, Ind., March 26.—Al G. Hodge Shows open season here under slogan "The Midway of Sights and Lights." This looms as one of new and outstanding subtitles of year.

CHICAGO, March 26.—L. E. Lasaco, of this city, in a report to *The Billboard* said, "Statement that I died in a hospital here last October is akin to the famous remark of the late Mark Twain, it is very much exaggerated. Have decided to go with John Marks Shows and will open season in South Richmond, Va."

NASHVILLE, March 26.—Dr. B. N. Hubbard, of Hubbard Bros.' Trained Wild Animal Exhibit, stated here recently that his show will not be with Dodson's World's Fair Shows this season. The deal pending was called off, according to Hubbard.

UNIONTOWN, Pa., March 26.—Among carnivals booked for early showing in this city and Connelleville are Johnny J. Jones Exposition and Strates Shows, railroad shows, and Bantly's All-American Shows, motorized.

FORT SMITH, Ark., March 26.—K. G. Amusement Co. under management of K. G. Clapp, will open season here next Saturday. Lee Stinch, news writer for show, announced today.

SAVANNAH, Ga., March 26.—Hazel Pater, secretary for Dr. Stack Hubbard, announced here this week that Hubbard will have 14 independent carnival shows on various carnivals covering territory from Atlantic Ocean to the Mississippi River this season. She also stated that a number of new fronts are now being constructed.

BALISBURY, N. C., March 26.—William Glick, general manager of Ideal Exposition Shows, engaged Larry Nathan to

handle the press this season. Nathan arrived here recently and started to work on his new job.

NEW ORLEANS, March 26.—Tom Richards, last season press agent for Jack L. Murray's Modern Midway Shows and formerly with Billy Rose, arrived here recently but failed to mention his connection for this season.

OLNEY, Ill., March 26.—Snapp Greater Shows were recently booked for the fair here to be held this fall. Phil H. Heyde announced this week. Heyde is a showman who recently went in oil business here, but still operates rides.

WICHITA, Kans., March 26.—Lawrence LaLonde arrived here Sunday from Los Angeles to take over Ten-in-One Show on Anderson-Strader Shows, which are under management of M. A. Strader.

Haney Building Portable Skooter Rides for Shows

KANSAS CITY, March 26.—R. E. Haney returned to this city last week from San Antonio, Tex., where he finished building portable skooter rides for Jack Buback, of Western States Shows; T. J. Tidwell, of Tidwell Shows, and two such rides for Dinky Moore, one of which will be booked on Crowley United Shows and other on Strates Shows. Haney also made a trip to West Coast from San Antonio, early this month, and while there he contracted for space for a new ride at San Francisco World's Fair.

Park Amusement Company Ready To Open Season

LAKE CHARLES, LA., March 26.—Work in quarters of Park Amusement Co. is practically completed and show will open here. Dave Lachman, general agent, returned from Chicago. Ed Paris, in Miami, is expected to return. Cliff Liles made a trip north. Jack Wilkerson, lot superintendent, returned from a visit to Texas. Charlie Brown is in charge of quarters. Company will carry no shows of any kind until after September 1. Will carry free acts with a free gate. Reported by an executive of company.

Pop-Corn Business in Major Industry Class

CLEVELAND, March 26.—J. B. Robinson, a director of Robinson Pop Corn Co., Inc., here, relates the rise of pop corn and pop-corn machines from a minor industry to, within the past few years, one of the major concession businesses.

A few years ago a few pop-corn machines sprang up in theater lobbies, candy stores and restaurants, dispensing buttered corn only. About six years ago Karmel Korn became popular, and this in turn was followed by Cheese Corn, which increased the demand for pop corn to such an extent that it more than doubled the production, according to Robinson.

"The Robinson Pop Corn Co. today boasts of a list of over 8,000 farmers throughout the country growing pop corn," he continues. "Through our experience and under our strict supervision these farmers have grown what we consider the finest pop corn in the world. Through contests we received over 3,000 samples of pop corn, from which the best grade was selected for propagation, and from this has been developed Royale brand. The Pop Corn Growers' Association of America, organized by us and whose membership is comprised of almost every pop-corn grower in the United States, is a further attempt towards increased production and improved quality of pop corn."

"Thus the development of improved methods of popping, seasoning, etc., it is not at all improbable that the demand for pop corn may, within the next few years, exceed the production, or at least equal it."

The Robinson firm has arranged to manufacture a No. 1 de Luxe pop-corn machine, counter model, as well as an attractive upright unit. It has also developed a commercial unit—two poppers—for large production.

SALT LAKE CITY, Utah, March 26.—Carnival shows in connection with Covered Wagon Days celebration to be held here in July will be licensed only after each feature is passed on by city commission. This was disclosed in a ruling made by commission so that only high-class shows would be given a chance to operate.

15 Years Ago

(From The Billboard Dated March 31, 1923)

New city council at Muscatine, Ia., had just eliminated license fees for carnivals playing there under auspices. . . . Thomas J. Johnson, Chicago attorney and absolute director of outdoor amusements, was given full power to censor and regulate white-top world by the Showmen's Legislative Committee. . . . I. L. Peyer was in Chicago preparing to assume his general-agent duties with Brown & Peyer Shows for fifth consecutive season. . . . Leo St. Charles was confined in Metropolitan Hospital, Welfare Island, N. Y. . . . Third annual St. Patrick's masquerade dance of Heart of America Showmen's Club attracted a huge and enthusiastic attendance.

Roy (Unk) Cato and M. H. (Slim) Haynes booked their cookhouse and several other concessions with E. B. Reed Greater Shows. . . . Mr. and Mrs. Claude M. (Blackie) Mullen migrated from their Dublin, Ga., home to John Narder's Majestic Shows. . . . C. H. Buckley booked his riding devices with George L. Doby's Shows. . . . Milo J. Hart, Henry C. Mason and Joe Morris visited Cincinnati offices of *The Billboard* while en route from Chicago to Augusta, Ga., to join T. A. Wolfe's Superior Shows. . . . Members of Con T. Kennedy Show and Arabian Circus playing Waco, Tex., week of March 17 were entertained at Hotel Brazos by hotel management at a dance in lobby of hostelry.

H. E. VanGorder signed as lot superintendent with H. T. Pierson's Great Middle West Shows. . . . Owing to bad weather, De Kreko Bros.' Shows' opening in New Orleans was postponed a week. . . . Sam Nagata, for years ride manager with Rubin & Cherry Shows, left Seattle for a tour of Orient in shows' interest. . . . Prof. C. A. Henry, after closing 1922 season with Con T. Kennedy Shows, was enjoying his first vacation in five years at his home in Ypsilanti, Mich. . . . Mr. and Mrs. Rex M. Ingham left North Wilkesboro, N. C., where they had been wintering, to join 20th Century Shows at Gloverville, N. Y.

Ballyhoo Bros.' Circulating Expo. Missouri Show Women's Club

A Century of Profit Show

By STARR DeBELLE

En route O'er Land and Sea,
Week ended March 20, 1938.

Dear Red Onion:

A week has passed since Ballyhoo Bros. tore down in our last Mexican stand. The overland trek to Mexico City was more than enjoyed by our company of ex-hitch-hikers. The railroad run from Mexican capital to Tampico an uneventful one. Our fleet of boats and barges are on the rough waters of the Gulf of Mexico, homeward bound and should dock at Miami some time Sunday.

All during our long trip, with time hanging heavy on everyone's hands, jackpot parties were held from rising time, 11:30 a.m., until retiring time, 3 a.m. As no news is good news and good news never showed up on the tour, I will devote the show letter to jackpots that were cut up while en route.

The lady that pitches sex books told this one: That she always wore a nurse's costume while giving her lecture. As it happened she was wearing her regalia while making a pitch on books to a large audience on the midway of a fair-ground. After finishing her first lecture and was ready for the sales 20 or 30 of her tip started hollering, "We don't want books. We want to ride on the Merry-Go-Round." After rehabbing them four times they still hollered, "We want to ride on the Merry-Go-Round." Finally losing patience she asked them, "Why ask me for a ride when you know I sell books?" Then one spoke, saying, "The superintendent told us to stay with the nurse and she would see that we got a free ride." It happened to be the feeble-minded institute members out for a cutting.

A concessioner told this one: That a first of any season concessioner built a

corn game. It measured 60 feet long and 40 feet wide and was a lumber yard in itself. Instead of numbering and lettering his uprights, braces and counters as any experienced concessioner would do, he marked them northeast corner, north end, northwest corner, southeast corner, southwest corner, south end, west end and east end. The bad feature of it all was he had to wait until the sun rose to lay it out and on cloudy days he couldn't set up at all.

Another concessioner told this one: That he once had his concessions mounted on revolving stages. In case his wheel created a little heat he immediately turned it around and a ball game stood in the same location. Thus the beeper could never locate the store.

The general announcer told this one: It once befell his lot to entertain a number of colored orphans. After placing them on some of the rides he decided to take them to the minstrel show, knowing that they would enjoy it as all of their color do. But the matron in charge objected to it, saying, "No, suh! Mr. Showman, I doesn't think it the proper place to take these young uns. I think the wax show would be better. The place they show Dillinger, Pretty Boy Floyd and others. I reads these chiluns to sleep every night about their robbing, kidnaping and killing folks." Sweet dreams, says the announcer.

MAJOR PRIVILEGE.

P.S.—Captain Beigh (a show captain and not in charge of the boat) claims he sighted land. Maybe one of the Key Islands and it might be Miami. Won't be long now. Pete Ballyhoo just announced another promotion. Donker Shorty has been elevated to a coupon agent. M. P.

ST. LOUIS, March 26.—Missouri Show Women's Club and International Association of Showmen got together for a St. Patrick's Day party March 17 at Maryland Hotel. There were many newcomers. A buffet supper was followed with music and favors for all. Those present were Mr. and Mrs. Mel G. Dodson, Mr. and Mrs. Dee Lang, Mr. and Mrs. John Francis, Mr. and Mrs. Charles Sheppard, Mr. and Mrs. Charles T. Goss, Mr. and Mrs. Tom W. Allen, Mr. and Mrs. Charles Clark, Mr. and Mrs. Charles Moss, Mr. and Mrs. E. E. Cobb, Mr. and Mrs. Ralph Bogue, Mr. and Mrs. Crawford Francis, Mr. and Mrs. Barney Williams, Mr. and Mrs. H. Griffin, Mr. and Mrs. Verne Kohrn, Mr. and Mrs. Leo Lang, Mr. and Mrs. Earl E. Riebe, Mr. and Mrs. Francis L. Deane, Mr. and Mrs. Warren Wright, Mr. and Mrs. E. Waughn, Mr. and Mrs. C. D. Todd, Lucille Osborn, Margaret Maddox, Betty Williams, Laura Potter, Jane Pearson, Jerry Williams, Elma Obermark, Lena Ayers, Hazel Pierce, Peggy Smith, Florine Cochran, Florence Parker, Beatrice Giulian, Millicent Navarro, Catherine Oliver, Virginia Westbrook, Clea Jacobson, Elmer Brown, Dave Carroll, Micky Farrell, Charles DeKreko, Dick Wayne Barlow, Carl Byers, Bert Miner, Ben Kaplan, M. L. Harris, John Hoffman, B. F. Beard, John Sweeney, Andy Allen, J. C. Gordon, A. E. McFarland, Edwin Deal, James Wilson, James Crowe, W. J. Peder, Joe Ewing, Henry Wagner, S. Israel, and William L. Adams, manager of Maryland Hotel. Reported by Kathleen Riebe.

FOR SALE

Loop-o-Plane; single, complete.

AL HAFT

165 N. High Street, Columbus, Ohio.

WILL PAY CASH

FOR
TABBREAST, MERRY-GO-ROUND,
FERRIS WHEEL, MIN-IP,
SIX-BUTTON INDIAN, ETC., SHOWS,
PLAYLAND AMUSEMENT CO.

2414 E. 68th, Kansas City, Mo.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, March 26.—Treasurer A. L. Rossman presided at the March 24 meeting in the absence of President J. C. McCaffery, who was out of town on business. Seated with him were Secretary Joe Streiblich, Past President Sam J. Levy and Past President C. B. Fisher.

Chairman Walter F. Driver reports real activity on the spring festival and early reservations indicate a sellout. Past President Sam J. Levy's entertainment committee is busy with plans for the event. Nat Green has been doing yeoman service on the publicity end and has scheduled a number of radio broadcasts. George W. Johnson is working hard on tickets and does not miss a chance to make a sale.

Mike Doolan advises that the ways and means committee will lend real assistance to Brothers Carl J. Sedlmayr and Fred Beckmann in the annual drive for funds. He is formulating plans and will get into action as soon as the season opens.

Relief committee report shows Tom Rankine slowly improving in American Hospital. Colonel Owens and Bob Miller are still confined in their homes, as are Brothers Pinky Blits and Theodore Schlemmer. Al Wagner advised that he is slowly recuperating, but there was no news from Brothers Dave Mulvie and Harry Maxey.

Brothers A. R. Cohn and A. L. Rossman returned from their Florida vacation and attended the meeting, while Brother Arval Hoyt was in for his first meeting. Jack Duffield is becoming one of the regulars at the rooms. Brother Alex Lobban visited for a few days ere leaving for Hamilton, Ont. Rube Liebman is back in town and very much in evidence. Bill Carsky returned from a business trip and attended the meeting.

Morry Haft, B. A. Mendelson and Charles C. Driver left for St. Louis to attend the St. Louis showmen's association big social affair.

Welcome letter from Vice-President Frank Conklin advises that he expects to be with us April 4, and Patty Conklin says he may also find time to make the trip. Looks like Neil Webb may also be among the celebrities with us.

Morris Miller and Sidney Rothman called at the clubrooms while visiting here. Bob Kline is here getting ready to open the season. Pleasant message from Brother Frank D. Shean advises that he is still in New York.

Walter K. Sibley sent another of his very interesting letters. Says prospects for the San Francisco fair look better and better every day. Nick Budson and Sam Fischer visited the clubrooms.

Our good wishes may not reach you on opening day, but they will sure be there, and we want each and every one to know that we are pulling for the Goddess of Fortune to be with you thruout 1938.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Take the Rotary Club of the business world; add the Red Cross; the result to the Show World is The Showmen's League of America.

WANTED

DRONE RIDERS—One more Straight Rider or would consider Man and Wife. State particulars. EARL PURTLE World of Birth Shows, Richmond, Va.

Just a short time and we will be asking the various shows for a roster of their employees. Stewards will be appointed on each show and a real concentrated effort made to keep each and every member fully paid up in his dues. Perhaps you can beat us to it by sending yours in now.

Ladies' Auxiliary

March 24 meeting was well attended. Presided over by President Leah M. Brumleve, with the usual co-officers cooperating. Invocation rendered by Chaplain Mattie Crosby.

President Brumleve advocated a change in by-laws and the motion succeeded in its purpose. Yearly dues, which heretofore have been payable December 1, will now be due September 1, thereby making it convenient for all members.

After adjournment sandwiches, cake and coffee donated by President Leah M. Brumleve and Mrs. Ida Chase were served.

Sister Mrs. William Carsky was present after an extensive business tour, as was Mrs. Robert B. Kline, who is contemplating opening the Greater Kline Shows. Mrs. Kline's sister, Mildred Barton, also attended. Sister Beasie Simon, fully recuperated from a recent illness, also was present. Sister Mrs. Charles Driver received an oration of welcome at meeting. Sister Bobbie Ward just returned from a trip to Indianapolis.

Club will hold a social party in the SFA clubrooms April 30. All members are donating prizes for the occasion and you can be assured of a pleasant and entertaining evening.

Hostess for March 31 social will be Clara Hollic Harker. ELSIE MILLER.

St. Louis

ST. LOUIS, March 26.—Greater Exposition Shows opened on lot at Grand and Carter street Saturday, March 19, and had good business all week with exception of two night shows when weather was inclement. J. Crawford Francis, manager, has only five rides and some concessions operating, as lot was not large enough to accommodate entire show.

Charles Oliver will open on one of lots here to play lots for six weeks.

C. Guy Dodson and Mel G. Dodson arrived during week and are daily at quarters getting ready for their opening here in April.

Mr. and Mrs. J. A. Waters were in city this week purchasing new canvas for their concessions. They were en route to Joplin, Mo., to join Snapp Greater Shows. They will be remembered by all from Wortham and Morris & Castle shows, where Doc had his band and Jeanette her concessions. While in city they were guests of Mr. and Mrs. Earl Riebe, last season with Dee Lang Shows.

Mr. and Mrs. Marvin Laird left for Terre Haute, Ind., where they will join Al G. Hodge Shows for their opening in April. Laird will be secretary-treasurer on that show.

Louis Isler is in city organizing Isler Greater Shows for an early opening here.

Mrs. Betty Williams and son, Charles, also Mr. and Mrs. Jack Berry with their baby, Joan, left this week to join Zim-dars Shows in Jackson, Tenn., after spending winter in St. Louis.

Lillian Sheppard, of girl-show fame, who arrived in city last week after an extended vacation to West Coast, was among The Billboard office visitors Monday. Here overseeing building of new show which she will present on Dodson's World's Fair Shows.

L. Clifton Kelley, general agent of Goodman Wonder Show, spent several days in city looking after some interests for Max Goodman.

L. S. Hogan, general agent of Rubin & Cherry Exposition, has been in and out of St. Louis on several occasions during last two weeks.

J. C. McCaffery, general agent of Beckmann & Gerety Shows, spent two days in city this week looking after some details for appearance in this city in April. While here he conferred with A. H. Dally, formerly special agent with Beckmann & Gerety.

Ned Torti, of Wisconsin De Luxe Corp., made a flying trip to this city and while here hobnobbed with some of his many friends. He plans on being back in these environs first week in April.

Frank Hsanasaki, concessioner, who has been enjoying himself during winter months in Kinder, La., fishing, arrived this week and will join a show.

BRONSON - HAWLEY POST No. 134 AMERICAN LEGION TOMBOLA

IN THE HEART OF THE CITY OF BRIDGEPORT, CONN.

APRIL 28 TEN BIG NIGHTS MAY 7 AL C. GRILL SHOWS

WANT—Fish Pond, Bowling Alley, Penny Arcade, Loop II, Pitch-U-Win, Hoop-La, American Palmistry, 4 for 10 Photo Gallery or any Clean Concession that works for stock. Will sell and book Short Range Gallery, complete, mounted on trailer, any car can tow. 30 minutes to frame.

SHOWS—GRIND SHOWS WITH OUTFITS. YOU HOLD 75%.

RIDE HELP—Sober, experienced, for Merry, Wheel, Planc. Contact immediately.

AL C. GRILL SHOWS, Stratfield Hotel Annex, Bridgeport, Conn.

ART LEWIS SHOWS, Inc.

"Eastern States Best"

JUST COMPLETED A SUCCESSFUL FLORIDA TOUR, NOW BOOKING FOR OUR 1938 SEASON.

This show positively will play the cream of Eastern dates (always first show in) and our fair route consists of fifteen Fairs in Eastern Canada, New England and the Carolina States.

SHOWS—Can place A-1 Monkey Circus, Animal Show, or any other meritorious Show capable of getting money. State all details.

CONCESSIONS—We have opening for Long Range Shooting Gallery, Pitch-Tilt-You-Win and all other legitimate Concessions.

RIDES—Will book or buy Octopus.

HAVE FOR SALE—One Sound Car, Plymouth Make, with Webster Set. One Athletic Ring, Mat and Barriers like new. Two 37½-Watt Transformers. Three-Unit Loop-the-Loop.

WANTED—Dancers and Musicians for Musical Revue, also small Organized Orchestra. Workingmen in all departments. Wanted—Experienced Weight Guesser.

Several Show Tops in Good Condition for Sale.

Address ART LEWIS, Gen. Mgr.

Week March 28, Greenville, S. C. (first show in); Week April 4, Concord, N. C., in the Heart of the City (first show inside city in years); Week April 11, Raleigh, N. C., in Ball Park (first show in).

P. S.—Dan (Red) Donini, get in touch with me immediately; important.

OUTDOOR SHOWMEN

The next issue will be the Spring Special. Because of increased size and distribution

FORMS GO TO PRESS EARLIER THAN USUAL.

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, April 4. Wire important late Show Ads Sunday night.

FORMS FOR COMMERCIAL ADS CLOSE SATURDAY, APRIL 2.

CALL CALL CALL SOL'S LIBERTY SHOWS

1938 SEASON OPENS AT CAPE GIRARDEAU, MO., SATURDAY, APRIL 16TH.

All people engaged answer this call. Can place Concessions that work for stock only. Useful Show People in all lines and Attractions for Side Show. Have outfit for Snake Show. Caroline Holt can place Readers for Palmistry Concession. Ben Grambsch wants White Cook, Waiters and Counter Men for Cook House. CAN ALWAYS USE NEW AND NOVEL ATTRACTIONS. All Address SAM SOLOMON, Mgr., Caruthersville, Mo.

LAST CALL—GROVES SHOWS—LAST CALL

OPEN GREENCASTLE, IND., APRIL 2-9, INCLUSIVE; VINCENNES, IND., APRIL 11-18. Want Manager or Talfer for best organized Musical Show on road, carrying Top-Notch Band. Neal Coffey, Gordon Ellis wife. Robert Clark wants real Big Show Attractions. Will book shows with or without own outfits. Will book Loop-the-Loop and Octopus. Will book all concessions that work for stock, except Bingo, Caster, Cookhouse, Popcorn, Lead Gallery, Penny Pinch. Bill Lambert wants Ball Game Agents. Can use Colored Musicians and Performers at all times. Want Special Agent with sound car that can and will cut in paper. Want Foreman for Merry-Go-Round, Ferris Wheel, other wide help write. Owing to business conditions and my days we had to set the opening six two weeks. All people holding contracts with this show come in at once. Fair and celebration committees in Indiana, Illinois, and Missouri, we have a few dates open. Come and see this show or wire; will send representative to see you.

ED GROVES, MGR. GROVES SHOWS T. J. SMITH, GENERAL AGENT.

COLEMAN BROS.' SHOW

OPENING AT MIDDLETOWN, CONN., APRIL 14.

WANTED—Shows, Pit or Platform. Have for sale Eight-Car Mangle's Portable Whip, complete, in first-class order; One Seven and One Five K.W. Light Plants; One Calliphone, complete with Blower and all Motors. Reason for selling above—have two Calliphones, Light Plants too small.

THOS. J. COLEMAN, 508 Main St., Middletown, Conn.

WHEELS Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 inch wheels. Special Price **\$12.75**

BINGO GAME
75-Player complete, including 750 tickets, **\$6.25**

Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lounges, Aluminum Ware, Candy, Pillow Tops, Ballons, Paper Hugs, Fans, Confections, Artificial Flowers, Novelties.
Send for Catalog No. 237.

Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Dozen, **\$1.00.**

SLACK MFG. CO.
124-126 W. Lake St., Chicago.



GREAT Ace in The Hole Shows!
SAM DAVIS cards from Carnegie, Pa., that he booked his Big Eli Wheel with Bright Light Shows, which open in April.

J. M. WALKER cards from Carmichaels, Pa.: "Myself and family wintered here. Booked Chairplane with Clint & Clark Shows."

GEORGE W. BRAY cards from Carnegie, Pa., that he booked his animal side show and will also do billposting for Bright Light Shows this season.

W. FRANK DELMAIN writes from Chapman, Kan., that Louis Isler left there March 17 for his quarters to get his show ready for an early opening.

L. G. KING letters from New York that he did not sign with Mike Centanni as agent and promoter for his shows as recently reported.

OUR NEW SANITARY "POPCORN BOXES"

SIDE OPENS—5¢ POPCORN IN HOUSE—10¢

NO MORE GIBBERY FINGERS NO UNSANITARY HANDS

5¢ 10¢ 15¢ 25¢

52-85-M, 52-95-M, 52-100-M, 52-95-M
1,000 to 5,000,000. Quantity Prices on Request. Your Own Design to Order. Address Printed Free 20,000 Lots or More.

ROBINSON POPCORN CO., Inc.
4538 W. 130th Street, Cleveland, O.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
Analysis, 2-p., with Blue Cover, Each03
Analysis, 8-p., with White Cover, Each15
Forecast and Analysis, 8-p., Fancy Cover, Ea.09
Samples of the 4 Readings, Four for 25c.
No. 1 to 24-Pages, Gold and Silver Covers, Each30
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Ouths Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound, Sample, 25c.
PACK of 75 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc., 25c.
10000 FORTUNE CARDS, Fine Set of 80 Cards, 35c.
Wholesale Made to Your Customers Under Your Label. No checks accepted. C. O. D., 23c. Deposit. Our name on side to act as agent in any northlands.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

BUDDHA PAPERS—SUPPLIES

FULL 1938 ASTRO DAILY, HOURLY FORECASTS

Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Daily Charts, Horoscopes in 11 styles, Apparatus for Mind-Reading, Mental Magic, Spirit Effects, Mini Camps, Books, Graphology Charts.

New 140-Page CATALOGUE now out of the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES
198 S. Third Street, Columbus, O.

POPCORN PEANUTS

CARTONS—BAGS—CONES—SEASONING, APPLE-STICKS, COCCARU, COLORING, OLDSOPE, POPOORN, SALT, PEANUT WARMERS, GRANULATED PEANUTS

The best concession in the world we can give you "Rocky" Weaver, Bob Kessell, "Rex" Buzzell, Mrs. J. C. King, D. H. Jensen, "Rocky" Di-Caprio, Joe Lane, Al Moore, H. D. Washburn, Mrs. Harold J. Taylor, T. D. Brown and many others. CALL, ALI, AND RESERVATION—A postcard will bring you our Special Low Price List. Write for it. WE KNOW YOU'LL WANT OUR OLD-FASHIONED, 100% GOOD MERCHANDISE. WE HAVE IT!

MOSS BROTHERS NUT CO.
231 N. 24 St., Philadelphia, Pa. 5 E. Stephens (Rd. Side) Pittsburgh, Pa.

CONCESSIONS OPEN

At Largest Snake Farm Exhibit in Northeastern U. S., 40 miles from New York on tourist highway. Concessions for Archery, Driving Range, Pony, Tracks and Photographer.
Room 1016, 280 West 87th St., New York City.

TARGETS FOR SHORT RANGE GALLERIES

Most perfect made, in two styles for small and large yards. Can be used on large Range Galleries also. Every year a national champion. Send for Free Samples and Prices. Write to the best Portable Short Range Gallery, **RED CIRCLE GUN CLUB**, 43 Hanover St., Boston, Mass.

Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

DON NEWBY cards from West Palm Beach, Fla., that he wintered there and has booked his sex show with Crystal Exposition Shows for this season.

REMEMBER the Who-What and When minstrel? So why not a Who-What and When carnival?

MR. AND MRS. FRANK W. WILSON card from Springfield, Tenn.: "Booked python snake and girl show with Reading's United Shows. Best wishes to The Billboard."

EDWARD E. PARKER is planning to take out a small carnival in the Pittsburgh district, that is he intimates it in a recent communication to Our Midway.

PATRICK J. O'BRIEN cards from Atlanta: "Thirty-eighth year in show business. Been visiting South. Called on Carl J. Lauther and his oddities here. Will be with a big one."

NEWS WRITERS: It is all right to say that "So and So's concessions will grace the midway," but all wrong if they intend to disgrace the midway.

ED SCHOFIELD letters from Denting, N. M.: "Want to thank The Billboard most heartedly for helping me find my



GLORIA ELIZABETH WILSON, daughter of Mr. and Mrs. Harvey Wilson, funhouse operators on the Johnny J. Jones Exposition for the fourth season. Gloria celebrated her fifth birthday on St. Patrick's Day by acting hostess to children and grown-ups in quarters at Augusta, Ga. Glorious Gloria, as she is called, is the sweetheart of the show, did herself proud in serving ice cream and cake to all who attended her party.



JOAN AND DOROTHY SHEESLEY, youthful members of Mighty Sheesley Midway, are shown here in the park at quarters, Savannah, Ga., with their pet pooch, Freida. Joan 5, and Dorothy 2, are daughters of Johnny and Dorothy Sheesley and were also "born with and for it." Like all other children of the carnival world they are receiving proper schooling and parental care.

son, Charles Schofield. Had not seen nor heard from him in 16 years. Never miss an issue of The Billboard."

JIMMY EDWARDS letters from Tampa: "George (Spot) Tipps is leaving here for British Columbia to help Henry Meyerhoff on his shows. They are going to Alaska again. Three cheers for Tipps and Meyerhoff."

HERSHEL GROVES cards from Nashville: "Looking them over, both large and small, with the idea of placing my concessions. Uncle Bremer will probably be with the 'Barnum of Kentucky' this season."

"LIVING FREAKS!" Notice this on a lot of side show banners. But why? I have yet to see a dead freak on exhibition.—Uncle Jerk.

BILLY GEAR: Take a tip. Do not let "Bill Bacon" boost your work too highly while you are with Miller Bros.' Shows in "his" show letters. Wait and see how the dates you booked turn out.—Red Onion.

ERNEST J. LAVOY: Mrs. E. LaVoy, of Lookport, N. Y., wishes you to know that your sister, Eva Lafountain, died February 26, notice of which was published in the Final Curtain of The Billboard.

MICKY ECKELS letters from Springfield, Ill., that he will operate pennant machine for Bill Graer on Robert R. Kline's Shows, who also booked photo gallery.

IT IS STILL SILLY: "Wanted—rides, shows and concessions that do not conflict with what we have." Well, what have you? Most of those advertising seldom state what they have.

C. V. STARKWEATHER, secretary-treasurer of Allan Herschell Co., Inc., lettered C. J. Latscha from North Tonawanda, N. Y., last week: "Many thanks to The Billboard for publishing the F. E. Gooding announcement."

FRANK GILLMAN is with Foley & Burk Shows. He is interested in a seven-in-one jazz band. If any of Our Midway readers know what a seven-in-one jazz band is, will they kindly let Frank know about it?

FRENCHY LAPAGE cards from New York: "Had a fine time this winter in Miami. Here for a while. Will have mail concession with Mighty Sheesley Midway. Looks like it is going to be a good season."

JACK RUBACK is rapidly climbing on the band wagon as "that progressive and aggressive showman of the West." Keep an eye on Jack this season!

GEORGE CABRELL, agent Crowley's United Shows, cards from Austin, Tex.: "While in hospital, Temple, Tex., had many show-friend visitors from J. George Loo's United Shows here. Loo and Fred Webster were especially considerate."

RUSSELL BUTLER cards from Findlay, O.: "Kenneth Stears, bass, and myself, clarinet, of Findlay, and John Benstead, of Cincinnati, are rejoining Lankford's concert band for second season. Open with J. J. Page Shows in Augusta, Ga."

A. B. CUNDIFF cards from Miami: "Was formerly general agent for W. A. Gibbs, Rock City and David Wise shows. After being off the road for four years have decided to return this season. Visited Royal American here and it is the prettiest midway I ever saw."

BILL RICE said in a wire to late C. A. Wortham, when general agent of a Wortham show, "Send Jack." C. A.'s reply, "Jack in hospital. Bad business here affected his health."

R. J. LENNON lettered from Valdosta, Ga.: "Spent the winter in Florida. Been ill for past three months with heart trouble, but am now able to get around."

Drop Us a Postcard
For YOUR Copy of
BIG ELI NEWS
for March-April

Filled with Good Reading, interesting pictures and behind-the-scenes facts about the Sidings Device business. Just drop us a postal and we'll bundle YOUR FREE Sample Copy along at once. Don't miss this one!

ELI BRIDGE COMPANY
Publishers
BIG ELI Wheels — BIG ELI Trailers
JACKSONVILLE, ILL.

The NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers

Place on shifting base of show plant to your present equipment. Made of galvanized iron pipes, proving the sturdiness of the Swing. Seating capacity—15 children. Weight about 2,000 lbs. Air-planes are actually driven by the speed of the propellers, giving the children the sensation of riding in a real plane. Description and prices upon request.

SMITH & SMITH, Springfield, Erie Co., N. Y.

Will join Al G. Hodge Shows on which Mrs. Pauline Lennon will have a ball game this season."

C. F. ROBERTS letters from Houlika, Miss.: "Booked for second season with Dyer's Greater Shows. Mrs. C. F. (BIBBE) Roberts has penny pitch and I have popcorn concession. Had a good winter. Stored shooting gallery until next winter."

DAVE FINEMAN cards from Miami: "Disposed of my horses which I had racing in both Hialeah and Tropical parks. Leaving for Montgomery, Ala., to join Gruberg's World's Exposition Shows on which I will again have my concessions."

SOME CARNIVAL managers have worn out their welcome over territory they have been playing for years just because of the pressure of accumulated violations of moral, business and legal obligations.—Wadley Tilt.

BUDDY AND KAY SPAIN carded from Miami: "Will be in Norfolk, Va., after April 1 with Frank West's World's Won-

der Shows. Buddy will be Fritzie Brown's front griddle man. Been in Miami since last September and bought a trailer there. Kay's mother is a Miamian."

STAFF: L. D. Fairfield, owner; Pat Murphy, assistant manager; George Senior, advance and banners."

CARNIVALS have already started to day and date each other. Wonder what the situation will be a little later on in the season. Then some ask what is the matter with some phases of the carnival business.—Soapy Glue.

HARRY A. ILLIONS, of Royal American Shows, stopped over 20 minutes in Cincinnati March 20, en route east. He said that the Cincinnati Union Terminal was the most beautiful railroad depot he had ever seen. Harry A. promised to spend more time in the Queen City of the West on his return from New York soon.

should we ask for credit for advertising, show supplies and so on. Ours is a cash business." We pay cash!"

BILL STOREY letters from Atalla, Ala.: "Will have my concessions on Royal Exposition Shows, of which Bert Rosenberger is general manager. Recent visitors here were Eddie Rahn, general agent for Max Gruberg; Tressie McDaniels and wife, accompanied by Kid Bruce, of Al O. Hodge Shows; Mr. and Mrs. Mack House, of R. H. Work Shows. Mr. and Mrs. E. K. Garlice wintered in Gadsden, Ala."

E. L. WADE letters from Detroit: "W. G. Wade Shows literally 'broke the ice' in the Detroit area by opening a few rides and concessions on a Michigan avenue lot while the snow covered the grounds in a few spots. In spite of the early opening, which is not unusual for this organization, not one day since March 5 opening has been lost due to bad weather. However, business has not been equal to the 1937 opening."

of Jack to us and others of the show business will be greatly felt. Worked on shows with him for several years and can truthfully say he was a man among men, congenial, considerate and no matter under what conditions he met people he always had a smile and kind word for them. We will miss him."

W. F. PRINCE, chairman of committee Veterans of Foreign Wars, Tuscaloosa, Ala., lettered: "Sponsoring a carnival is an annual event with us. Money derived from this source is used to help in our relief work. We had Wallace Bros. Shows March 12 to 19 and had a very good week considering the weather. Net proceeds and our dealings with Ernest E. Farrow, owner of show, and Jack Oliver, business agent, were very satisfactory."

BILL POWELL, of Goodman Wonder Show, cards from Berlin, Germany: "Visited the Carl Wallenda Troupe. It is a big hit here with Circus Kromp and will sail on S. S. Hansa for New York to join Ringling-Barnum Circus at Madison Square Garden. Also visited in Berlin with Lottie Mayer, the diving bullet. Act is doing good at Deutsches Theater. Called on Mrs. Ritter, who had the midget theater with Rubin & Cherry Exposition in 1930. Saw Mrs. Kleemann, whose son has an illusion show



OFFICERS OF LADIES AUXILIARY OF NATIONAL SHOWMEN'S ASSOCIATION, NEW YORK, social and benevolent club, who have been instrumental in establishing the new organization on a firm basis. They are a financially-minded group of young women, having recently raised over \$350 at a bingo party, and are to blossom forth again with a card party at an early date. From left to right, seated: Rose Lang, vice-president; Dorothy Packman, president, and Anita Goldie, secretary. Standing: Edna Lazures, sergeant at arms; Magnolia Hamid, chaplain; Pearl Meyers, assistant treasurer, and Ida Harris, treasurer. Photo by Progress Studios, New York.

FRED MYERS cards from Birmingham: "Saw Bill Dollar, Robert R. Kline and Joe J. Fontana while here with L. J. Heth Shows. Mrs. James C. Simpson is still operating her photo gallery here. Fontana has a new and really beautiful Pomeranian puppy. L. J. Heth seems to be busy all the time."

BILL RICE was one of the very first carnival general agents and is still one of the best. The good work he did for John M. Sheesley west of the Mississippi River this winter is attested to by the fact that he booked a string of fairs without laying down any deposits, so Mighty Sheesley Midway reports.

THINK TILLIE FEW CLOTHES and myself will go West and grow up with the weeds of the stay where we are and put on one of those mud arena athletic shows. We naturally lean to high art in athletics.—Soapy Glue.

CHARLES SCHWITZER was a recent visitor to *The Billboard* offices following his arrival in Cincinnati from Savannah, Ga. He said he was ahead of the Mighty Sheesley Midway and had taken up quarters in Norwood, O., to promote that city within Cincinnati's limits for a showing there later on.

DICK MILLER letters from Chicago: "My brother, Mickey Miller, is somewhere and I cannot locate him. Our mother is in Cook County Hospital in a serious condition. He has not been home in two years and if he comes home now it will probably be his last chance to see mother alive."

PATSY MURPHY writes from Ardmore, Okla.: "Season opened March 28. Murphy United Shows is practically a new show from front to back, as this is its first season. All new canvas.

ROBERT R. KLINE, manager Kline's Greater Shows, letters from Chicago: "Looks like I will have a real show when season opens middle of April. Will frame some good shows with new canvas. I have always wanted to have a show but find it takes time to build one up right, but that is just what I am going to do."

BEAUTY AND THE BEAST: Frame a show with a girl dancing in a den with lions. Make it a deep pit show with high platform and steps. Same style as old *Faerie in the Well* show. Looks like it would get money. Ask Walter K. Sibley.

ANDREW J. DESMOND letters from Lynchburg, Va.: "Lucian Shrader runs the Madison Heights Fair. He attended the Virginia fair men's meeting at Richmond and talked business with John M. Sheesley and a representative for Dodson's World's Fair Shows. Dodson is going to play the fair this fall for Sheesley."

CLYDE HOWEY letters from Belle Glade, Fla.: "Still alive. Booked monkey show, U-Drive-Em cars and girl show with Lullip's Home State Shows for season. First season they have had girl show. Waiting for the fair to open here. Will play it and then go to West Virginia for opening of regular season in Charleston. Mrs. Howey and myself send good wishes to *The Billboard*."

P. MAURICE WOODS, secretary Great Superior Shows, letters from Ripley, Tenn.: "Am not much of a press agent, but do the best I can. In the past Mrs. Woods did this work. Have been in the office and in advance for past three years. I certainly have missed Charles C. Blue since he died. However, *The Billboard* still makes showfolk feel that they have friends."

AN HONEST Western carnival man said one time: "We do not give suckers credit at front gate, on shows, rides or concessions, so why

GOOD CARNIVALS are always building, re-gaining, eliminating and adding. So there is no fault to be found with those that will do a lot of building while en route. However, it looks like some of them will be complete for this season in time to play the last fair date.—Unkie Jerk.

MR. AND MRS. E. V. ABERNATHY letter from East Pittsburgh, Pa.: "Our deepest sympathy goes to the widow and family of the late Jack V. Lytes. Loss

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MONEY MAKERS
Rely on Evans 46 Years' Experience for
Laters and Best Amusement Equipment.

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"World's Newest Ride Sensation"
LOADS ON ONE SEMI-TRAILER—UNEQUALLED FOR PERFORMANCE AND PROFIT.
"We are so glad our OCTOPUS is doing BIG BUSINESS at Ocean Park, California."
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BANTLY'S ALL-AMERICAN SHOWS
STILL SELLING THE "LOOP-O-PLANE," World's Greatest Thrill Ride.

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THE NEW SENSATIONAL RIDE
BOOMERANG THE LEADING RIDE OWNERS OF AMERICA
BOOMERANG MFG. CORP. Send for Illustrated Circular
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WANTED **J. R. EDWARDS SHOWS** (20TH ANNUAL TOUR) **WANTED**
OPENING WOOSTER, OHIO, SATURDAY, MAY 21
FOR ROUTE OF CELEBRATIONS.
CAN PLACE Corn Game and Legitimate Concessions of all kinds. No G's or Coupon Stores.
Can place Tilt-a-Whirl and Ride Help in all departments.
Phil Phillip Wants: Astrologist, Magician to handle Innate and suitable Act for Amusement Attraction in new 10-in-One, Girls for Shows. Talents and Useful People in all lines welcome. Will furnish new outfits to Showman with new ideas. These contracted acknowledged. Jack Allen and M. Greenwald write. Address all mail and wires to J. R. EDWARDS SHOWS, Wooster, Ohio.

with Goodman Wonder Show. My next stop will be Little Rock, Ark., U. S. A."

FRANK WEST, general manager West's World's Wonder Shows, writes from Norfolk, Va.: "Am really putting money, effort and time into making my show this season the best of my career. Best wishes to *The Billboard*."

TEX COOPER cards from Los Angeles: "Going back to trouping after 15 months' lay-off. Just cannot stand to see a swell brand-new all-steel train Wild West pull out of quarters without following it. Going with Col. Tim McCoy's Wild West and Congress of Rough Riders of the World. Hope to see many of my old friends this season while entour."

C. L. (CLIFF) YOUNGER, crime lecturer and special-event promoter, who works under "Osage Bill" moniker, who was spending the winter in and around New York playing club and civic organization dates. In recent weeks he has been representing the Special Events Division of Radio Station WOR and arranged this Wednesday's *Let's Visit* program over CBS.

MR. AND MRS. TRESSIE McDANIEL card from Nashville: "Closed the Tampa office of Al O. Hodge Shows and are going to Terra Haute, Ind., opening stand. En route we visited Crescent Amusement Co. in Georgia, L. J. Heth Shows at Birmingham, Gold Medal and Roger's shows here. All seem optimistic regarding the season. Visited Oscar C. Bloom for the first time since he took over the Gold Medal Shows' title. He is a fine man and has a good show."

MRS. E. Y. WREN, widow of recently deceased widely known concessioner, expects to be with her daughter and son-in-law, Mr. and Mrs. Leo Carrell, on Getlin & Wilson Shows this season. She has been in Miami with the Carrells and her granddaughter and great-granddaughter, and while there reports that she met Mr. and Mrs. Henry T. Curtin, Charles Pounds and family and Mr. and Mrs. John D. Sheesley and their two little daughters.

FLOYD KING, general agent and traffic manager Robbins Bros.' Circus, arrived from all points last week and called at the carnival

desk in Cincinnati office. If one must know, the title "Robbins" is after those birds that come in spring from forest and field in time to usher in outdoor season.—Red Onion.

HARRY E. CRANDELL wrote A. C. Hartmann from Tampa March 17: "Had a bad spell yesterday. Was rushed to hospital and was tapped again last night. Rested nicely, but am swollen badly. Have no idea how long I will be here, as doctors are finding complications every time they look me over and I must be pretty well shot to pieces. Am given two hours every afternoon and one hour nightly for visits from friends. Am in Ward K, Tampa Municipal Hospital, Davis Island, Tampa."

MARIE LeDOUX, owner and manager of a side show, letters from Globe, Ariz.: "Booked for season with Frank Burke Shows touring west are the following attractions: St. Elmo, acceordionist; Ruth Hitzell, shooting act; Elane Powers, Chinese torture; Jello Margo, half woman; Roy Whitlock, iron tongue; Ruby Gonzales, impalement act; Eddie Gon-



MRS. JESSE E. TROUT, who with her husband are connected with the Ben Williams Shows and have been in quarters all winter where he has been doing repairing and painting on rides and show equipment. This photo was taken in front of Williams' warehouse in Woodside, Long Island, N. Y., and shows two of the front doors in the background. Adjacent to this building is the show's office and yards, all of which covers about a quarter of a city block. The dog in arms is Gyp, who is somewhat of a "watchman."

sales, mentalist, and Jolly Marie, singing and dancing fat girl, Karlene, Australian wonder girl, in annex. Joe Adje and Norman Prather, talkers, and Arthur Eddington, tickets."

SHOW LETTER WRITERS: The main idea for news of this kind is to have it complete as to what happened in the stand after the engagement has been completed in full. Never mind what is expected to happen. State just what did happen. Give the population of the town or city played also. Make a note of this.

GEORGE PETERSON letters from Minneapolis: "All winter with Pete Kortes Museum. Played here downtown for three months, Fairbault for 10 days,

Show went to Duluth, Minn., for 30 days and will then jump to St. Louis to join Beckmann & Gerety Shows. Mrs. Peterson has a photo gallery on the museum and has been doing good. She will leave the Kortes Museum about April 20 to start repairing and painting her concessions and joins Harry Hines Amusement Co. for another season. Mr. and Mrs. Kortes are fine people to be with and to work for."

GEORGE HINSHBERG reports of having recently seen the following showfolk in Hotel Clegg, Greensboro, N. C.: Mr. and Mrs. J. W. Wilson, Mr. and Mrs. I. Getlin, Mr. and Mrs. Charles Cohen, Mr. and Mrs. Jean Shriver, Mr. and Mrs. Fred Utter, Art Lewis, Art Spencer, West World's Wonder Shows; John Moran, Morris Miller's Shows; J. B. Hendershot, Mighty Sheesley Midway; Count Harrington, Southern Planter; Nell Hunter, Frank Massick, Frank Lambo, George Donahue and Mr. and Mrs. Hugh Gregory. George adds that it looked like a showmen's convention and that coffee and cake was on Honorable J. W. Wilson, believe it or not.

NOTES FROM Stebrand Bros.' Picoadilly Circus: Bayard was second stand in New Mexico and business has been fairly good. Day and dated Barney Bros.' Circus at Deming and Bayard. Many visits were exchanged. One of the Henrys of Henry Bros., visited. Manager P. W. Stebrand was away from the show for a few weeks on business. Master of transportation Okie keeps rolling stock in fine shape. Harry Clark and trained ponies are making a hit at every performance. Hood Sisters, body control



JOE S. SCHOLIBO, director of publicity for Hennies Bros.' Shows. He recently returned to this organization altho he was with Orville W. and Harry W. Hennies part of last and for several previous seasons. He joined in Shreveport, La., two weeks ago following a winter engagement at his home in Houston, Tex., as director of the Edks' Club activities.

and tight-wire artists, are also a hit. Mack Craig, Art and Mildred Freeman, clowns, are very funny. Jaunita Wiley, iron jaw and Spanish webb act, is a big hit.—SLIM AUSTIN.

Soapy Clue is "broad-minded." He chases all the women on the lot. If it is an awful bad falling for a ride operator to want to give free rides to all the town girls he meets. Hope we do not have to call attention to this again, as ride owners lose plenty of pay from customers just because so many of the ride boys are "broad-minded."—Tillie Few Clothes.

DICK COLLINS' quips from Gruber's World Exposition Shows: Boys and girls on show say, "It costs money to talk to Louis Firpo, trainmaster, since he shook hand of a man who knew a man who shook hands with John L. Sullivan." . . . Eddie Rahn, general agent, wore the smile that won't come off on his last visit to quarters. When that smile decorates his phiz it generally means that he has gone one better than his opposition, and he has plenty of that to contend with, so it is said. . . . Late Jack V. Lyles had many friends on this show, among them the writer. We all mourn a real good fellow and a stanch trouper. . . . Probably one of most popular ladies in carnival business is Mrs. Max Gruber.

EDDIE HOLLINGER, cashier, Eudy Bros.' Shows, letters from Miami: "Shows

completed a circuit of six fairs and celebrations and for some reason or other they were okeh. Speedy Merrill bought a new four-passenger Cord car; Sam Kaplan, a new truck and semi-trailer; Leo Carrell, new five-passenger Cadillac and Chevrolet truck; Ernie Buzzelec, a new Dodge panel-body truck; Johnny Orear, new living trailer; Jake Davis, new Covered Wagon trailer; Paul Kayduke, new living trailer; Sam Applebaum, new Chevrolet car; William B. Hicks, new Buick, and Eudy Bros.' Shows bought three new International trucks and trailers. This is some kind of a spending spree for motor equipment and looks like the breaking of some record."

WE DO NOT THINK that a carnival can be built up successfully by putting out false propaganda as to size, amount of work going on in quarters and a lot of factious bunk. Again, if a carnival was put in complete repair and painted near the close of last season there seems no particular reason to stress the point that scores of men are working at feverish heat day and night getting ready to open. A lot of imaginative money is being spent.—Uakle Jerk.

ROY BLAKE letters from Hot Springs, Ark.: "Pearl Blake, my wife, who has been ill in a hospital, will be home soon and will be entirely well. People from all branches of outdoor show business visited Hot Springs past winter. Among retired show people seen here are Sammy Blake, J. Guener, and Ben Hare, who has an apartment house, H. B. Scott, former circus concessioner, is here from New Orleans and has a beer parlor. Showmen have a club in Eddy Hotel. Those seen there recently were Frank Miller, Roy Goldstone, T. J. McClellan, Mr. and Mrs. Whitey Pratt, Mr. and Mrs. Bob Alexander and Milt Reed. This club has over 1,200 members registered. I am not going on road this season. Will spend my time managing my hotel and fixing up clubrooms."

W. E. FRANKS, manager Modern Exposition Shows, lettered from Valdosta, Ga.: "Wish to thank *The Billboard* for the co-operation given my co-partner, W. R. Harris, and myself in our efforts to create another amusement organization. Our two advertisements brought enough replies to enable us to frame three shows if we wanted to. Seems that we got letters from everywhere. One was from a free act in Blackpool, England, and we even got replies from showmen, ride owners and concessioners in Canada. We are now convinced that without *The Billboard* show people would be lost, because if there were no *The Billboard* show people would not have a medium for contact with the people they would want to do business with. Been in the business 29 years and I get more pleasure and information out of it than any publication on sale. No showman should miss reading an issue. Again our thanks to its founder for the wonderful publication it now is."

BILLY GEAR wrote A. C. Hartmann from Wichita, Kan.: "Visited Fat Stock Show, Fort Worth, Tex., on a booking trip. Booked Southern Oklahoma Fair, Ardmore. This is the reorganized fair that was put on by the Chamber of Commerce. Most of the still dates booked by me for Miller Bros.' Shows are under Veterans of Foreign Wars auspices. Now have 24 weeks of the season booked. Looks like old times to be selling the amusement end of this show. Twenty years ago I was doing the same thing for Morris Miller when he had a 25-car railroad show. Morris is getting a good show organized and a lot of new faces will grace the midway. Bill Bacon, chief mechanic, is building a new front for the minstrel show. Booked one of the newest funhouses, Funco. A new Octopus ride will come from the factory. Quarters are busy. Morris Miller is due soon after his museum closes its season."

F. J. BLYTH is big hearted. He wrote three cards from Atlanta and said: "Rubin Gruber is giving some of the other carnival owners something to shoot at this season. I doubt if there is a carnival in America that is spending the money Rubin is on light towers, fronts, tents, stages and effects. All flat cars have been newly redecked. He must have turned loose at least \$50,000 for reconditioning his show and this is no ballyhoo. Bligh thinks that 'somewhere are you' and names Shanty Mahoney, Bert Milton Joe, Camadra, Jack Leeper, Milo Anthony, Thomas Scully, Jack Cullen, Kentucky Ray, Jack Doyle and Irish Jack Lynch. He doesn't want them to fade out of the picture. Commenting on motion pictures Bligh opines:

Extra! EXTRA!

For This Day and Date Only!
12 x 10 \$38.50
 Break New
CABLE END CONVERSION TENT
 12 ft. wide, 10 ft. deep, 5 ft. 6 in. Arising—
 10 or 6 ft. khaki, 3 ft. billy across 12 ft. front,
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 This Price Good Only Until April 10th.
 Write—Wire—Phone
BAKER - LOCKWOOD
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 AMERICA'S BIG TENT HOUSE
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 ALL-ELECTRIC MA-
 CHINES, \$48.00 UP.
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NOTICE!—LAST CALL—NOTICE!
FIFTH ANNUAL Gigantic Theatrical Night
 Produced and Staged by
The SHOWMEN'S LEAGUE OF AMERICA
 —COLLEGE INN, HOTEL SHERMAN, CHICAGO—
MONDAY, APRIL 4, 7 P. M. TILL DAWN
 TICKETS, \$2.50 Per Person—Dinner Included
 COLLEGE INN SHOW, PLUS MANY HEADLINE ACTS
 Entire Proceeds for American Hospital.
 Tickets on Sale at Showmen's League, 165 West Madison Street, Chicago
GET TICKETS NOW BEFORE YOU ARE TOO LATE.

'No carnival owner should permit any moving pictures taken of his show at any time, as they are used for nothing more than propaganda against carnivals. Showmen should see the picture *Carnival Queen* and be convinced as to what I am driving at.'

WONDER WHAT KIND of a startling press stunt Starr DeBelle will pull in Washington when the Johnny J. Jones Exposition plays there this month. Major Privilege did very well there last season. He is thinking up something new. So, just an idea. Long years ago the late Charles G. Kilpatrick, one-leg bicycle rider, made the headlines in newspapers all over the world by riding a bicycle down the capitol steps. Then he built an incline of steps several hundred feet long and brought out his famous act "Kilpatrick's Capitol Steps Incline Bicycle Ride." Now if Starr DeBelle can get permission for one of the women motordrome riders to ride up the capitol steps on a motorcycle he will be putting over something that will make the headlines and news reels. Oh, well!

Rubin and Max Chew the Fat

Rubin Gruberg, president of one of America's largest carnival enterprises, pushed thru a group of autograph hunters and joined his friend and colleague, Max Linderman, at the bar in the swanky Tampa Terrace Hotel at Tampa, Fla., recently. Since the meeting of the two great carnival executives might portend much, since the very future of the business was no doubt to be discussed, a variety of self-appointed reporters went out on the well-known "earls."

"My dear Max," Rubin began, flipping the ash from his Alabama cheroot, "the cultural carnival presented by you last season is indeed pragmatic of still greater things to come in the dispensation of our one commodity—fun. Your abecedarian talents are now definitely established."

Max grinned with the savoir-faire of one accustomed to complimentary remarks. "He waved carelessly toward a group of society women, having tea at a near-by table, adjusted his pea-green cravat and replied in a well-modulated voice: "I have devoted much thought to the carnival," he admitted, "and I have always kept a symptomatic ear open to the remarks of my patrons. I

am now convinced that the public wants the carnival to be a thing of beauty. Even now I am having all of my wagons done in grisaille with duographs at each end. I am engaging a staff of anaglyphography artists who will produce all of my show fronts in parian."

Rubin gestured by clapping together his well-kept hands.

"I further intend," Max continued, "to eliminate all that is not artistic from my shows, inside and out. For instance, in the girl show the carmagnoles will be succeeded by the minuet and the saraband. No more gallopedes, mind you, but subdued and soothing roundelays. In my peeing show I intend to eliminate modern art and go in for classic Grecian postures. I have ordered several genuine antique arabesque vases for my models to carry in this connection. Even my two-headed baby will be clothed in the period of Alexander the Great."

Rubin grasped his friend's hand, shook it heartily and then signed for the check: "Max," he said with feeling, "this chat has inspired me as I have never been infused before. This discourse has already set me toward new goals in regard to my own joy-giving job. I, too, shall go in for period art. Miss America will become Helen of Troy, my half-and-half will be dressed even as was Archimedes. Ah, Max, wait until my rumba dancers do euphemistic terptachorean routines, backgrounded by the antiphon!"

"Your metaphysical prognosis is all too inferential," Max stated.—WALTER HALE.

SAM LAWRENCE SHOWS NOTES: Show is enlarging so will require both baggage cars and trucks for transportation. Most fronts have been enlarged for 42 feet to 80. New green canvas arrived. General Agent Grump is doing a good job ahead and has show pretty well booked up. He has been away from quarters since February. Jack V. Lyles spent two hours with writer while en route to Macon, same day he met with accident. Gloom was cast over these quarters when it was reported he had

died. He was a likable man and will be missed by all who knew him. Recent visitors: Val Johnson; Charles Lantz, showmen's insurance man, and Stack Hubbard, who has charge of three shows. Irving and Dolly Udowitz with their crew and dog arrived and started work at once readying their concessions. Mrs. Sam Lawrence will have 12 concessions, which will be in charge of Udowitz. Kid Ellis has cookhouse and arrived. Twenty-five men are putting finishing touches to rides and shows, and tools and paint brushes are humming day and night. Opening set for March 28.—SAM LAWRENCE.

NEW CASTLE, N. S. W., Australia: "Arthur Greenhagh and American attractions he contracted while in the States arrived in Sydney aboard S. S. Mariposa February 21. A wonderful trip. Made stopover in New Zealand and had a pleasant visit with Princess Pontus (Flo Jones); Dolletta, the Doll Lady; Marjorie Clair and Isom, the Pygmy, who are with Greenhagh & Jackson's No. 2 show. Also met Mrs. Dock Hamilton, whose husband died in Australia a few years ago. On arrival in Sydney we were met by a bunch of newspaper reporters and photographers. Photos of Jolly Josephine, Betty Broadbent, Anna John-Budd; Clara Millican and Gladys Dodge, trick motordrome riders, were all taken. All attractions gave their first show at New Castle and went single o. Tickets sold for one shilling, about 20 cents American. People seemed to like American attractions and patronized them liberally. Writer happened to get top money. Others in the money were Betty Broadbent, tattooed girl; Jolly Josephine, fat girl, and Tam, Tam, spotted man. Weather was ideal, as it is summer 'down under.' The big show will open at Royal Easter Show, Sydney, for five weeks. This is the biggest fair in Australia and akin to the Canadian National Exhibition, Toronto. So far all our troupe miss their coffee, as this is strictly a tea-drinking country and attractions close at tea hour in the afternoon and sip tea. Best wishes to *The Billboard* from all of us.—ANNA JOHN-BUDD.

test. By process of elimination name will be selected and winner of contest receive \$1,000.

Some of world's greatest lighting engineers are now working out what they may will be greatest and most beautiful illuminating effects since time began.

"Mynheer" Manning, who owned and operated *Tiny Town* concession at Johannesburg, South Africa, exposition, arrived in San Francisco from Honolulu. He is on his way to home in England. Manning started negotiations for a most unusual conception of a midget village to be constructed and operated at Golden Gate International Exposition. Manning will return to California about first of May, at which time he hopes to conclude negotiations for his attraction. According to Manning, exposition at Johannesburg, from standpoint of concessions, was a flop, total attendance not reaching more than 400,000 people, of which "Tiny Town" concession played to 40 per cent. Manning, who has been playing world's fairs for many years all over world, marveled at progress that is being made by Golden Gate show.

Royal American is most denized show; San Francisco is most denized city.

San Francisco's Chinatown has lost its glamour since most of the Chinese boys and girls are dressed like movie stars. I have not as yet seen a Chinaman in native Chinese clothes.

Fishermen's Wharf is one of sights of town, Sunday mornings in particular. Hundreds of automobiles are to be seen parked in vicinity of this great fish place where thousands of people enjoy a Sunday morning fish breakfast.

J. W. Conklin, on one of his flying pilgrimages, stopped in San Francisco and entertained Weddleton and Sibley at luncheon. He was on his way to Los Angeles. A lot of "dough" was cut up over their waffles.

John Alexander Pollitt, you all know John, is sojourning here. Jack must be figuring up some big scheme as he always seems to be preoccupied.

Am developing bicycle calves from climbing Nob Hill, where writer is now residing.

"Little drops of water, little grains of sand, make a mighty ocean, make a mighty land!" An exemplification of this old rhyme is *Treasure Island*, site of San Francisco exposition, uncountable billions of grains of sand, mixed with trillions of gallons of water, sucked out of bottom of San Francisco Bay to create the world's largest man-made island. This island has increased acreage of California by more than 400 acres. San Francisco exposition will be international in scope not only in name but in fact. Evidenced by great number of foreign countries that have already signified their intention of participating. Also by fact that applications have been received from numberless concessioners from all over world. Among these applications there is one from largest outdoor amusement organization in Holland which will feature a most unusual attraction.

Golden Gate Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, March 26.—Charles Pyle, of "Cash and Carry" fame, dropped in other day. Looked hale and hearty and not like a man who had passed thru two serious illnesses quite lately. He had been visiting friends at old homestead, Santa Rosa, and was on way to Hollywood, where he has a transcription business.

Frederick Weddleton, director of concessions of San Francisco Exposition, has many surprises that he is keeping under his hat. They will not be sprung until last minute.

A two-ton spread eagle will surmount great "Tower of the Sun," which is piece de resistance of exposition. This monstrous bird, which typifies America by its raucous scream every morning, will signify opening of exposition gates.

A. L. Vollmann, of *Cavalcade* of Texas fame, is prime mover in a gigantic spectacle to be presented at exposition. It will be on such a colossal scale as to make other world's fair spectacles pale into insignificance by its magnitude and beauty.

Chinatown, as only Chinamen could build and present it, with all of color and quaintness of old China, will be one of villages at exposition. San Francisco and Chinatown are synonymous, so visitors here will not be disappointed in getting intimate glimpses of Oriental life.

Al Mulligan will be connected with one of publication concessions. Al bobs up serenely at every big exposition and always gets his share of epills.

Harry Traver, internationally known amusement device operator, dropped into town. Started ball rolling for some concessions and away to Los Angeles.

"BARBARY COAST," "To be or not to be, that is the question," meaning that after striving for years to get rid of this sore spot of San Francisco, should the Golden Gate Exposition have a replica of it as an attraction? It is a moot question and has San Franciscoans arguing it over teacups.

Eyerly eyes *Treasure Island!* L. U. Eyerly, of Eyerly Aircraft Corp., builder of the Octopus, Loop-o-Plane and other rides, accompanied by Abner K. Kline and Robert Roberts, took a jaunt over

to exposition site under guidance of your humble scribe. Each and every one of these gentlemen expressed astonishment at progress that has been made in building of this great exposition. Eyerly was especially astonished at gigantic size and architectural beauty of exhibition buildings, which are about 85 per cent complete. Eyerly and his party, which also includes Captain Phillips, of aviation department of the army, stopped off en route to Orange Show at San Bernardino, Eyerly piloting his private Waco plane.

About 485,000 letters have been received in amusement zone naming coun-



WILLIAM GLICK, progressive Eastern carnival showman and executive head of the *Ideal Exposition Shows*, a fully motorized organization. Glick started in the business as a concessioner, then became a ride owner and operator and for many years past has been associate owner and manager of a number of carnivals. Prior to launching the *Ideal Shows* he operated the *William Glick Shows*, a railroad show, which was sold to Max Goodman and associates and was put out last season as *Goodman Wonder Show*. Glick was the first man to operate a Whip ride at the Canadian National Exhibition, Toronto, and later had the finest wagon style *Merry-Go-Round* in show business at the time James T. Glyde operated the *World at Home Shows*. He is a stickler for high-class equipment as is attested by the rolling stock and general equipment of the show he now operates.

FRUIT CONCENTRATES

FOR ICE BALLS AND FRUIT JUICE STANDS

Before the season opens get our prices Fruit Concentrates for Ice Ball Syrups and Fruit Drinks. GOLD MEDAL CONCENTRATES have the real fresh fruit flavor, yet the price is probably less than you are paying now. Get started right this year. Don't handicap yourself with flat tasting flavors. Write us today for complete details.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio

JOLLY TIME PARK

TROY, ALA

Want Legitimate Concessions

OPENING SATURDAY, APRIL 16. Want Milk Bottle and Pink Ball Games, Photo, Penny Pitch, Hoops, Pitch-To-Win, Fish Pond, Palmist, Banquet, Bingo, High Striker, Cigarette Shooting Gallery, Good spending for up-to-date Grab, one that knows how to make good coffee and sandwiches. Park in Fairgrounds and work Sundays. League Ball Field also in Fairgrounds, just finished a \$5,000 plant and play Sunday games and night games. League season opens April 21st, with all business hours closing. Will book Attractions of all kinds on percentage basis. Have my own Rides and Pop Guns and Peanut, Long Range Shooting Gallery, Cotton Floss already booked. Will stage a Big Fourth of July Fireworks Display on that night. The League has a ball game that afternoon.

THOS. P. LITTLEJOHN, Mgr.

TILLEY SHOWS

Wants Fun House, Mechanical Show. Concessions—Penny Arcade, Candy Floss, Scales. Bill Woodall Wants Dancing Girls for Girl Show. Address BOX 297, Ladd, Ill.

Burdick's

Humble, Tex. March 14-19. Auspices, Fire Department. Attendance, business and weather, good.

March 15 show personnel celebrated 18th birthday of Ira Burdick Jr. Show presents free act, a 5-cent gate and has managed to keep on right side of ledger despite poor week at Conroe, Tex., because of bad weather. Manager Burdick returned from a booking tour with contracts for Yoakum Tomato Tom Tom, which event is held annually in Texas, and for July 4 celebration at Belton, Tex. New panel fronts enhance midway. New lighting being prepared.

LAVERNE LUTHER.

Wallace Bros.

(Baggage Cars and Trucks)

Tuscaloosa, Ala. Population, 23,000. Seven days, ended March 19. Opening engagement. Auspices VFW. Location, West End circus grounds. Weather, warm and clear, except Tuesday and Saturday. Business, good when weather permitted. Inclosed midway.

Premier engagement here was satisfactory from a business standpoint and Tuscaloosa still remains in writer's route book as a good show town, altho attendance was not as heavy as two years ago. Hutton's Whale Show was a counterattraction last three days and diverted some of patronage.

Performers from Minstrel, Hawaiian and Side Show generously donated their services for a show at Veterans' Hospital Wednesday afternoon. Free transportation was furnished to and from hospital by committee and Recreational Director Gregory, of hospital staff, who is known to many troupers. Untimely passing of Jack V. Lyles was a distinct shock to his many friends on this show, particularly to this correspondent, who had known Jack for many years. Fearless Falcons, aerial bar act, received plaudits and held crowds at every performance. Secretary Margaret Miller passed another milestone in life and received several useful gifts. Visitors: O. M. Barron, State quartermaster of VFW, and Commander Alvin D. Strong, of Bessemer Post; Charles and Marie Russ, en route to Arkansas to join Majestic Shows; W. L. Harrell and Benny Myers, of Hutton's Whale Show. Mr. and Mrs. Arthur Hoffman, who are winter residents here, were frequent visitors during engagement. WALTER B. POX.

Crowley's

Corvosa, Tex. Week ended March 26. Auspices, American Legion. Location, downtown. Weather, fine. Pay gate, business, very good.

H. C. White joined with luncheon. Second public wedding of season Friday night when Eula McGill, of Cavalcade of Wonders, and Burnham Fallwell, who has front of Congo Show, were made one. Victor A. Drumb's aerial act is holding crowds nightly. Lee Carrier built a new scale rack and also a new guess-your-age concession. New arrivals on Gross' Cavalcade of Wonders are Bob O'Neil and Jerry Miller. George Harris added two performers to Blossoms of Dixie show. Ruth McFarland, Miss America, on show bearing that name, is a favorite among patrons. E. W. Wells is special agent. Visitors: William Miller, wife and daughter, of Greater United Shows; Mr. and Mrs. Joe Rosen.

THRILLS—ATTENTION—THRILLS

CARNIVAL OWNERS
Give your crowds the best and most thrilling free act you can buy for your money here at.

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The Earth's Number One Aerialist.
Write now! Call The Billboard, New York, THRILLS

FOR SALE NO. 5 ELI WHEEL \$2,500 CASH

Particularly new. Less than two years old.

E. H. PHILBERT

Care Moore Hotel, Indiana, Pa.

SECOND HAND SHOW PROPERTY FOR SALE.
\$175.00 Men's White Buckskin State Shoes, all sizes.
\$150.00 Electric Champagne Kiddie Ride, holds 10.
Furniture, Games, Your Weight Scale, well cheap.
\$15.00 Milky Means Game, money getter.
\$28.00 Portable Fish Pond with Mosaic.
WE BUY ALL KINDS RINK SKATES AND CANDY FLOSS MACHINES.
WEIL'S CURIOSITY SHOP, 20 E. Second St., Philadelphia, Pa.

Full Date Carnival Show Letters

As Reported by News Representatives for the Shows

of same show: Mr. and Mrs. Leonard McLemore, Jess Sheats, of Beckmann & Serety Shows. GEORGE WEBB.

Buckeye State

(Motorized)

Laurel, Miss. March 10 to 19. Weather, some rain. Business, good. Location, two blocks from Post Office.

Show opened on schedule and looked as tho it had just come out of a factory. First two nights only fair business. There was some rain at wrong time, but not a night was completely lost. Big crowds last three days. Joe Galler, manager, returned from Alabama, where he spent a week looking for new transportation. J. A. Gentsch, agent, returned from a booking trip north. Bert King reports that he is having success with banners. Mrs. Josephine Galler, wife of manager, is jolly as ever and always busy with her parrot. Date Curtis, of side show, is still trying to make an actor out of Andy Gump. Mrs. Curtis works in a small sword box. Fred Rainey and wife are topping midway with corn game. Rosalie Harrison and ball game running close second. Foots Baggett is proud of new International Truck Man-

facto. Writer was guest of Mr. and Mrs. Fred Loftis, of Taft. "Prince Elmer" arrived from Oakland to join Teddy Leavitt's Ten-in-One. Ma Slover's popcorn and candy apple concession did a rushing business kids' day. Mrs. W. H. Sinclair celebrated her birthday. Charles and Edith Walper departed for Oakland, Calif. to join West Coast Amusement Co., where they will operate concessions. Chester and Virgie Miller Martin left on trip to Los Angeles. Two additional Hollywood Kleig lights and a battery of floodlights have been ordered. System will be divided into two units and placed on each side of marquee. George and Edna Labrell presented this week what they called the "Umph Show," and the merriment it created among citizens of Taft was talk of town. Another aged landmark was used for exhibition purposes, this time a "spandly cow that delayed its journey to the hide factory," and what is more remarkable, it made money. Claude Benner had his first good meal in weeks upon the arrival of his store teeth from Los Angeles. Larry and Alex Mitchell concessions enjoyed fair business. T. T. Smith joined one of Swede Olson's concessions. Mr. and Mrs. Edward Newton, of Newton Kleig Light

Show line-up: Cass Manna Revus, Bob Sorenson, manager; Willie Sorenson, Dolly De Vere, Billy Horn, Elsie McClure, dancers; James Kebau, musician; Bill Jencka, tickets. Harlene Show, Dudley Andrews, manager; Mrs. Andrews, tickets. Concessioners are Red Harville, cockhouse manager; A. A. Hilley, chef; Dick Coker, griddle; Elsie Harville, cashier; Cecil C. Rice, duck pond; Charles Lee, slum skillo; Alice Lee, ball game; Bingo Randolph, rolldown and clothespin; Harry Hartzoy, slum skillo; Joe Hurley, bowling alley and cigaret shooting gallery; Frenchy Roberge, slum skillo; Hoop Lee, ball game; Bill Spain, nail stand; Mrs. Thames, ball game; Bounding Johnson, penny pitch; Joe Lovell, percentage; Pop Kelly, ball game; Clarence Sarge, corn game, pop corn and photo gallery. Loula Gaulh has chairplane; Mrs. Gaulh, tickets. Free attraction presented by Bounding Johnson.

W. E. SPAIN.

Great Superior

Holly Springs, Miss. Week ended March 19. Auspices, American Legion. Weather, three days rain. Business, fair.

Jim Simms was a new arrival here. Alford Conner and wife have cockhouse. Among visitors were Leo Claude and wife from Zimdara Greater Shows and Herbert Leggett and wife.

Ripley, Tenn. Week ended March 26. Auspices, American Legion. Location, downtown. Business, good.

First show in Ripley in four years and it was liked enough that General Agent Brown signed for fair this fall. Show could not be erected until Monday morning, as lot was located opposite Methodist Church. F. MAURICE WOOD.

Silver State

(Motorized and Baggage Cars)

Monahans, Tex. March 7-12, included. Auspices, American Legion. Location, old ball park. Weather, fair. Business, poor. Pay gate.

Another disappointment. This town last year was thriving and everyone working. This spring plenty of people in town, but few on any kind of a salary. Business of all descriptions in city suffering; naturally, carnival could not expect citizens to part with much of hard-earned cash. Visitors: T. J. Tidwell, owner of show bearing his name; M. Matthews, manager of Dawson County Fair, and Bill Gouche.

Midland, Tex. March 14-19, inclusive. No auspices. Location, Pagoda Pool. Weather, dust and wind. Business, poor. Pay gate.

Wind blew business right off midway. Three days total loss. Saturday only day to show on right side of ledger. Mr. and Mrs. Paul Towe gave Mr. and Mrs. Bill Nelson the Glider as a wedding present. Bill is up early and late getting this ride in first-class condition. Milo Anthony completed new 160-foot panel front. Coloring is white and red, with plenty of lights; it is a real credit to any midway. Milo has a very strong attraction this season. Frank C. Herring, Asheville, N. C. joined with a mechanical show. Has a 70-foot panel front.

BILL STARR.

Art Lewis

Valdosta, Ga. March 14-19. Location, in town. Auspices, Elks. Weather, rain one night. Attendance, poor. Business, nil.

Art Lewis, general manager, returned after attending funeral of Jack V. Lyles at Tarboro, N. C., and has been kept busy with details for regular season which starts at Raleigh, N. C. Casino de Pares will grace midway at Raleigh. Hank Campbell, master scenic artist, is redecorating Midnight Polles, which will inaugurate its 1938 season at Greenville. Weekly benefit shows staged by entertainment committee of benefit fund of show continue to draw 100 per cent attendance each Thursday night. These shows bring out a lot of talent from all departments. P. PERCY MORENOY.

Great Southern

Groce Hill, Ala. Week ended March 26. Business, good.

Kelley Grady and C. D. Scott closed Saturday night at Jackson, Ala., with their rides because of opening of Scott's Dixie Exposition Shows. Those rides were replaced by J. W. Western's rides. C. A. Clark joined here with Monkey Speedway, Illusion show and concessions. Manager A. H. Murphy returned from North Alabama with some contracts.

JACK MYERS.



J. W. CONKLIN, president of Conklin & Garrett, Ltd., operators of Conklin Shows in Canada, visited Los Angeles recently in quest for talent for shows in Canadian National Exhibition, Toronto. He called upon Jack Schaller, producer of outdoor features, and signed up Six Aerial Monarchs shown above. In speaking of the work of the members of this aerial ballet Conklin said to a reporter for The Billboard, "This act happens to be the only one of its kind and so impressed me that I decided to book it with our shows and it will make its first appearance in Canada. It is the most unusual thrill act that I have ever seen." Photo by McCroskey Studio, Los Angeles.

ager Joe Galler purchased to haul Wheel on. Bee Kyle thrilled crowds with her high dive. Kyle is always smiling and never misses a night doing her act if weather permits. Kack Harrison has had his sound truck redecorated red and yellow.

KENNETH WYNNE FRANKLIN.

White City

Taft, Calif. Week ended March 20. Location, United States Navy Reserve. Auspices, N. P. O. Elks. Business, good. Weather, unsettled.

Fourth consecutive week it rained. Taft is one of oil capitals of Southern California. B. P. O. Elks were congratulated on manner event was handled. Trip from Bakersfield via a fleet of hired trucks was made in record time and show was in readiness same night. Mario and LeFors, aerialists, and May Collier, high diver, received generous publicity and held crowds nightly. General Manager and Mrs. C. F. Corey made several trips to Bakersfield on business. General Agent Arthur Hockwald, accompanied by Teddy Leavitt, spent four days on business in Los Angeles. Mrs. Myles Nelson was confined to her housecar with illness. Lucille King's banner campaign went over with a bang and marquee was covered with advertisements. Keith Terwilliger Sutton arrived to join Myles Nelson's shooting gallery. Al Fisher and Mrs. Fisher again visited of-

Co., were visitors. Billie Farmer visited writer and then departed to join Tom Mix Circus at Texarkana, Tex. "Housecar City" at rear end of midway, is increasing rapidly.

WALTON DE PELLATON.

Heth Bros.

Fairfield, Ala. Week ended March 19. Location, Wild's lot, downtown. Auspices, American Legion. Weather, rainy. Business, okay when clear.

First carnival to play here since 1935. L. R. McNece joined with two kiddie rides and pop corn and photos. Lyle Barrett left to join another show. He was replaced by J. H. Kelly as electrician. Three 22-foot semi-trailers have been added. Mrs. Ida Broege, Mrs. Albert and Louis E. Heth are back from their vacation in Florida. A devastating wind and rain storm prevented persons from attending show Friday and Saturday.

FLOYD R. HETH.

Blue Ridge

Shannon, Ga. Week ended March 19. Weather, good.

Show has been playing dates in Georgia all winter. Everyone is painting and repairing in preparation for official spring opening. Staff includes Joe Karr, manager; Dimpies Karr, secretary and treasurer; Bob White, legal adjuster; Phil Rocco, agent; Bill Spain, electrician.

Good Weather Favors F. W.

Bill Hames Shows score—children's day best yet—concessioners scatter

FORT WORTH, Tex., March 26.—Bill H. Hames is getting a reputation in this section of being lucky as far as weather is concerned after good weather he encountered at Houston Stock Show and most unusual nine days of sunshine and warm weather during show here. This is first time in over 10 years that local show has had entire run of such good weather. Carnival's best day was Friday, March 18, when children were admitted free to grounds. Attendance was 40,000. Business at all other times was fairly good, but better on week-ends than during week.

Two largest Hames' shows, Hollywood Hotel and Minstrel Show, have personnel as follows: Hollywood Hotel, Bill Siros, owner; John Kenlo, manager and talker; Grady Jackson and Lawrence Williams, tickets; Honey Duvall, featured; Mickey Allen, tap dancer; Lee Walker, sleeve dancer; Mickey Kelly, Ha-cha dancer; Mayone Randazze, rhumba; Ada Gardner, Oriental, and Dot Lane, emcee; and Hawaiian dancer; Nat Mercy, comedian; Jack Duffy conducts four-piece band; Jack Kelly has candy, assisted by John Smith. Jimmy Burns is tent man and has charge of lighting. W. A. Skintight Ramsey is manager of Minstrel show, which has 16 in cast. Goldberta Ramsey produces. W. E. Bill Thomson, old-time minstrel man who has been off road since 1931, is back handling front. W. R. Ransom is ticket seller.

Joe LaMont had two scales and guess-your-age. George Ford and Joe Berens were on scales, and Mickey Simpson and Louis Masser on age guessing. Mrs. Denny Pugh again had cigaret shooting gallery on midway. Red Hobbit and Chick Ayres were in charge. K. J. Haddad passed his 26th year as astrologer here. He goes to North Beach at Corpus Christi, Tex., for summer. Frank Praytor had his carved cowboy boots at this show.

Garnet Walker and Johnny Rand, who had pennant stand, go to San Antonio for Battle of Flowers. Slim McKnight, who formerly had novelty concessions at this show, was visitor on last day en route to San Antonio. Danny Krauser, who had scales for Kaplan and Bloom, went to Hot Springs for rest before joining Murray Goldberg with scales for summer. Tex Morris, with picture machine, joins Ray Wheelock's Athletic Show on the Jimmie Byers Show. Philip Stone, with jewelry engraving, makes the Oklahoma City Fair before going back east. Carl Young, with lavender, goes to St. Louis for Flower Show. Everett Alm, glass cutter, goes to Missouri for live-stock sales. A. C. Wolfe, with corers, remains here for local Home Show before going back to Atlanta. Marvin Smith joined Artie Cohen in South Texas.

Fern and Candy Groseclose, with their candy and floss stands, join the Beckmann & Gerety Show in San Antonio. Phil Saboni, formerly lunch stand operator on shows, has opened drive-in eating place in Dallas. His parents, Mr. and Mrs. Sam Saboni, operated lunch counter in Merchants Building here this year.

Gene Howell, with eat stand on midway, joins Curley Vernon Shows in Little Rock. Mr. and Mrs. Clint Nogle, with picture machine, join Hennis Bros. William Shields, with Lord's Prayer Penny Machine, will be with a circus this year. Red Larkin, Bud Cantor, Roy Parker and Blackie Miller, with Kaplan & Bloom, join Ringling-Barnum Circus. Nat Abrams, also with this novelty company, joins Cole Circus.

Tiny Weston, with Fern and Candy Groseclose for several years, will be emcee on Pat Show on the Beckmann & Gerety Shows. Mr. and Mrs. L. L. Schaffer go with Beckmann & Gerety Show. Schaffer was at cookhouse here and Mrs. Schaffer had ice cream stand for Mr. and Mrs. Groseclose.

Visitors on midway: Phil Little, of Fairly & Little Shows; Mr. and Mrs. Melvin Westmore, of Rubin & Cherry Exposition, and Mr. and Mrs. Joe Murphy, concessioners of Dallas.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, March 26.—Monday night's meeting drew 70 members. First Vice-President Harry Hargraves presided; Ross R. Davis, treasurer, and H. C. Rawlings, secretary, being other executives present. Prior to usual business procedure death of an old-time showman, Larry DeBarr, and that he had no relatives or friends to take care of his burial was announced. He had not been and was not a member of PCSA. However, organization had remains cared for and buried in Evergreen Cemetery. Usual business procedure was reading and approval of minutes of previous meeting. Communications: From President C. F. Zeiger came thanks for goodwill banner sent his shows. This is being done to all shows having memberships in PCSA. These banners are artistic and C. F. expressed himself as highly pleased and commended the idea. From Mrs. J. Doug Morgan and son came a note expressing thanks for courtesies shown at time of death and burial of her husband, who was highly esteemed by this organization. Dick Wayne Barlow postcard news of the Middle West. Jack Bizzell and Price Payne, of the Yellowstone Shows, sent a card of interest. O. N. Craffis lettered that he is outlining arrangements for entertainment of club on day designated by National Orange Show directors as Pacific Coast Showmen's Day. Doc Waddell sent a short note that was much appreciated. Mel Smith read a letter from an insurance company that was specializing on showfolk with hazardous occupations and accounted sub-standard risks. While it is positively taboo to solicit or exploit on floor, there was so much interest that members received reading with attention. Mel is in no way connected with company from which letter came.

There was one new member, W. M. Kinkel, of San Francisco, sponsored by Ed J. Walsh, and three reinstatements. No important announcements were forthcoming from several standing committees except statement of Chairman Ed J. Walsh of his appreciation of fine conditions in which clubrooms were kept and spirit shown due to efficient manner in which Harry Seber handled it. He, however, is just getting things set for a successor. He leaves soon to join the Conklin Shows. Larry Benner introduced for short talk, as was C. Davey, of New Zealand.

Happy Johnson, playing a local theater

and who goes to Ringling Bros. and Barnum & Bailey Circus, presented a floor show after the weekly award went to Nick Wagner. Harry Seber was the emcee. Show's line-up included Samuel Warren, Doris Bicknell, Val Vins, Billy Ament, Happy Johnson, Tenkal and Co., Joe Olney, Val Vins, Larry Benner, the Great Valli, Meredith and May, Frank Koch and Harry Callisma.

Harry Hargraves' short talks at each meeting have done much good. Membership drive is at present the most important matter of interest to the organization and reports, from the field are encouraging. It is early in the year and perhaps not a good time to expect a great number of new members and real earnest effort that will come later. There should be no need for anyone to require a lot of solicitation to become a member of this or any showmen's organization.



Heart of America Showmen's Club

Reid Hotel

Ladies' Auxiliary

President Myrtle Duncan presided at the regular meeting Friday. After regular reports were given correspondence was read from Walter P. Driver from Chicago.

Appreciations of two ladies brought in by Ruth Martone were voted on and acknowledged.

Bird Brainerd, finance committee chairman, reported that \$500 worth of bonds had been purchased. Weekly award went to Myrtle Duncan, netting the club a small sum.

Next week's meeting will be social night and reports indicate that a good treat is in store. As there had been no word of the Parker family, of Leavenworth, for the past few weeks, Mr. and Mrs. Charles Nathan and Mr. and Mrs. Ellis White motored up there. They found the ladies busily engaged with their spring housecleaning and in good health.

HELEN BRAINERD SMITH.

Philadelphia

PHILADELPHIA, March 26.—Weather has been very summery past week, consequently business at museums waning. South Street Museum has Johnny Williams' Colored Revue; Ernie McGee, contortionist; Neil Johnson, bag punch-

Museums

Address Communications to Cincinnati Office

Kuntz

WASHINGTON, March 26.—Weather here continues cool, with deepest snow of season last two weeks. Business only fair. Wendal Kuntz is still in hospital recovering from a broken leg. Bluey Bluey, dwarf magician, left last Sunday for Richmond, Va., to join Cash Miller for season. Gravyto, man of thrills, remains popular with patrons. Jack Lang, talker and ticket seller, leaves soon for Canada to take a front on a Canadian carnival. Budd Kuntz is building two illusions and an electric chair.

FRANK GRAVITYO.

Lauther's

ATLANTA, Ga., March 26.—Carl J. Lauther's *Oddities on Parade* closed here after three weeks' successful run in heart of city. The outfit goes into quarters in Augusta, Ga., to rebuild and get ready for season with Johnny J. Jones Exposition. Jack Rogers, inside lecturer and comedian, left for his home in Ohio to undergo an operation and will rejoin on recovery. Among visitors were Eddy Squires, of Rubin & Cherry Exposition; Mystic Plato, appearing at Capitol Theater; Mike Denton, president, and Virgil Melg, secretary, of Southeastern Fair, and Howard Haire, member of city council and classified advertising manager of *Atlanta Constitution*. Chief Diabolo got a publicity break over Radio Station

WGST with his glass-eating stunt. Also received newspaper publicity in three dailies when he was asked into consultation with doctors of Grady Hospital over a lady who had swallowed two open safety pins. Local engagement was under auspices of Atlanta Post No. 1, American Legion, and was entirely satisfactory to all concerned. The writer handled publicity for museum during its local run. GEORGE D. KITZINGER.

Kortes'

MINNEAPOLIS, March 26.—Pete Kortes' Traveling Museum closed here March 20 and opened in Duluth March 24 for a two-week engagement; it will then join Beckmann & Gerety Carnival. Two of attractions closed here and left to join Al G. Barnes Circus. Two new attractions—Princess Anser, bearded lady, and Princess Hilda, Swedish midget—joined here. Recent visitors were Cliff Thompson and Lou Delmore, of Cole Bros.' Circus. T. C. HARRIS.

er; Mme. Camille, mentalist. Dancing girls in annex.

Eighth Street Museum has Chief White; El Cloud and company in hill-billy songs and pastimes; Nalf Corey, comedy magician; Van, tattooed man; Jack Garrison, glass blowing; Illustons, Poses Plastique and dancing girls.

Milford Smith, of Campbell Tent and Awning Co., was in city negotiating show orders.

Ralph Decker was a visitor looking up attractions for his shows. He will again be with Ideal Expositions Shows.

Samuel D. Eddy, who has been manager of South Street Museum this winter, left during week for a visit to his old home, Nashua, N. H. Will return in time to go on road with Tom Hanson.

Ray Wagner, who has been on front of South Street Museum, left during week for Coney Island, where he will be this summer. Bill Kessler takes his place on front of museum.

Mr. and Mrs. Kogak, formerly of Washington, are visiting in city. Mrs. Kogak is former Evelyn Hanson, daughter of Mr. and Mrs. Tom Hanson.

MAKE \$50.00 A DAY—CANDY FLOSS



Now is the time to get your Candy Floss Machine—the latest money-maker of all times. \$2.99 worth of sugar makes \$100.00 worth of Candy Floss. We make only the original guaranteed machine. Write to day. ELECTRIC CANDY FLOSS MACHINE CO., 202 12th Ave. S., Nashville, Tenn.

BYERS & BEACH SHOWS

Opening Belleville, Ill., Saturday, April 2 (2 Saturdays)

All People Contracted Acknowledge This Ad. Want Capable Stock Show Agents. Concessions Open! Photo, Scales, Fishpond, Bowling Alley or any Legitimate Concessions that do not conflict.

Positively no racket. Margaret Bellman wants Ball Game Agents. Address 1904 Walnut St., East St. Louis, Ill.

TANGLEY CALLOPE FOR SALE

Electrically equipped. Fine condition. Price \$650.00 Cash. MRS. W. H. WILKINS 705 So. 7th St., Goshen, Ind.

FOR SALE CANDY KITCHEN

Practically new, with Neos Sems. SACRIFICED! Call or write WILLIAM MINISH 879 E. 165th St., New York, N. Y. Int. D-0372.

RIDE OPERATORS

For the following rides: Ferris Wheel, Tilt-a-Whirl, Chair-a-Plane and Merry-Go-Round. Good salaries to first-class men. J. J. DOOLAN, Chicago, Ill. 242 W. 69th St.

READING'S UNITED SHOWS

Opening Thursday, March 31, Springfield, Tenn. People have plenty of tobacco money. WANT! Photo, Trump, Ball Games, Hoopla; any good Toy, Cook, Stock, Concessions, come on. No gift. Will Buy Screen-Car Tilt-a-Whirl. W. J. WILLIAMS, 802 Joseph, Nashville, Tenn.

GOLDEN GATE SHOWS

ALLEDALE, ILL.—WILL OPEN APRIL 10. Have outfit for Ball Show, Cook Show, Athletic Show and Jig Show. Will book any Grand Show with your own outfit. Want Loops-Plane and Kiddie Rides. Cookhouse and Corn Game open. Stock and Grand Concessions open. No gift. Fuzzy Otter come on. Tilde Helge come on. Good Talker for Jig Show. F. A. OWEN, Mgr. Golden Gate Shows, Box 146, Alledale, Ill.

FOR SALE

Ezer Pease Custard Machine, covered with Blending Stand, mounted on a Glassite Table. Universal Electric Light Plant, 7 K.W., Cash Register. Equipment ready to go to work. Stored in Richmond, Va. Complete, \$460.00, or will sell separately. GEORGE WELCH, Box 13, Gloucester, Va.

FIDLER SHOWS

OPENING IN ILLINOIS IN APRIL. WANT GENERAL AGENT WITH CAR THAT CAN AND WILL DELIVER. We do not need a manager or high-salaried business man. Do not overinvest. References necessary. World-wide salary paid. CONCESSIONS. Can place Legitimate Concessions that work for Stock. No G-Wheels or Rabbit-wanted. RIDES. Will book any ride not conflicting with what we already have. Can use good Electrician that can balance his load. FAIR SECRETARIES AND CELEBRATION COMMITTEES: Contact us if you desire a truly great Show. You will have no regrets. Mailing Address: S. FIDLER, 4217 No. Florissant Ave., St. Louis, Mo.

Royal American (Railroad)

TAMPA, Fla., March 26.—With only a few weeks to complete preparatory work for opening of spring season quarters at fairgrounds here are a veritable beehive of activity. Carpenter shops, blacksmithing facilities, ornamental and scenery painting and decorating equipment and structural departments began working 16-hour shifts Monday in order to complete schedule prior to opening at Jacksonville, Fla. Seven new fronts, a number of wagons and other facilities are to be built. Jack Dadsell, publicity director, returned to quarters from Miami last week. Royal American Shows arrived Tuesday, March 15, from Miami, where a two-week post-season engagement was played following Central Florida Exposition at Orlando. Miami engagement was successful. Daily and weekly newspapers, of which there are nearly a score in Magic City, as well as radio stations and other publicity media, co-operated to a greater extent than had been expected. It's been a long time since Miami had a big midway, and while tremendous lot of competition in horse and dog races as well as night and dinner clubs exists, show had a wonderful opening with nearly 10,000 first night. Closing three nights were tops in engagements, with an attendance of nearly 20,000 final night. Show officials are anxious to have most of new equipment ready for opening at Jacksonville. If necessary a third shift will be inaugurated next week to keep production up to schedule during short time show will remain in quarters.

JACK R. DADSELL.

Hennies Bros. (Railroad)

BREVINPORT, La., March 26.—Call went out last week for those connected with shows to report, as a preview showing of this amusement enterprise was set for showing, starting April 2, auspices American Legion. Showfolk have been showing up from 8 to 20 people each day and fully 300 accounted for, with opening only a few days off. Shows' executive staff reported and in conference daily, including general representative R. L. Lohmar; Denny Howard, assistant manager; Joe S. Scholibo, publicity director, and William B. Davis, treasurer. Homer Gilliland, special agent, is due from his home, Dyersburg, Tenn. Jack Page and wife, Frances, who have girl show titled *Red Hot and Blue* and posing show, have contracted as a feature Fritzie Wick, Bernarr MacLadden physical culture winner of 1937; Robinson Swing Band of 11 pieces and company of 22 singers, dancers and entertainers, including Lee Nash, of St. Louis. Floyd Clogsten has again done entire chrome trimming and metal work for various modernistic fronts. Frank Carl, in charge of shows' neon factory, has been averaging 12 hours trying to keep up with added neon tubing that goes on various fronts, rides, entrance arch and ticket boxes. P. J. McLane, show superintendent of transportation, purchased pony track from Mrs. William Kemp and is operating same each Sunday to kiddie visitors at fairgrounds. Sis Dyer arrived and is supervising building of a new front for snake and wild animal show. Lowor brothers, Skeeter and Spookie, who have side show again this year, arrived and getting their equipment in shape. Harrison King will again have *Falsetto of Missions* and has a brand-new neon-lighted front of 220 feet. William L. Collins will present and manage new *Feet's* attraction. Mr. and Mrs. Cliff Lyles, accompanied by Mr. and Mrs. Dave Lachmann, drove in to visit from Lake Charles, La., and J. C. McCaffery dropped in for visit with Orville W. and Harry W. Hennies. Harvey Miller, who has been acting as purchasing agent during all of quarter activity and building, will be relieved of this duty to enable him to get his 72-foot corn game in shape for opening.

JOSEPH S. SCHOLIBO.

Johnny J. Jones (Railroad)

AUGUSTA, Ga., March 26.—Johnny J. Jones' call that appeared in *The Billboard* brought many more troupers to quarters. Shows' cookhouse is now feeding 95 men and women and every one is doing his bit getting show out of barn and ready for road. Trailer parking lot adjacent to quarters is well populated with show people and more arriving daily. Opening date has been set. Not many more days away has forced every department to work at high speed to get each

Spring-Quarters News and Gossip

As Reported by Representatives for the Shows

SHOW LETTERS 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.

show, ride and concession in A-1 condition for opening at Greenville, S. C. Advance car, carrying billposter and lithographer, with Dave Traugott in charge, is already ahead heralding "Johnny's Coming, bigger and grander than ever before." Director-General William C. Fleming and Manager Tom M. Allen can well be proud of spick and span appearance of all equipment and amount of work already accomplished. Building and rejuvenating program laid out last fall is rapidly coming to a close. Some new fronts will be built while show is on tour. Lipsky and Paddock purchased a Chevrolet tractor and a Fruehauf trailer with 23-foot body. Several new stock concessions have been added to their line. Bill Holt, manager of Temple des Rumba, announced that all talent has been lined up. Johnny Branson, thrill-show operator, arrived. He and men are busy finishing up final details for triple Motordrome, wild animal exhibition and globe of death show combined.

STARBUHELLE.

Strates (Railroad)

WELDON, N. C., March 26.—Judging from many entering Strates Cafe, fame



A SCENE AT KAUS EXPOSITION SHOWS' QUARTERS, New Bern, N. C. Left to right, James Carl, assistant trainer; Alberto Mack, owner and operator of Monkey Circus booked with shows; and Hank Tank, trainer of monkeys. Photo furnished by T. K. Burns.

of Chef Klippenger must have spread. Each meal finds some new face decorating tables. Managing Director James E. Strates finally settled down in quarters. First order Strates issued on his return was to Chief Electrician Gifford de Ralaya to build one more light tower, making four. Each tower will have 24 latest models of Crouse-Hinds searchlights. Designs for two massive fronts have been completed by Artist Fred Jule and when built will be two of largest wagon fronts ever built for a carnival. Every wagon on show has been thoroughly cleaned and is in hands of Mike Olsen's paint crew. Johnny and Peter Caralis, nephews of Strates, have been nicknamed "The Enigmas." Ed Breckenridge and crew are working on train. It will be resplendent in new colors of burnt orange with blue lettering. Carpenters, woodworkers, electricians, sheet-metal workers, plumbers, painters and decorators are working on three new sleepers Manager Strates purchased. Peter Christopher, cookhouse manager, arrived and is building a larger cookhouse. Wally Smithly, manager of Lion Auto Drome, will have lions here soon and start giving them their spring workouts. Smithly will have a new top for Drome this year. Arthur Campfield, of Baker-Lockwood, was a recent visitor. All were saddened in quarters over death of Jack V. Lyles, of Art Lewis Shows. Manager Strates, Pete Christopher and Mrs. Ben H. Voorheis attended funeral in Tarboro as shows' representatives. Construction Superintendent Jimmy Votas is ready to start work on new shop wagon. Jimmy promises many new ideas in its construction.

BEN H. VOORHEIS.

Majestic

McNEIL, Ark., March 26.—Everyone waiting for Manager McHendrix to blow whistle for opening of season. Breaking in a new lot, same distance from business district on street to Schuler oil field. All cars to new oil wells must pass show-grounds.

Arrivals: Mrs. Nona Snodgrass, ride owner and foreman, Dutch Moyer, Mr. and Mrs. Billy Novelle and William Jr. in from Kentucky. Kid Bailey, Gloria Bailey and Virginia Clark, who spent winter on Gulf; Kahama's Hawaiian troupe; Danny Klein, from Virginia; Jack Mansfield, Mack McNatt; Peggy Stolz, with illusion show on truck. J. C. Scott came from Fort Worth, Tex., to book corn game and other concessions. Visitors: Lewis Bright, of Roy Gray Shows; Al C. Hansen, of Hippodrome Shows, and Whitey Shea. CHRIS M. SMITH.

Bantly's

(Baggage Cars and Trucks)

REYNOLDSVILLE, Pa., March 26.—At meeting of executive staff held in Imperial Hotel last week many plans and improvements for season were suggested.

ous thrill on walls of a motordrome. Jerry Weaver, scenic artist, is putting finishing touches to odds and ends of show fronts and banners. Weis Dolben arrived from St. Paul with cookhouse. Tom Davenport came from Del Rio, Tex., to get athletic show in readiness. E. J. Borts due with crime show, which has been operated indoors as a museum all winter. Staff of show remains same as last year with exception of general agent, who is Doc J. A. Burns. Abe Opzal and crew for corn game in from San Antonio. E. Reynolds, father of General Manager Reynolds, is purchasing new baby auto ride. Raymond Taylor and Buck McClanahan both adding several new concessions. Brigade Manager China Woods leaves with billposters for second town to be played. JACK LINDSAY.

Miller Bros.

WICHITA, Kan., March 26.—Things are humming at old quarters of Noble C. Fairly Shows. Showmen, ride men and concessionaires are arriving daily and getting ready for opening here on new lot.

BILL BACON.

Marks

RICHMOND, Va., March 26.—A beautiful day after a week of rain brought scores of visitors to quarters. Showmen and town people alike were welcomed by management. Visitors: Joe Payne and Jimmie Saboco, of Philadelphia; George Hudson, of Hudson Radio Supply; Harry Biggs; Ben Eddington, of Columbia Printing Co.; Frank Bergen, of World of Mirth Shows; Carl Barker, Sam Golden and Al Huband. Cash Miller arrived with oddities for side show. Jimmie Hurd reports motordrome completely rebuilt and painted. All equipment for this attraction has been done over and another four-wheel car added. All people for Hurd's girl revue and posing show have contracted. Manager Marks contracted Captain Delmar and fighting lions as a basis for new wild animal show. New trailers are becoming a rule rather than exception, five new ones arriving last week, two for Cash Miller, one for Jimmie Hurd, one for Slim Britt, electrician, and fifth for Tex Letherman, ride foreman. Lawrence Hester purchased new automobile. Five new International trucks have been delivered to quarters to supplement motorized equipment already received. Office wagon completely rebuilt and repainted under supervision of S. A. Kerr. Captain Irwin has contracted to take over monkey show and will train new stock ordered by Manager Marks. JOE MARKS.

World of Fun

MANNING, S. C., March 26.—Manager J. J. Steblar added more men to crew at quarters and ordered work speeded up. Rides have been overhauled and painted. Color scheme is red and white. New paper has been ordered and new banners purchased for Ten-in-One. John Steblar has new corn game completed. Joe Steblar, electrician, added more lights to shows and rides. Mrs. J. J. Steblar will remain at her home, Stanford, Conn., until June, when she will join show. Free gate will be in effect until fair season.

W. DAVIS.

Keystone

DOUGLAS, Ga., March 26.—New work progressing, with 20 men employed. Art work being done by Mac Stark. E. White in charge of mechanics. Three show fronts being constructed. Neon to be used extensively this season. Visitor this week was M. C. Johnson, amusement park operator, who operates two parks in New Jersey. Al Promsdorf breaking out with a chromium-plated cookhouse this season.

K. BAUEH.

Cunningham's

(Trucks and Trailers)

NEW MATAMORAS, O., March 26.—John Cunningham, manager, arrived in quarters from visit south. Work is going at a good pace. Frank Burkert is painting and redecorating rides. New banners are being made. Mouse trailer and office are being remodeled. New marquee is being added this year. All departments are in full operation in preparation for season, which Cunningham believes will be best in show's history. Mrs. Ethel Stegriet and troupe booked their flying return act for season. H. B. Bridges will have charge of sound system and show advertising. Lester Ferris and J. Phillip Parks booked girl revue. R. R. Miller will have girl show. Following

Reynolds & Wells

TEXARKANA, Tex., March 26.—Everything is ready for opening. Rides and shows received general overhauling and are out of paint shop. Shows both front and back have been newly dressed up. New sound car has coat of red and gold leaf. Will be operated by second advance in charge of Louis Pringle and Charles Hempstead. Paper arrived and town is billed for opening date in Texarkana. Norman Smith will feature his wife, Marion, as a trick rider in new motordrome completed. Will be billed as Dolly Dare and Her Thrill Riders. Norman Smith; wife, Marion, and Gene Lamar will present three-way crisscross. Only trio presenting this danger-

HARRY E. WILSON.

have again booked: Harry Hoffman, Guy Able, Joe Humphrey, Clyde Butler, H. O. Taylor, Thomas and Loward Thorne, George Wentz, Charles Fisher, Earl Fisher, Harry Banta, Walter Cox and W. Mespell. Show will open April 30.
D. CUNNINGHAM.

O. C. Buck Shows

RICHMOND HILL, N. Y., March 26.—Manager Oscar C. Buck and electrician Jack Wells went on transformer shopping tour and returned with three 75-KVA, new type, which will be placed in new truck now finished. These with generating plants to be utilized will give show better than 325-KVA capacity. Room is being left for an additional pot if needed. Plans have been completed and work started. Also new canvas ordered for the Joe Casper-Jack Davies Chinese attraction, which has been definitely titled *The Port of Missing Girls*. Front as well as inside and stage settings all Oriental. Work also under way on new front for Harlemania, colored revue. Will be 60-foot spread along modernistic lines. Notes: Tom Heffernan, ride superintendent, spent day at quarters. Has been busily engaged indoors all winter but will be back again at opening. Phil Isner, ride owner and operator, also concessioner World of Mirth, by for a few minutes. Phil's rides played *Miscola Fair* last fall under Buck contract. Jake Shapiro, Triangle Printing Co., in to say hello; also Ben Eddington, Columbia Printing Co., Richmond. Mr. and Mrs. Max Gould joined trailer colony. Spent winter in Florida. Will begin rebuilding cookhouse this week. Morris Levy's crew has finished eight new concessions and same have been packed away ready for whistling. Letter from Sam Kaplan says he will be in for opening. Kaplans enjoying themselves in Florida sunshine. Emil Paige, Bill Robertson and number of ride foremen in quarters. Frenchy St. Germain, *The Billboard* agent and foreman of Ridee-O, has ride painted.
R. F. McLENDON.

Blue Ribbon

(Motorized)
COLUMBUS, Ga., March 26.—Show ready for opening. Manager Roth gave word that all work had been satisfactorily completed in quarters. Not only Mr. and Mrs. Roth, but everybody included is more than proud of the Blue Ribbon Shows, which will open their season here as one of the finest looking midway to be seen this year. E. K. Bonnard arrived and putting final touches on side show, which will have all new banners and 110-foot top. Oliver Eddy and family arrived from Michigan and will have charge of twin Big Ell Wheels. By Lamrock arrived and has charge of *Minstrel Show*. Paul Varner has mouse percentage. Art Alexander's crew enlarging every day.
JACK GALLUPPO.

Penn-State

BETHLEHEM, Pa., March 26.—Much activity at quarters with rides, sound car and trucks being painted. Stewart Wachter, writer's partner, went to Philadelphia to get another ride. Lew Alter is side-show manager. Side show has new banners, top and front. Concessions booked are Burke's cookhouse, Craig's lingo, pop corn, Michael Vogell, custard, Treon and daughter; penny pitches, Mrs. Stewart Wachter; mentalist, Mr. and Mrs. Nelson Cooper. Entrance will have neon sign with show's title. B. H. Miner, of Miner Model Shows, was visitor.
MYSTIC CRAIG.

Kaus

NEW BERN, N. C., March 26.—Like summer here. Everyone busy. One month off before opening. New marquee completed. Show has most all new canvas this year. New canvas is green and made by Fulton Bag and Cotton Mills. New arrivals: W. R. Atkins, Mr. and Mrs. Stanley Stellman, Barney Dexter, Hank Tank and Mr. and Mrs. Roy Vansickle and company. Mr. and Mrs. W. C. Kaus moved into their new modernistic home, which was built last month. J. J. Burns purchased new Chevrolet sedan for his wife. Burns added to his concessions a set of diggers, using all new canvas in green. Little Billy Kaus and sister, Kathleen, recovered from measles and resumed their studies at school. Both attend St. Paul's School, New Bern. Mrs. Mary Zimmerman, who is Mrs. W. C. Kaus' grandmother, is visiting, also her sisters, Mrs.

Russell Owens and husband and Dorothy Goro grant. Mr. and Mrs. Dick Taylor have side show ready. Among members who arrived are Sonja Rae, China Red, Markey Logston, Hal Lynch, Dad Taylor, Stanley Mattison, Jack Manning and Thomas McGuire. Blodnie Mack is beautifying his concessions with new canvas and paint. Mrs. Mack is busy with monkeys and new spring costumes for her performers. Mr. and Mrs. Frank Bee are proud parents of a baby daughter, Claudina Elizabeth. Born February 16. Baby is namesake of her aunt, Mrs. Blondine, and Mrs. J. J. Burns.
T. K. BURNS.

Landes

CHAPMAN, Kan., March 26.—Spring quarters were opened with a bang March 17 with a surprise party for Mrs. J. L. Landes. Party was held in cookhouse and was attended by Mr. and Mrs. Pete Prall, Mr. and Mrs. Lasch; Mr. and Mrs. Earl Knautt and daughter, Arline; Mr. and Mrs. Jake Brizendine, Mark Williams W. T. Beard, Frank Vernon, Jene O'Neill, Jake Rankin, Sam Catherwood, Darrell Michaels, Merlin Finley, Frank Chavala, Tom Barnett, Cliff Martin, Jackie Lasch, J. L. Landes, W. Frank Delmaire, Mark Williams, Mr. and Mrs. W. B. Southerland. Cookhouse was decorated in green and white. Refreshments were served. New truck bodies are being built and rides are getting new coat of paint. Show will have all new fronts, and J. L. Landes ordered a special line of paper.
W. FRANK DELMAIRE.

Winters

BURGETTSTOWN, Pa., March 26.—Five more weeks before opening. New office wagon is completed and new canvas ordered to replace that destroyed by fire at Turbeyville. S. C. Word from Mrs. Frank Chafin says her father is ill in hospital and not expected to live. Virgil Whitman is spending a short vacation at Yulee, Fla. He formerly had the cookhouse on old Boekus & Valley Shows. Harry Katron is promoting wrestling at Bangor, Me. General Manager Curtis L. Boekus, accompanied by General Agent H. H. Howard, spent week-end with Harry Winters. Louis Gold is at St. Petersburg, Fla., but starts north soon. William Nason secured a master plumber's license and will not be on road this season. Mr. and Mrs. Robert Strong closed their winter home at Lake Worth, Fla. Ethel Boekus has been under doctor's care since last August because of an auto accident. She is improved, however, and will be on show this season in an official capacity. Bob Coleman's new bingo is finished. Recent arrivals: Al Pierce, James Nelson, Ken Jackson, Mabel Atkins, Howard Wilbue, Sam Jenkins, William Eaton, Cy Young, Roy Adams and Roy Smith.
CARL O. BARTELS.

W. G. Wade

DETROIT, March 26.—Since moving rides on lot quarters are scene of much building and painting. Merry Rose is having a new frame-up built for her *Congress of Fat People*. New show will have a 60-foot front with neon lighting. Charles Hodges arrived from Salisbury, N. C., and will build a 100-foot front for his *Darkest Africa* attraction. B. W. Bernard writes from Columbus, O., that his four shows—Hippodrome, Side Show, Illusion and Python—have been overhauled and equipped with new canvas. E. A. Howard, who has had Penny Arcade with show for several seasons, purchased a Funhouse. Acts contracted are Flying Fishers, of Bloomington, Ind., and Four Aces, of Los Angeles.
E. L. WADE.

De Luxe

LANCASTER, S. C., March 26.—Entire show is getting spring tops in record time. S. E. Prell stopped off one day last week on way from Miami to Newark, N. J., giving his okeh to work in general and leaving his son, Abe Prell, to carry on in his absence. Abe Prell is filling position of a junior executive this season. Newcomers to quarters are Captain and Mrs. McVay, who were with show last year with a monkey circus, as well as handling "Mse West," high-diving monkey, as a free attraction. Monkey circus enlarged to twice the size. Their training quarters a great attraction for townfolk here. New arrivals from Newark to build new concessions are Mr. and Mrs. Jack Russell with their concession agent, Eddio Brewer, who was with them last year.

Visitors: Earl Backer, from Backer's *Minstrel Shows*; Mr. and Mrs. Ben Cheeks, from Hobb Shows. Advertising truck is being overhauled and painted, and installation is being made of latest sound equipment. S. E. Prell purchased Spillman Speedway and funhouse.
MRS. CHUCK SIMMONS.

Yellowstone

ALBUQUERQUE, N. M., March 26.—Returning from 15-day hooking and business trip, Manager W. S. Neal took over supervision of all activity at quarters. Opening date April 9. Rides, shows and fronts repaired and painted. All canvas replaced with new. Bought from Pueblo Tent and Awning Co., Little Miss Teedy Neal, daughter of Mr. and Mrs. W. S. Neal, visiting relatives in Dallas. Visitors: Mr. and Mrs. Ed Ludgreen, Mr. and Mrs. Brownie Miller, Mr. and Mrs. Red Dunn, Mr. and Mrs. Pat Gleason; Mr. and Mrs. Frank Burke, of Burke Shows; Frank Miller and Ernest Simmons. Charles Parker, scenic artist and decorator, arrived from Los Angeles, where he was employed on Barnes-Photo Circus all winter. He brought some very interesting photos of flood. Parker said he was glad to get back home on this show.
MICH FREEMAN.

Cetin & Wilson

GREENSBORO, N. C., March 26.—First addition to show for 1938 was a son born to Mr. and Mrs. Jesse O'Dell. Parents will again be with Duke Jeannette in side show. Mr. and Mrs. Jean Shriver and crew arrived and went to work. They will have concessions. Ernest Anderson completed *Pirate Ship* for Harry Bentum that will be used in connection with Bench Bentum and Diving Sensations. She will use slogan, "Bench Bentum's baby of beautiful bold buccaners." Ship is 55 feet long, masts and sails rise 45 feet in air. Something entirely new for a diving show. Special Agent E. L. Egar started on advance promotion in Burlington, N. C., opening stand. I. Cetin away on business. Charles A. Lenz, showmen's insurance man; Max Levine, of World of Mirth Shows, and Art Spencer, of Frank West Shows, visitors. J. W. Wilson booked two fairs to be played in November. C. A. Dunn arrived but left immediately for Cleveland. Will return shortly. G. M. Cooper and Duke Jeannette advise they will arrive next week. Frank Masack progressing rapidly with work in quarters. Will have everything ready for opening. Fred Utter, who managed a hotel all winter, is now daily on fairgrounds getting electrical work in shape. Speedy Merrill and Leo Carrell, after showing all winter in Florida, are due in next week. Ted Miller, press agent, will arrive soon.
GEORGE HIRSBERG.

Mighty Sheesley

(Reitroad)
SAVANNAH, Ga., March 26.—Hubbards have a new outfit this season, consisting of a sex show, Mickey Mouse and nudist colony. They carry their own scenic artist from New York. John E. Lampton, billposter, arrived, getting equipment in shape. Gene Campbell, manager of *Gangster Show*, is ready to open. Sailor West will have big top for Al Renton's side show. Joe Hatfield, pin-cushion artist for Al Renton, arrived; also Lenny, man without a stomach. Charles H. Pounds is busy getting tickets ready and putting office wagon in shape. Howard Ingram supervises carpenters and painters. Jack Ballie has his rides painted and repaired. Minnie Pounds' cookhouse will have a new crew of cooks and waiters.
WAID (DAD) DUNBAR.

Gold Medal

NASHVILLE, Tenn., March 26.—Shows hauling from quarters to first stand. Great many reported others coming in daily. Manager Louis Isack after a business trip to St. Louis. Joe Jay Fontanna was a visitor on way back from a trip north to his position as secretary-treasurer of L. J. Heth Shows. Mr. and Mrs. Treasie McDaniels were daily visitors for week on route from Tampa, by easy stages to Terre Haute, Ind., to join Al G. Hodge Shows; he is assistant manager. Mr. and Mrs. Billy Crowson also visitors. Mr. and Mrs. Morris Hellman are reading concessions for opening. Charles Miller is building concessions he is to manage for writer and Pat Ford. John F. Hood arrived from Colton, Calif., and is busy around quarters. Clarence Chlyton, who has been touring Arkansas and Texas since close of last season, ar-

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets with tables:
28 cards, \$5.25; 60 cards, \$8.75; 75 cards, \$9.50; 100 cards, \$10; 180 cards, \$12.50; 200 cards, \$16; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Placed in 3 rows across the cards—put up and down. Lightweight cards. Put set of 100 cards with markers, \$5.85.

THIN BINGO CARDS

Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, with markers. Set of markers, 50c.
Automatic Bingo Shaker, real class \$12.50
Lightboard, white cards, 2 1/2 x 1 1/2, Pap. C. . . 1.20
Standing Bingo Cards on stands, Extra per C. . . .50
Bingo Card Markers, in strips, 25,000 for 1.00
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. stamps. Instant delivery. No checks accepted.

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AND OTHER OUTSTANDING SIDE SHOW FEATURES SUITABLE FOR ANNEX WIRE AT ONCE.
Also want for BIG ILLUSION SHOW capable mechanics that can handle ladders, Ticks, Scaffolds, Sewer Attractions, Gills, Harry Davis, Mapi Johnson wire me.
CARL J. LAUTHER
JOHNNY J. JONES EXPO., Augusta, Ga.
P. E.—Also want to buy Good Broom Illusion.

CENTANNI SHOWS
OPEN SATURDAY, APRIL 23.
WANT Wharfs, Ball Games, Bingo, High Striker, Devil's Hoisting Alley, Guss-Your-Weight, Jugglers, Pitch-Tell-You-Who, Can use Candy Floss and Guss-Your-Weight Scale.
WANT SENSATIONAL FREE ACT.
Will furnish complete outfit for 10 in 10 to any carnival. Want Foreman for 2-Abstract Merry-Go-Round.
MIKE CENTANNI, Newark, N. J.
927 Broadway, Humboldt 2-6334.

Santa Fe Expo. Shows
Wants for Barber Co. Implement Show and Spring Festival, on the streets of Klossa, Kan., Corn Game and All Other Legitimate Concessions Open except Pop-Corn, Sewer Cores. Positively No Grift. Want Man With Attractions to Handle Pitt Show, also Manager for Al. Show. Will furnish frame-up for good Gil Show. Want Ride Help. Have for sale cheap J Jones Dangler, 1 Kidney Boat Being. Open Kiosk, Kan., April 14. Address, mail to SANTA FE SHOWS, Klossa, Kan.
P. O. Box 248.

MINER MODEL SHOWS
Season opens Indiana, April 20th, in Pittsboro, Pa. Two Saturdays. Following Concessions open: String Game, Kids Back, Photos, Stock Wheels, Paul Ford, Scales, Cotton Candy, Candy Machine, Lead Gallies, Devil's Hoisting Alley, High Striker. One more Show with an unusual Top. Tickets booked. Address: H. H. MINER, 101 Chambers St., Philadelphia, N. J.

FOR SALE—Eli No. 2 Wheel, 220 Power Unit in operation and in good shape. Set Three Athletic Banners, \$10.00. Set Three Hula Show Banners, \$10.00. Set Three Guss Show Banners, \$10.00. Eight Stock Trucks, \$2.00 each. Horse-Is Blocks, Rings, Stock and Trucks, \$10.00. One 20x40 Khalal Top and Poles, \$40.00. One 16x24 Khalal Top and Poles, \$20.00.
JOE W. STONEMAN, Ridgeland, S. C.

WANTED
RIDES AND SHOWS THAT DO NOT CONFLICT For Sale Cheap: Harrington Gallopes with Trailer, Chair-Plane with or without truck, complete Mummy Show and Show Tents.
W. KERSECK AMUSEMENT CO., Wichita, Kan.

rived with his big snakes and monkeys. Osa Ash, secretary of show, arrived, bringing with him Senosita Margarita Garcia and an all-Spanish revue, including a five-piece orchestra. Dottie Moss, thrill show impresario, has been busy day and night breaking in her daredevil girls in big new drome. Several of Gold Medal organization took time out to visit Dr. H. B. Maxey's museum of historical wax figures, which opened an engagement in a storeroom here. Doctor, as usual, was in an entertaining and charming mood and gave all a good time. Showfolk from almost everywhere can be seen daily around Maxwell House Hotel, which seems to be center of pre-opening activity. Show is well billed, and everything is set to open the season. H. B. SHIVE.

R. H. Miner's

PHILLIPSBURG, N. J., March 25.—Everything looks rosy for shows, as General Agent E. E. Ward returned from a two weeks' trip and turned in some dates. Stated conditions in territory look very good. Hides, all owned by management, will be moved on grounds at Pottstown, Pa., April 25 and will then be painted, as all work will be done on show lot. R. H. MINER II.

Frank West's

(Railroad)

NORFOLK, Va., March 26.—"Full steam ahead" orders of General Manager Frank West. Day and night work from now until opening. Practically all enlargements plans have been completed and quarters are a busy spot getting replacement, renovating and rebuilding programs outlined in early winter brought to an end. From many kind remarks made by many visitors dropping in every day General Manager West now has no doubt that the 1938 offering will be largest and best show that he has had during his career.

All canvas is new and not an old front will be on midway this season. Pictorial paintings have been completed by Hill and Khafer. New Whip, from Mangels, arrived. Ride-O arrived from Spillman. John Hoffman, with three assistants, is busy at work in new animal barn breaking in acts. It is General Manager West's plan to have one of biggest and best trained wild animal arenas as a feature show. Charles T. Smithy will manage this attraction. This show will have a 100-foot front and will be very elaborate in every detail. Louis (Pickles) Weis and wife, Kay, arrived after wintering in Miami. Both are busy supervising many improvements and enlarging shows they will present. A Night in Paris will carry 16 people, including a six-piece orchestra. Hawaiian Show will present natives. Miss America, posing exhibition, will also be under Weis' management. Jack Shafer,

of monkey circus fame, has an entirely new outfit. Fiddle Brown arrived, accompanied by several of his assistants, and immediately took full charge of rebuilding that will give Fiddle one of swellest lines of merchandise stores he ever had. Mike Conli arrived and started work. Mike will act in capacity of special contracting representative. Ted Woodward, advertising manager, arrived from Miami and will carry one assistant, handling all billposting. Entire new line of special paper arrived from Triangle Poster Co. Frank LaBarre in from Miami. Neil Berk, general agent, arrived after few weeks' vacation in Miami. Neil was accompanied by his wife and family. Billie Sieglit, with his casting act, and Four of Hearts and their sky-high thriller, will be feature free acts. Willie Glickman stopped on his way home at Philadelphia. Will return under Fiddle Brown banner for season. Everyone around quarters was shocked when they heard of fatal accident to Jack V. Lyles. Jack was an old favorite around West's Shows for many years and will be greatly missed by all his many friends on show.

CHARLES T. SMITHEY.

World's

MONTGOMERY, March 26.—Arrivals in quarters are numerous. Mrs. Gruber's staff is complete. Following now on grounds: Don Venning, manager bingo, and Mrs. N. M. Stokes, Buddy Jones, Arthur Stokes, George L. Smith, Van Vandiver, Harry Kerkes, Mrs. Winnie Wright, Mrs. Thelma Evans, Mrs. Helen Lorenz, Betty Carr, Ben King, Benny Ostroff, Raymond Merritt, Jimmy Robson and George Dunlop. Mrs. Anna Yeomans and Don Lorenz are coming to quarters. Ruby Davis has been selected as Miss Montgomery by Mons. De Loupe. Miss Wolf will manage and operate Esquire attraction. Emilly Godwin will portray Girl in the Moon with Casino. Little Dawn, now in Boston, is expected daily. There seems plenty of curiosity in town about French Casino. Mons. De Loupe has been interviewed, as has Marguerite Montanaro, Italian dancer. Monroe brothers, Preacher and Jack, have new illusions and beautiful setting. Swedish Nightingale Mrs. Louis Pirpo has a fine trailer. Princess Peggy, midge-et mother, will have midgets and Charlie Joy, a good line-up for Revue. His show for Lions' Club here an outstanding success. S. R. O. opening night. DICK COLLINS.

B. & V.

GARFIELD, N. J., March 26.—Manager J. Van Vliet has engaged Walter J. Nelson, of Salem, Mass., as general agent. Nelson is well acquainted with New England, having served as a general agent in that section before, also as a theatrical agent. A new front is being made for minstrel show, which William Arnold will manage. A six-piece colored band will be carried this season. J. M. Hissong, of Borton, Ill., contracted bingo, which is being framed in a new 20x20 tent. Painting of Merry-Go-Round horses has begun and is under supervision of Mike Buck, who is in charge of quarters. Writer will have three new ball games on midway. Mr. and Mrs. Lou Riley were recent visitors. They will have pop-corn concession. QUEENIE VAN VLIET.

Ideal

(Motorized)

SALISBURY, N. C., March 26.—William Chick, manager, arrived with staff at quarters March 10 and set full crew at work. All riding devices are being gone over and painted. All shows have been gone over and painted. Bill Purchase has his Monkey Circus in new color scheme and also trained his Chimpanzee to do acts of a real performer. Jim Hodges has his side show with all new brilliant banners. Ralph Decker arrived and started rehearsing his girl revue. All semi-trailers purchased last season have been thoroughly overhauled and repainted. Visitors: Arthur Campbell, of Baker-Lockwood, and Mr. Lenz of Lloyd's Insurance. LARRY NATHAN.

W. E. West

(Motorized)

CHERRYVALE, Kan., March 26.—Owner West announced work in barn as practically completed. Eighteen men have been working steadily since January 1. Every truck and trailer has been overhauled. Several new panel fronts have been built. New panel front entrance arch is finished. A variety of color in lights will be a feature of midway this season. Prevailing color in fronts is white. James White's front for Garden of Eden show is white; with diamonds, spades, hearts and clubs in black and red as decorations. Through each "see" there is a different color of light. A reporter from Cherryvale Republics visited quarters and gave show a nice write-up.

As concessioners arrive they catch "everything new" fever, so each is trying to outdo other. Late arrivals to concession are Mr. and Mrs. Fred Chandler and Mr. and Mrs. Joe Abraham. Mrs. Donna Palmer Keffer has been ill in her room at hotel. Visitors: W. A. Gibbs and son of job bearing his name. C. O. Buton, of J. L. Landes shows, passed thru on booking trip. The writer's recent ad in The Billboard for side show performers brought excellent results with mail still coming in. Neven Ziegler, young son of Mrs. Sadie Ziegler, will handle The Billboard sales. BETTY JOHN.

J. J. Page

(Baggage Cars and Trucks)

AUGUSTA, Ga., March 26.—Show is on lot here and really is a thing of beauty. Owner Page has spared no expense in repainting and refurbishing the paraphernalia. Bert Montgomery and crew turned out a mountain of work in a short space of time, ably assisted by Son Trevor, who handled artistic end. Modernistic designs are predominant on various ticket boxes and fronts of rides. Superintendent Pann also merits a boost in that line as Merry-Go-Round is a work of art, as well as Loop and Kiddie Airplane. He also rebuilt office trailer from frame up—and did a dandy job on streamlining outside, also added incidentals which make for efficiency in office. Billie and Flo Clark arrived. Billy is working out building new frames for his concessions. He added a blower along with fishpond. James Wallace has cookhouse and it is commodious affair affording tables and counter. Mason Cogswell has Photo gallery. Walter Langford's uniformed band will furnish music, as will Richard Sloss with Colored band. These along with sound truck gives the midway music plenty. Owner Page purchased a four-unit Loop-the-Loop. All canvas and banners are due next week. Visitors: Charlie Lenz, insurance expert for show business, and Johnnie Bullock, from whom Page purchased a motor. R. E. SAVAGE.

RAFFERTY CARNIVAL

(Continued from page 46)

trailers. While Rafferty will not have largest in the world it will be truly what it's sponsors have named it—"A Carnival of Merit," to be moved by baggage cars and trucks.

Writer reported Monday to be in charge of exploitation and found Tommy Carson in charge and work under way in earnest. Pete Media came in to ready his concessions and found Frank Hildebrand putting finishing touches on a truly beautiful cookhouse. With Mrs. Hildebrand supervising the culinary department, attaches here are certain to be well fed.

Harry Devonport here to complete his Reptile Show, which will be operated as an office attraction. T. A. Schultz is also on job and lacks but a few more

days until his Illusion Show is ready for lot.

Mrs. Carrie Rafferty will be managing directress of Pariston Tempions, a new idea to girl shows world. Several of charmers who will help present elaborate program are here and in rehearsal. Her sister, Lira Sink, is in charge of cookhouse.

P. G. Hedgecock is general assistant to Rafferty in designing and painting, while construction work is in hands of Pete Williams.

General Agent Joe Sheeran is expected in quarters Sunday, and J. Lucy Smith, who will be superintendent of rides, telegraphed that he will arrive Monday. Their coming calls for first general staff meeting and after plans and strategies have been discussed Sheeran will depart for advance while rest of crew will begin packing equipment and getting ready to move downtown for debut.

Rafferty announced operating policy as free acts and a fireworks program featured behind a pay gate.

A truck will leave here for Winston-Salem to bring back new tents and other canvas equipment. A new transformer wagon has been completed and is now in paint shop and Pete Williams just completed a new office trailer built for comfort and convenience. Reported by Carleton Collins.

JACK DADSWELL

(Continued from page 46)

been circulated about my plans I desire to say definitely I will not be on road with any show this season," Dadswell said. "Working with Sedlmayr and Varese Brothers and Walter DeVoyne during last four years has been congenial and pleasant. Co-operation given my efforts by attraction managers also has been wonderful. I am indeed sorry it comes to my lot to step out of such a progressive organization and to leave such friends as Carl, Elmer, Curtis and Walter. But it is necessary and I am glad this work goes into good hands," retiring publicist stated.

Dadswell is president of Outdoor Press Club, formed in Tampa this winter of circus, carnival and radio publicists. He spent most of his life in newspaper work as a feature writer-photographer and is said to have entered carnival publicity work in search of unusual book material. Whether this is what he intends to do in immediate future was not stated. It is known, however, he sold synopsis of a book to New York publishers two years ago and that the book has not been finished.

Dadswell said a statement of his plans in connection with show business and the Outdoor Press Club would be issued after his services with Royal American Shows terminate.

CAPACITY ATTENDANCE

(Continued from page 46)

Miller Amusement Co., Randolph Printing Co., Ivanhoe Restaurant, Snyder's Candy Stores; Little Dutch Candy Mill, D. M. Kerr Ice Cream Co., Silver Frolics, Edward L. S. Arkema, Sherman Flower Shop, D. R. Mihills, National Ford Co., and many others.

The publicity chairman has secured co-operation of Chicago radio stations in publicizing league show. Among stations giving spot announcements are WMAQ, WLS and WENR of the NBB chain; WGN, WAAP, WCFL, WJJD, WSBC, WGES and WCBD, all Chicago, and WRCK, Rockford, Ill.

Work on printed program has yielded good results and league will derive considerable revenue from it. The various committees are busy with final arrangements for show and a gala night of fun and frolic is assured.

JONES GETS NEW

(Continued from page 46)

exhibitions. First, a fighting lion act, followed with a lion riding on straight wall in an automobile beside a lady driver. The third part to be presented in Globe of Death that will be erected in center of drome, while two motorcycle riders race on straight wall another cyclist will be looping the loop inside of globe. With three riders accomplishing dare-devil feats simultaneously should be a thrill amusement seekers are looking for.

Branson's drome measures 46 feet across from outside, Globe of Death measuring 18 feet, leaving ample room for presentation of trips thriller. Six riders, talker, two ticket sellers and a starter are under contract for this feature.—Reported by Starr DeBelle.



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Circus Numbers Aid in Sarasota Show for Charity

SARASOTA, Fla., March 26.—At fourth annual St. Martha's Outdoor Circus here on March 17, with Ringling Bros.-Barnum & Bailey Circus stars featured, afternoon and night performances were witnessed by nearly 5,000, largest crowds in history of the event. Proceeds went to St. Martha's Catholic Church for charities.

Clyde Ingalls was announcer. An orchestra directed by Maynard Larkins provided music. Program included: Eight-horse entry by Eight Ashers; Jack Earl, giant, and Doll Family, midjets; Enrico and Herma Canestrelli, unsupported ladder; Ralph Clark, Art Boden, trick ropers; Four Aerial Girls, Mary Erditz, Martha Mitchell, Theol Nelson, Elsa Otari; Loyal Sisters, equestriennes; Maschino Troupe, acrobats; Herma Canestrelli, Roman rings; Three Spurgata, contortionists; William and Tamara Heyer and high-school horses, YoYo, Ardjuno and Troubadour; Polidor and his dog; Jennie Rooney, cloud swing; Naitto Troupe, tight wire; Loyal Bepinski Troupe, equestrians; clowns, Lou Jacob and Polidor; Wallenda Troupe, high wire; Rudy Rudynoff and Liberty horses; Uynno Troupe, acrobats; Ringling elephants, presented by Capt. Lawrence Davis and Erika Loyal.

Shorts

HISTORICAL pageant, directed by a producing company, will feature the Nelsonville (O.) Centennial Celebration.

FOUR fourth annual Firemen's Fair, Louisa, Va., Flying Sensations have been booked thru George A. Hamd, Inc.; H. C. Post's Merry-Go-Round and Shemansh, Va., Band. A 10,000 ticket advance sale is on and there will be an auto giveaway, reports Manager L. S. Roy.

PLANS for sponsoring a celebration a three-day race meet and carnival were discussed recently by Maryville (O.) American Legion Post.

PARADES, contests, ball and other features are programmed for annual May Day Celebration in Los Banos, Calif., sponsored by local Native Sons of the Golden West. Celebration is a revival of the Miller and Lux picnic, held for years under management of the late Henry Miller.

EMERSON LANDIS, public school superintendent, is chairman of Dayton, O., Chamber of Commerce committee to prepare plans for parade and pageant to be staged in observance of the 150th anniversary of settlement of Northwest territory.

AT Parkers Landing (Pa.) Home-Coming Week, sponsored by Volunteer Fire Department, midway, free acts, picnic, parades and contests will be featured.

COMMUNITY Club in Chetek, Wis., raised \$800 for its annual Regatta and Homecoming, to include water sports, parade, fireworks and open-air dancing. Merten Martinson heads the committee.

VETERANS of Foreign Wars and Oshkosh (Wis.) Market Day Association were granted an \$800 appropriation for annual celebration, to include parade, games, concessions, acts and fireworks.

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Omaha Shriners Setting High Goal To Top 65,000 Attendance in '37

OMAHA, March 26.—Advance ticket sales for ninth annual Tangler Shrine Circus in Ak-Sar-Ben Coliseum here are good, said Potentate J. E. Davidson, members hoping to top 1937 attendance of 65,000.

Clyde and Harriet Beatty's animal act will headline, announced Rink Wright, handling bookings. Other acts booked are Dennis Curtis' horses and dogs; Alfred Rollo Troupe, skaters; Edna Deis, dogs and ponies; Levina Sisters, aerialists; Nich Machedon Trio, comedy bars;

Dobas Family, acrobats; Smiletta Trio, comedy bars; Deberoff Troupe, acrobats; Fred Harper, pony act; Merrill Brothers and Sister, novelty act; Cole Bros., elephants, seals and stock; Harry Lamar Trio, flying return; Ira and Jimmie Millette, head balancers.

Clowns signed are Roy Barrett, Kinko, Jack Klippel, Happy Kellum and Mickey McDonald. Circus will run six nights and two matinees. Frank L. Mangan, handling publicity, is getting good breaks.

Saginaw School's Circus a Success

SAGINAW, Mich., March 26.—A successful circus staged on March 18 and 19 by South School was the seventh annual and capacity crowds attended.

Among professional acts were Frank Shepard, aerial equilibrist; Roy Barrett, clown; Flying Howards, roller skaters, and Ford's Dogs. Remainder of program was by students. Show was handled by Maurice M. Guy, executive chairman, and Virgil Noble and Alta McDermott, general chairman.

Proceeds are used for school activities. Show, known as the "Spandess and Seemore Circus," has support of Saginaw merchants, most of whom donate prizes.

Hallock Books Celebration

TUSCOLA, Ill., March 26.—Tuscola Homecoming Association booked Al O. Hodge Shows thru General Agent Bob Hallock for the annual celebration here. Dr. L. I. McNeil, chairman, and Carl Razor, associate chairman, report plans for a bigger event than usual, a feature to be dedication of a concrete open-air stadium to seat 6,500.

Acts, Rides at Ohio Expo

ZANESVILLE, O., April 2.—Free acts, rides and contests will feature the Free Merchants and Manufacturers' Exposition here, sponsored by Amrou Grotto. Event will be held on a city street and a canvas canopy, extending the entire length of the street, will house exhibits. On committees are Henry Sprague, Carl Flowers and O. J. Hartmeyer.

Legion Signs Hennies Bros.

SHREVEPORT, La., March 26.—For a Spring Festival, sponsored by the American Legion Post, profits to be used in retiring indebtedness on the Salvation Army Citadel, Percy N. Browne, post commander, said a contract had been signed with Hennies Bros. Shows.

AFA Wins Suit Against Show

CHICAGO, March 26.—Suit filed by local office of the American Federation of Actors for Lamont's Cockatoos against the management of the Oconto (Wis.) Corn Show was settled for \$45 in the act's favor. Sum amounted to 30 per cent of the original contract price. Defendants held up payment, according to the AFA, due to the poor turnout for the sponsored event.

CRAFTS AT NATIONAL

(Continued from page 48)
Madox, Janet James, Ruth Coberly, Ollie Mason, Ruth Egan, Corinne Gates, Mae Brett, Dorothy Bremner, Tita Jackson, Joy Lee and Mina Jordan. Especially fetching is stage arrangement with Oriental hangings. A change to drapes of French design and light effects adds much to a very good girl show. Karl Miller's Monkey and Society Circus, Karl Miller, owner and manager; Harry DeFarr, equestrian director and animal trainer. Red Steth and Bide Owners, clowns. Jack Stone and H. D. Foye on

front; Mrs. H. de Parr, tickets; Neil Kiley, electrician; William King in charge of animals. In the performance are 50 monkeys, 10 ponies, 7 goats and 12 dogs. Very good entertainment is presented. Bosszell Bros. Side Show, William Bosszell, manager; J. A. Buchanan, front; Eric Krupa, second openings; Henry Prazee, second ticket box. Attractions, Edna McKinley, obese lady, recently in films; Dollie Krupa, miniature "Mae West"; Katio, Hindu water trick; Pete Flores, serpent man; Grover Bosszell, iron tongue; Congo, gorilla face man; Milton Sandberg, miracle box; Mlle. Sandberg, mentalist. In annex, Billie Prazee, sex change. Athletic Show, Ed Kanthe, manager. Fine set-up, regulation ring with padded floor and giveaway posts. Ed Kanthe and Buzz Parley, front; Bertie Kanthe, tickets; Swede Larsen, wrestler; Young Louis, wrestler; Black Panther, middleweight wrestler; Jack Sherman, wrestler; Cyclone Thim and Eddie Lee, boxers. Jungle Show, large pythons—Frank Leavitt, manager; Nate Keller, front. Double-Headed Cow, with four eyes that blink in unison, four nostrils and three horns—J. Elvin Thompson and son, owners; Rita Hentchbarger, tickets. Old California Missions, novel exhibit, reproductions in miniature of noted old California missions—M. Gladstein, manager; Mrs. M. Gladstein, tickets and lecturer. Lion Motordrome, Red Crawford, manager; Charley Ford and Harry Draucker, front; Pauline Crawford and Henry Stier, riders, and Leo, riding lion. Giggle House, Drewy McMullen, manager; E. J. Collier, inside; Edna Foreman, tickets. Bumpy Dumpty, J. McDermott, manager; J. Sutherland, inside; Scotty Harris, tickets. Fun Arcade, George Bryant, manager; Jim O'Dell, assistant; Letha Howard, change.

Rides: Auto Skooter, George Williams, foreman; Frank Smith, Ray Graham, Ben Page, Ned Dooley, assistants; Mrs. E. Platten, tickets. Loop-o-Plane, Hubert Van Sickle, foreman; Bill Gallagher, assistant; Meda West, tickets. Merry-Go-Round, Jo Parun, foreman; J. B. Van Sickle, platform; E. Boyd, assistant; Mrs. J. A. Buchanan, tickets. Double Ferris Wheel, Paddy Murphy, foreman; Henry Pyffe, Jim Stark, Mart Oylar, assistants; Loretta Myers, tickets No. 1; Billie Malco, tickets No. 2. Hey-Dey, Ray Myers, foreman; Andy Spaeth, Harold Lear Smith, Harry Gatewood, assistants; Bertie Kinsey, tickets. Octopus, Jake Boyd, foreman; Carl Cox, Johnny Phillipson, assistants; Rita Larus, tickets. Rool-o-Plane, Whitley Aldridge, foreman; George Hutchinson, Eddie Rasmussen, assistants; Mrs. E. P. Florida, tickets. Merry Mix-Up, Jack Oberbetz, foreman; Frank Kempf, Mrs. F. K. Glade, tickets. Loopy, Lee Cole, foreman; F. Jenkins, Kath Wuest, tickets. Acroplane, John Gilliland and B. Gallagher, Kiddie Land, three rides in park replica; Autos, Beaplane and Miniature Ferris Wheel. Clar-

ence Turner, foreman; Elmer Cannon, Jo Yorke, Mabel Arkin, tickets. Golden State Limited, miniature steam railway; Herbert Wier, manager; Kent Keith, assistant; Mrs. R. B. Puckett, tickets. Pony-Go-Round, J. E. Pugh, manager; John Clark, Jo Biederman, assistants; Mrs. J. E. Pugh, tickets. Stratship, Homer Finley, foreman; M. Fisher, Carl Payson, Lawrence Giddings, assistants; Midge Stohl, tickets.

Concessions: Cookhouse, James J. Lynch, manager; Gene Mirand, chef; Flash O'Donnell, fry cook; Charles Schultz, on broiler; Art Latta, griddle man; Johnny Martin, George Yard, Mike Joyce, counter men; Louisa Pettinari, yard boss; Catherine Warren, cashier. No. 2 lunch, Charley Johnson and Ed Stephens. Candy Ploss, Johnny Mansfield, Mrs. R. Turner. Pop Corn, Wewley Hook, Snoco, Blackie Johnson, Maple Waffles, Pop Johnson, Ham and Bacon, Harry Taylor and Herb Usher, owners; Bob Allen and H. Gulden, agents. Sling Shot, Thomas Rhodes; Harry Legler, H. Herveth, B. Gaines, agents. Blanket Store, Spot Ragland and Louis Korte, owners; Mrs. Ruth Korte and Gene Deppard, agents. Charlie McCarthy Miniatures, duplicates of Edgar Bergen's knee figure with workable mouth, with Edgar Vernon, ventriloquist; Johnny D. Jones, owner; Harry Robbins, Ed Saylor, agents. Air Gun Range, James White, H. L. Underwood, Jo Bayes. Balloon Store, Frank S. Platten, L. J. Hicks, Sam Eaterly. R. E. Olsen No. 1 Groceries, Plain Dave Morris and Harry Phillips, agents. Olsen, Ham and Bacon, Glen Whittekind, Phil Terry, Walter McNutt, Rabbit Racer, Ray Mathewson, Jerry Hammond, Harry Davis, agents. Bottle Game, George Roberts, Mark Skvier, Elmer Garrison. Long-Range Lead Gallery, W. T. King and (See CRAFTS AT NATIONAL page 69)

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HANDLPH'S FAMOUS Dark Wonders of Syncope - points of Chicago, at Liberty for summer engagement. Forty of features and novelties. All excellent, reliable. A-1 musicians. Best of references. Will go anywhere. Write CHAS. T. HANDLPH, 928 Altyre Ave., Baltimore, Md. ap2

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY - DAVID RIGGAN, GENERAL Business, as Cast, Specialties, Double Piano. All essentials. State all, join at once. 2525 LLOYD AVE., Richmond, Va.

AT LIBERTY - Young Man, 19. Wants a chance. Just out of school, with only school and community players' experience. Wants to join a theatrical group, with small pay. Photo on request. Strange characters with. LARK HUSTON, Brockton, Calif.

AT LIBERTY MAGICIANS

A-1 MAGICIAN and Sleight of Hand. Two Modern Tricks and Jody with P.-A. System. 3 Nail and Double in New Act. Will accept reasonable proposition from respectable shows, circus or carnival. Write or wire all to PROF. PONCE DE LEON, 492 W. 143rd St., Apt. 10, New York City, N. Y.

WANT LONG BOOKING with a Show. Do Magic, Ventriloquist and Mindreading. Many changes. Need tickets. State all. L. KOHLAN, 159-12-19th Ave., Whitestone, L. I., N. Y. ap2

AT LIBERTY M. P. OPERATORS

SOUND SYSTEM OPERATOR - SIX YEARS' experience. Can secure sound equipment. KENNETH STOLL, Mt. Pulaski, Ill.

AT LIBERTY MISCELLANEOUS

LECTURER - Young Man, wants Broad New Professional TOLME, Professor and orator, of the association with high-class unit. Lecturer of the work. Clean act. Salary only. Write KEN, Box 0-447, Billboard, Cincinnati. ap10

AT LIBERTY MUSICIANS

LEADER AT LIBERTY FOR Organized Dance Band. BOX 274, Gaffney, S. C.

Show Family Album



MEMBERS of the Justus-Romain Show snapped at Verdigr, Neb., in July, 1923. Among those shown are Great Azzarda, John J. Justus, Ethel Romain, Meta Deloy, Harry Leigh, Fud Dean, Bill Oliver, Emily Lindsay, Eddie Deloy, Jess Adams, Ted Waggoner, Ernie Hawkins and Pearl Adams. The show is still in operation and will soon begin its 1938 season. Oliver is now in the outdoor advertising business in Decatur, Ill.

The Billboard invites its readers to submit photos taken from 15 to 30 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

ALTO SAX - DOUBLING CLARINET. THOROUGHLY experienced First Chair. Just finished several seasons with Billroy's Comedians. Can join immediately. BOB HEIDELBERG, Laurel, Miss. P. S. - Double Eb Clarinet for Bally Bando. ap2

ALTO SAX - CLARINET, BARITONE, VIOLIN, Viola. Feature sub-tone Clarinet and Fiddle Solos at mike. Excellent tone on all. Fast reader; all essentials. Play first, third or fourth. Name band experience. Travel or locate. Salary only. N. HOLME, 921 Rockhill St., Ft. Wayne, Ind.

AT LIBERTY - STRONG, EXPERIENCED CIRCUUS CORNET. CLINTON S. REED, 120 Washington St., Oshkosh, Wis.

ATTENTION, BAND LEADERS! A YOUNG Second Trumpet man wants a chair in a good, reliable band about April 20. Get a good Dixie take off. No liquor. I prefer hotel job in north. State salary and all in first letter. Write soon. HARRY GISH JR., Du Bonnet Dutchmen, Rt. 1, Paducah, Ky.

AVAILABLE NOW - RELIABLE YOUNG Violinist. Write or wire. STEPHEN STADNYK, 1613 Lyons Ave., Lansing, Mich.

BAND MASTER AT LIBERTY FOR MUNICIPAL Band. BOX C-468, Billboard, Cincinnati, O.

DRUMMER WITH FINE FLASHY EQUIPMENT, Chimes, Vibraphone, Solos, Under Thirty-two, good appearance, sober. Absolutely guaranteed satisfaction, anywhere. MUSICIAN, 307 Glen Lake Ave., Toronto, Can. ap2

DRUMMER - EXPERIENCED DANCE SHOW. Young, urbane. HOWES, General Delivery, Columbus, Georgia, Ill April 3; then 4 Union Ave., Danbury, Conn.

EARL (BILL) MULLINS - ALTO SAX, CLARINET. After March 25th. Can get Piano, Trumpet. BILL MULLINS, Dixie Hotel, Tallahassee, Fla.

STRING BASS - YOUNG, NEAT APPEARANCE. Formerly name bands, can bring good Drummer. Consider anything. A. C. THOMAS, 2 Mason Court, Gloucester, Mass.

TENOR SAX, DOUBLE CLARINET AND FIRST Trumpet. Both young and experienced. MUSICIANS, 154 King St., Pottstown, Pa.

TRUMPET - BEAUTIFUL TONE, SCHOOLED Musician, excellent for first or third chair. Formerly with orchestra featured over NBC, CBS and Yankee Networks (name upon request). Age 24, neat; have car; can join immediately. Please state all in first answer. CURT BIGHTSON, 105 E. Walnut St., Salisbury, Md.

TRUMPET AT LIBERTY - FOR CIRCUUS OR anything reliable. R. A. MCKEE, 1810 Joplin St., Joplin, Mo.

VIOLINIST WANTS JOB - IESCHKE, 163 Water St., Perth Amboy, N. J.

A-1 DRUMMER - Experienced floor show, dance job, hotels, steakhouses. First class reliable equipment only. Neat, sober, dependable. Noisy, willing to join. Complete outfit. IRA LUKATEL, Pittsburgh, N. Y. ap2

ALTO, BARITONE, CLARINET - Nice years' experience. Young, married, urbane, car, reliable. Two years last band. Prefer location. Answer all. Can produce. MUSICIAN, 2123 N. Grandwood, San Antonio, Tex. ap2

ALTO SAX, CLARINET - Style, cut shoes, good wardrobe, all essentials. Fast Chicago style. Takeoff. APT. C-11, 4598 49th St., Long Island City, N. Y. Phone ST 4-8194.

AT LIBERTY - French Horn, 32 years old, 12 years' experience. Go anywhere. Industrial and Municipal Bands write. DAN LEWIN, Esopus, N. Y.

BARITONE PLAYER - Circus experience from here to small. Strong tone, solo and dependable. LOYCE KILLGROG, 2909 S. Valmer, Little Rock, Ark. ap2

CLARINET SOLOIST - Experienced. Specialist for concert company, orchestra or military band. Good reputation. Reliability reliable, correct. Plenty of possibilities. Write EARL WALLENBROOK, R. R. 2, Box 15, St. Charles, Mo. ap2

DRUMMER AND PIANO - Neat, young, Read, fake, swing or rick. Modern style. Best references and plenty experience. No habits. Write wire. RYDHIEN NANCE, Knoxville, Utah. ap2

SAX, TENOR AND ALTO. Read and fake, modern take off. Voice, 36, and neat appearing. JIMMY STRAUSS, General Delivery, Miami, Fla.

STEEL GUITAR PLAYER at liberty for Circus, Carnival, Girl Shows or Hawaiian show. HOWARD FARKOW, Route 1, Springdale, Ky. ap2

STRING BASS - Solid string, fully experienced, all essentials. No tricks. Just closed Southern engagement. First show at liberty in five years. Write, stating all. Must be reliable. "DINO" JILLIS, Frederickburg, Va. ap10

SWING TENOR and Feature Old Singer want pay-off summer location only. Tenor Double, side Cornet, Melodion, Clarinet, Sax Vocal Solo and Vocal. Specialist with Girl Shows. Smart, neat preferred. Cut or quit. BOX C-470, The Billboard, Cincinnati. ap10

TENOR SAX-CLARINET - Read, fake, swing. Age 22, neat, dependable, sober, new instruments. Non-trick. Will join. Prefer swing combo. MUSICIAN, 148 Mill, Memphis, Tenn.

TENOR SAX AND TROMBONE - Circus or Stage. Experienced, write or wire, stating all. JAYMOND WATSON, c/o Uncle Bob's Night Club, Oyster, Miss.

TRUMPET, TROMBONE, Bass Fiddle, Modern style. Desire hotel, Southern location. Job only. No dances. RD. 15 Unity Ave., Newark, N. J.

TRUMPET - Thoroughly experienced all lines. Read, fake, swing, sweet range. Sober, no wood, reliable. Cut or. State all. FRANK MORRIS, General Delivery, Linden, N. J.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS for Parks, Fairs and Celebrations, covering the United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. ap2

BALLOON ASCENSIONS - Modern equipment, prices reasonable. Death defying Parachute Drops Trapeze on Open Parachute. BALDRIDGE BALLOON CO., Gem Theater, Flint, Mich. ap2

BALLOONISTS AND AIR-PLIERS Parachute Jumpers, Riggers licensed by Department of Commerce, Washington. Coast to Coast service. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1905. ap2

AERIAL ACT FOR ALL OUTDOOR EVENTS - High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cincinnati, O. ap27

ARMSTRONG'S FAMOUS COMEDY FORD ACT - Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. ap16

ART ZIKE'S EDUCATED LIBERTY, MENACE and Dressage Horses, including that sensational star Redskin, Tony, in roaring flames; platinum dressage, Billy Hind Leg, and Gorgeous Sweetheart, the dainty albino high-school marvel. Available Fairs, Rodeos, Celebrations. Write or wire. A. M. ZIKE, Sidney, Neb. ap23

AT LIBERTY - FOUR SEPARATE ACTS. WIRE Walker, Novelty Juggler, Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. CHESTER HUBER, Wabasha, Minn. ap2

BALLOON ASCENSIONS, PARACHUTE LEAPS, Trapeze performing in mid-air. Also Night Ascensions with fireworks. Prices reasonable. DILLINGER BALLOON COMPANY, P. O. Box 1102, Little Rock, Ark.

LOG-ROLLING CONTEST AND EXHIBITION - For parks, fairs, celebrations, sportsmen's shows and tournaments. Write or wire E. H. SWANSON, World's Champion Log-Roller, Brinnon, Wash. ap2

AERIAL COWBOYS - Three Standard Acts. Fast Double Trapeze, Comedy Rerolling Ladder and Illustrated Sawing Ladder. Literature and prices on request. Address The Billboard, Cincinnati, Ohio. ap2

FRED AND MARIE GUTHRIE - Four separate acts for review of one. Double Tight Wire Act, Single Trapeze Act, Lady Hysterically Iron Jaw Act and Double Trapeze Act. Reasonable. Bradner, Ohio. ap2

"SUM SUM" the Hollywood Clown, puts life into any program. Class A Clowning, also the smallest performing team. Two separate acts. Write for details. Care Billboard Office, Chicago, Ill.

THREE ACTS - Flight Wire, Slack Wire and Rolling Globes. All acts first-class every way. Write for prices and literature. RALPH AND SYLVIA CHRISTY, Keokuk, Ia. ap2

TWO ACTS - Spanish Wire and High Trapeze. Original costumes. Special lighting equipment for aerial appearances. Send if desired. BOX C-469, care Billboard, Cincinnati, O. ap27

VAUTELLE'S DOG & MONKEY CIRCUUS - 2 acts. Act No. 2. Aerials, Clowns and Monkey, for Northern and Eastern early Celebrations and Fairs. Address Mr. Dora, Fla.

AT LIBERTY PIANO PLAYERS

AT LIBERTY - PIANO PLAYER, UNION, read, rick. Location only. Age 24, single. JOHNNY O'BRIEN, Touraine Hotel, Houston, Tex.

PIANO PLAYER - DANCE MUSICIAN. FULLY experienced with all types of shows, night reader, rhythm. Sober and reliable. Will travel or locate. EDDIE FELLOWS, 3962 Wallace St., Philadelphia, Pa.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY - LADY BLUES SINGER, YODELER. Fake Banjo, Tenor Guitar, work Acts, Bits, Specialties. Change strong week. Join anytime, anywhere, with reliable show that pays salary. Write or wire. MISS TEXAS RUTH, 723 Ewing St., Jackson, Miss.

AT LIBERTY - TWO LADIES, ONE CENT. Slack Wire, Juggling, Light and Heavy Balancing. Girl, Contortion; Lady, Vaudeville Pianist. Two Talking Acts, also Mindreading. Address THE LESTERS, General Delivery, Birmingham, Ala.

MED OR TENT - MAN, BLACK, LADY. Straights. Both Singers, or Novelty Acts. Join at once. THE ACKERS, Savannah, Ga. c/o Max's Tourist Camp.

ATTENTION, TALENT SOUTHS and Managers - Young Man, 20, can Sing, show Impersonation of Movie Stars and has a Marionette Show. Also can do Costume and Fashion Design. State all in letter. CHALLES JESS, 54 Healy St., Quincy, Mass.

AT LIBERTY FOR WEEK STAND - Tent Shows. Rep. Med or Carnival. Single Lady, age 35, neat and attractive. Good Pianist, modern and versatile performer. Play own Specialties. BOX C-473, Billboard, Cincinnati, O.

BURLESQUE DANCER - 18 years old. Good imitations. Top Ten, Hula, Spanish. Want permanent job. Have flash wardrobe. KITTY, Box C-477, care Billboard, Cincinnati, O.

COMEDY - Musical, Dialects, Characters. One-Man Act. Play 16 new novelty instruments; also Burlesque, sing and solo; also do ventriloquism. 201 W. Manning Ave., Philadelphia, Pa. ap2

TEAM - MED, TENT OR TAB. Man does Comedy or Straights, wife works all acts, both up in all bits and acts, both sing and dance. Address best joint salary. Have own transportation and travel. Care FROM TAVENH, Paddock and Tennessee, Cincinnati, O.

VERSATILE NOVELTY TEAM - For med. or road show. Salary or per cent. Have outfit and transportation. Lectures or teams write GLENN F. FORD, Billboard, Cincinnati, O. ap2

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

Stuffed Toy Animals Again Concession Favorites in '38

Big Easter business on stuffed bunnies points to item's popularity for the coming season—many new numbers are being offered to trade

NEW YORK, March 26.—As in seasons past, stuffed toy animals will again this season be right up among the most popular items for concessioners. An early indication of this is the large number of stuffed toy rabbits which have been and are still being sold for the Easter trade. Among the favorites in this group have been the Honey Bunny or Cadet, standing 33 inches high and offered by Embassy Candy Co. (Embassy also features another plush rabbit, not dressed in military style), the High Hat Bunny featured by Wisconsin De Luxe Corp., and standing about 35 inches high. (Wisconsin features, as a matter of fact, a complete line of comic-costumed rabbits, such as sailors, pirates, cowboys, Mr. and Mrs. Peter Rabbit and others), and the Drum Major rabbit featured by Persia Manufacturing Co. Drum Major stands 38 inches high and has a uniform which can be obtained in a number of colors, including turkey red, French blue, pink,

light green and orchid. Uniforms also have brass buttons and golden yellow trimmings.

Other numbers, not particularly in keeping with the Easter bunny motif but which nevertheless look like real winners, have been featured by a number of firms for weeks and will be introduced shortly. Henry Lang Co.'s bear-faced Drum Major is one such item, and Majestic Novelty Co. offers its plush kangaroo, bear-faced Drum Major and a new Panda Bear. Last-named item has received thousands of dollars' worth of free publicity in newspapers all over the country thru the efforts of the femme explorer who brought two real pandas back with her from the Orient.

Many other new and interesting stuffed toy animals will undoubtedly be introduced as the season progresses. Reports have it that a number of manufacturers are holding off with their announcements until the last minute, when they will spring their new creations on concession boys as pleasant surprises.

Opinions of practically all concessioners (See STUFFED TOY on opposite page)

Open Letter to Manufacturers

Thousands upon thousands of concessioners, bingo operators, salesboard operators, direct sellers and premium and prize users in all fields are begging for a chance to buy merchandise.

Before manufacturer, distributor and jobber readers scream themselves hoarse, denouncing us as imbeciles for making that statement, we hasten to qualify it, before going into our reasons for making it and our attempt to prove it 100 per cent true. Merchandise users are begging for a chance to buy the right kind of merchandise—merchandise they can move at a profit.

What is the right kind of merchandise? What type of item will move at a profit? Our answer is new merchandise. Merchandise new in idea, design or in the use to which it may be put. If manufacturers would spend less time griping about the sad state of affairs and more time on trying to figure out attractive new merchandise items, business would improve of its own accord.

Altho there has been a woeful scarcity of practical new items introduced recently, the case histories of the few which were brought out are the best possible arguments supporting our contention. Take the example of the ventriloquist dummies. Smart manufacturers, tying in directly with the tremendous popular appeal of Edgar Bergen and his amiable wooden-head, Charlie McCarthy, produced dummies, which merchandise users bought and are still buying in tremendous quantities. Merely one example of manufacturers using their heads to produce something new and hyping sales.

Another classic example is the sales record rolled up by strip-tease highball glasses. Highball glasses as such are not new. But the idea of decorating glasses with alluring ladies, dressed on one side and undressed on the other, put them over with a bang! Everybody was yelling about business being on the bum at the time the strip-tease glasses were introduced, but we didn't hear any complaints from manufacturers of the new glass idea; nor from distributors or jobbers who handled them. There were plenty of buyers for the gals-on-the-glasses, and there will be for any good new merchandise idea introduced at any time.

In another part of this department is a tip-off box on a new ball game idea for concessioners. We will wager every penny of the few we possess that this new ball game, regardless of whether the coming outdoor season proves good, bad or indifferent, will meet with favor and be purchased by a great many ball game operators. There is just one reason for what we insist will be the success of this item. It is new, different and practical. We insist again that any manufacturer who will expend the brain power, devote the time, energy and money to production of a new and practical item will reap big money rewards, regardless of how bad everybody feels business might be.

What do you think, manufacturers?



JOE CSIDA

BINGO BUSINESS

By JOHN CARY

HO SAI GAI BUSINESS is the headline we were sorely tempted to run at the top of this column this week. Ho Sai Gai is Chinese for bingo, as we learned while strolling along Broadway of an evening. Chin Lee's, popular Chinese-American eatery and night spot, had signs outside the establishment advertising The Big Apple, a floor show and, as an extra added attraction, Ho Sai Gai, or bingo, if you please.

BINGO IN THE OUTDOORS will roll right along at the same smart clip it has maintained during the fall and winter, according to Jack Deer, of Savoy Manufacturing Co. Deer has arranged bingos with numerous carnivals and looks forward to a good season.

EVEN THE BIGGEST NATIONAL ADVERTISERS are becoming bingo-conscious. Coca-Cola likes the game to the extent of donating the recreation hall of the Coca-Cola Building, New York, to the Pioneer S. A. C. of the Christodora House for a bingo party to be held April 1. And the popular drink company goes even further by donating to all those who attend the party as much Coca-Cola (See BINGO BUSINESS on page 69)

Don't Miss

This Feature:

The Outlook for Outdoor Bingo

By JOSEPH CSIDA

in the

Spring Number of The Billboard

Profit Pointers

FOR DIRECT SELLERS

By MAYNARD REUTER

Like any other business man, a direct seller must have some system about his work if he's to be successful. An efficient system enables him to do the greatest amount of work in the shortest space of time with the least amount of work. Wasted time and effort means wasted chances for sales, so check up on yourself and make sure that you are working a definite number of hours each day, that you are calling on all prospects and not skipping about like a grasshopper, and that you are doing your best to land an order every time you demonstrate.

The old saying, "It's an ill wind that blows nobody good," is not true when applied to rainy days and direct sellers. Bad weather is usually the best time for direct salesman to get orders, because on bad days the housewife usually remains at home. As a result he is able to make many more demonstrations. Furthermore, when the weather is gloomy people always are glad to have someone to talk to. For this reason customers are more likely to give more attention to a salesman than on a bright, sunny day. On those gloomy, drizzly spring days, take whatever precautions are necessary to keep dry, then go out and work your hardest.

Keep your samples looking spick and span. That's a rule every direct seller knows by heart. We're living in a sanitary age, so to show no sample at all is better than to display one that is dirty and grimy. You wouldn't buy from a store if the windows were filled with soiled and damaged merchandise. Neither will your prospect buy from you if your samples are messy and your sample case untidy and poorly arranged. Remember your sample case is your show window. Keep it clean. Be fussy about the appearance of your sample equipment and you'll have more money to spend.

One way to establish a route of satisfied customers is to use what are known as introductory cards. A regular three-by-five-inch file card will do. Point is to carry these along with you and when you have an established customer ask him to fill out several of cards for you to introduce you to his friends, relatives and neighbors. This form of introduction breaks down that cold shoulder resistance with which every salesman has to contend once in a while. People to whom you are introduced in this manner place confidence in you more readily than thru

(See PROFIT POINTERS on page 63)

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

For the past several months some of the boys have found the going rather tough. Conditions generally have not been so good and unless the operator had an unusually hot item to work it took weeks before his deal sold out.

Yet the bulk of the business done by distributors and manufacturers has been (See DEALS on page 69)

Don't Miss

This Feature:

Merchandise Trends in Show Biz

By JEROME S. GOTTLIEB

in the

Spring Number of The Billboard

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Comb-Knife-File Combo

A new three-in-one combination, consisting of a comb, knife and nail file ingeniously arranged and with clamp to hold it securely to the pocket, is Presto Comb Co.'s latest offering. Item seems to have all the qualifications of a quick seller for agents, as well as having plenty of appeal for prize purposes. Sells at price of ordinary comb and comes on attractive card for display purpose or on individual card for direct sale.

New Hose Nozzle

A new lever-controlled hose nozzle has all the earmarks of a good spring and summer seller. Gadget is a product of Carter Products Corp. and makes it easy to control degree of steam or spray by pressure on the lever of its handle.

Water is shut off automatically and completely when the nozzle is dropped. Its life is long and its price low, with prospects galore down every main and residential street.

Hy-Fine Soap

A small amount of Hy-Fine soap rubbed gently into the hands will make paint, shellac, grease, ink or any other stain disappear like magic without the use of water. Hy-Fine Products, makers of the soap, claim that it will remove tarnish from brass, silver, copper and chromium plate, also all rust from metals, and that it serves as a cleaner and polish for automobile bodies, cleaning the surface of the body and giving the finish added lustre. Hy-Fine soap has large and varied appeal.

Ice Cube Crusher

New hand-sized device that will be used in the home many times during the year is the ice cube crusher just introduced to the direct-selling trade by G. Austern. It is a little can-shaped affair with 22 little picks on the inside which crush the ice from both sides at once. A low-priced seller, it looks like an immediate money-maker, with the prospect of increasing sales as the weather continues to warm up.

Novelty Rings

An interesting line of merchandise for bingos, wheels and house-to-house salesmen is that offered by Ralph J. Murray. Items, such as rings and other novelties, are made of celluloid, thread, inlay, wood and leather and are different from any other type of merchandise on the market. Murray will send samples and prices to anyone interested.

Duplicator

Fruitt Co.'s Pruco Duplicator is a stencil duplicator on which you simply draw, trace or write on the stencil, attach to duplicator and with a rocking motion roll off prints by the hundreds. It comes in a full 8 1/2 x 11 size and costs no more than a fountain pen. It's a money-saver and has sales possibilities.

Candid Camera

Jacob Holts, pioneer concession supply firm, is featuring three models of Palcon Cameras of the candid type. One of the features is that the camera is fitted with a magazine for carrying an extra film roll. Palcon products are well known to concessioners and the Holts firm is right behind this line.

Pencilite

One of the latest flash premiums is Pencilite. It has a tiny flashlight bulb which floods the pencil point with light. Ideal for writing in the dark or as handy pocket flashlight. Pencil is repel, propel, expel type, with a standard Eveready battery and Mazda bulb.

Tip To Ball Game Concessioners

Cats and milk bottles have for long been the standbys on ball game concessions on carnival and fair midways, amusement parks, celebrations and what have you. In making the rounds the past week, this reporter bumped into Jack Deer, of Savoy Manufacturing Co. Jack showed us what he claims is the first new ball game idea in at least a decade. New game has flash, color and all the player appeal that any concessioner could ask for. Another feature is that it may be played in several different ways.

This reporter's guess is that it will hypo business for many of the boys this season. It is regrettable that details are not forthcoming at present, but Jack promised that he will make an announcement soon.



HOTSY TOTSY GLASSES

BEVERAGE GLASSES with Snappy Girls in colors. When the Glasses are filled, everybody gets a laugh. BINTO.

Per Gross — \$13.50

In Lots of 2 Dozen, Per Dozen, \$1.20. Per Box of 8 Glasses, 85c. Shipping Weight of Glasses, 1 Dozen 6 Pounds.

Be sure to include transportation charges with order. Glasses and Decals Shipped By Express Collect. Our Prices on Glasses Are Guaranteed. We Will Not Be Underbid.

Now You Can Make Your Own Picture Glasses



HOTSY TOTSY GIRL DECALS. BINS—Per Dozen Strips (5 Girls on each Strip), enough to make 8 Dozen Glasses \$3.00

CHARMS for Profit!

Newspaper Cartoon Characters. Charms, Made of Celluloid. Exclusive with N. Shure Co. Something Different. Finished in Colors.

- B11N78—Orphan Annie
- B11N79—Sandy
- B11N80—Moon Mullins
- B11N81—Uncle Willie
- B11N82—Kipp
- B11N83—Mazel
- B11N84—Uncle Walt

PER GROSS 80c

1 Gross of a N U on top Least Sold.

CHARM ASSORTMENT—12 different styles. Consists of 1 dozen each of the following numbers: Tennis Player, Winged-Horse, Ski-Jumper, Jockey on Horse, Greyhound, Baseball Player, Three Wise Monkeys, Large Horse, Peacock, Zeppelin, Motorcycles and Fish. Packed 1 gross to box. (NO LESS SOLD). B11N60. Per gross assorted... 67c

CHARM ASSORTMENT—Consisting of the following numbers: Orphan Annie, Moon Mullins, Uncle Walt, Police Dog, Peacock, Fish, Large Horse, Tennis Player, Baseball Player, Greyhound, Mercury and Jockey on Horse. Packed 1 gross to box (NO LESS SOLD). B11N57. Per Gross assorted... 72c

BALLOON WORKERS



Here is a New One That Will Get You Big Money! BIG—Blows up to almost 5 feet long. FLASHY—8 bright colors. DIFFERENT—Corkscrew shape that steers the crowds. ORDER NOW! ORDER PLENTY! Everybody wants to buy them. B85N71—PER GROSS \$3.25

LARGE SPIRAL—Over 12 Feet Long. Bright Red Only B85N72. EACH 30c

N. SHURE CO., ADAMS AND WELLS STS. CHICAGO

comes in attractive colors. It also has an eraser. Item, manufactured by All-Bright Electric Corp., should be a good seller.

Thelepat

Thelepat, new game brought out by Hans Skreberg, can be played with an ordinary deck of playing cards. Principle of game is the matching of certain odd cards. Each card has a certain valuation. Colors on thelepat board also have variations. Skreberg will send playing rules and prices on request.

Dry Goods Favorites

A new line of dry goods specialties, such as scarf and bridge sets, is being offered by the newly organized A. Braver Co. Items have been featured at many bingo parties and should make good concession numbers.

4-in-1 Pencil

Four-in-One Pencil, offered by Joseph Hagb Co., writes in four colors, red, black, green and blue. It operates by turning the top to the color desired. It is a handsomely engine-turned chromium pencil, simple and durably made.

STUFFED TOY

(Continued from opposite page) clones interviewed regarding merchandise trends for the coming season, however, have the stuffed toy animals right up among the new season's leaders and with manufacturers working hard on new ideas and figuring out new modes of dress to make their old stand-by numbers more appealing, it seems that stuffed toy animals will really be as popular as ever in 1938.

\$10000 PER WEEK

as we steadily return your money. Our men earn up to \$100 per week profit with the New Line-D-Phone cigar lighter. Business expands from year to year with no additional investment, no unlimited field. Great demand. Good open territories. Pleasant work surroundings. Business men. A money-maker without equal for you. Get full facts today. M.W.M.Co. Dept. B-4 Adams, Missouri



B1A205A — VENTRILOQUIST DUMMIES. Movable Jaw, 21 IN. LENGTH. Sport Suit. The Biggest Buy of Them All. Money Returned if Not. Each in Dozen Less \$65c

Sample, 25c Extra. Ask for New Catalog 35¢. Just Out. Mention Your Business When Writing. Prices less 2% Cash. 25% Deposit Required on C. O. D. Orders. JOSEPH HAGB COMPANY The World's Bargain House, 223 WEST MADISON, CHICAGO.

WANTED MERCHANDISE

Large independent Riverview Park, Chicago, concession wants direct quotations from manufacturers and jobbers on Lamps, Aluminum Ware, Dolls, Blankets, Chinaware and other articles suitable as premiums for jam joint. Job lots considered. Call any day, 6-8 p.m. at residence. 709 No. Dearborn Street, CHICAGO. Telephone: Delaware 2059.

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

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
 TOOTH BRUSHES—Cellulose wrapped, Good quality, Green, \$6.25

BENGOR PRODUCTS CO.
 876 BROADWAY, NEW YORK, N. Y.

Attention Operators!

"DUMMY DAN"

The Ventriloquist Man

FULL 12 INCHES HIGH

\$24.00 Doz.
 \$2.10 Each

Let this sensational board item make quick money for you! He's the genuine "Dummy Dan"—sport suit and all. SEND FOR ILLUSTRATED PRICE LIST SHOWING COMPLETE LINE OF DUMMIES AND THE SEASON'S NEWEST SALES-BOARD DEALS!

GELLMAN BROS. 119 North Fourth St. MONTELEONE, MO.

ELGIN and WALTHAM

RECONDITIONED POCKET AND WRIST WATCHES

AS LOW AS \$3.35

No Extra Charge for Sample Order.

Send for FREE Extra MONEY MAKING WATCH AND DIAMOND CATALOGUE.

NORMAN ROSEN
 WHOLESALE JEWELER
 501 SANSON ST., PHILADELPHIA, PA.

SVENGALI MAGIC DECKS

There is the finest Svengali Deck ever manufactured. Made of new Cards, bridge size, All file cut. Price, \$3.25; Gross, \$38.50. Sample, Postpaid, 35c. Other excellent opportunities items listed by the Dealer, as follows: Carlow, Secret, Voodoo, Rich Powder, 25¢; Skink Bowling, Prophetic Matches, Famous Book Matches, 25¢; Hula Hula, Diamond's Secrets, Ball & Yarn, Bridge Game, 40¢. Other good ones: Iron Bottle, Mystery Folders, Snow Globes, Rubber Game, Snow Matches, Hula Hand Shakers, Dragonets, Binner, Joy Drummer. Ask for free catalog. S. S. ADAMS CO., Astory Park, N. J.



THE NEW DUMMY DAN

In Full Dress Suit, Felt High Hat, White Shirt, White Vest, White Gloved Hands, Polished Black Composition Shoes.

3 SIZES—SAME DAY SHIPMENTS

- No. 104—21 Inches...Doz. \$ 8.00
- No. 105—27 Inches...Doz. 16.20
- No. 106—32 Inches...Doz. 24.00

Send for Other Descriptive Circulars Featuring Shell Lamps and Novelties.

EASTER STREETMEN SPECIALS

- No. 1910—CELL. MECH. RABBIT CLOCK TOY, "Just Like Famous Santa Claus." Gross. \$9.00
- No. 2029—MECH. POOCHI RABBIT. Gross. \$14.40

1/3 DEPOSIT — BALANCE C. O. D.

GOLDFARB NOVELTY CO.

"The House of Service"

20 WEST 23rd ST. NEW YORK

DIRECT SALES STUFF

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.

By WALTER ALWYN-SCHMIDT

Note to letter writers: Please don't kick if you do not receive a reply to your letter at once. Sometimes it takes a few days to get the information.

Two weeks before Easter and still time to cash in on some of the last-minute Easter business. Don't think for a moment that rabbits, chicks or Easter eggs are the only things that sell at Easter time. Many articles make suitable Easter gifts and can be promoted as such if you have the gumption to do so. What about overalls, shirts, ties, clocks, socks, ladies' underwear, electrical goods, flashlights, kitchen utensils. All you need do is get several dozen Easter greeting cards and a few rolls of red ribbon. Tie your package with the ribbon, add the greeting card and your Easter gift presentation is ready. If you do not use up all the cards this year keep them for next.

From what I see direct salesmen still have much to learn from the storekeepers. Has it ever struck you that what sells merchandise in stores will sell it just as well at the door? If your store competitor gets customers by a spring-cleaning-promotion, a travel promotion, vacation sale, summer clearing sale and all the other clever tricks that bring customers to the counters there is absolutely no reason why you should not do the same. Why not give this a thought? Certainly there is a sound sales argument for a pair of overalls at vacation time or a reason why women should buy an extra pair of silk stockings.

Which reminds me of a conversation I had a few days ago with my good friend Charlie Kaufman, whose business it is to discover new ways of selling to the door clientele. Says Charlie: "In my opinion house-to-house sellers do not make enough of the service features of their business. What the direct seller has to sell is not merchandise alone. His real business is the service he renders his customer by making it possible for her to select her merchandise in her home and have door delivery. This saves her time, makes for greater purchasing comfort and permits more care in the selection."

I think there is some good and sound advice in the above, even if you should carry only one article. Take several of them to the customer and let her pick.

One reason so few direct sellers get into the \$100-a-week class is that they are not trying enough. Direct selling is not all plugging, altho it helps. What you need more than heavy plugging is a good sales idea. Unfortunately the idea must be your own, because nobody else can give it to you. It must fit your personality and your territory. Look at your sales problems from this angle and see whether you cannot help your selling by more brainwork.

A sales manager of a firm doing a big house-to-house business tells me of a difficulty he has with many of his representatives. The company has worked up a well-thought-out sales approach with a sure-fire follow thru. Almost all of his representatives do well as long as they toe the line. After a while they think they know all about the product and use their own approach. Result is generally disastrous and sales begin to drop. Whenever this happens with a man who has sold well at the start they go after him and pull him back to the established procedure. Sales almost always increase as the result.

Says Jap Jepson, supersalesman: "Don't blame the lady who peeps thru the chink of the door. Probably she is more afraid of you than you are of her."

This is quoted from a manufacturers'



SCOTTY PLAQUES

12 x 10 in.—Frame 1/2 in. Real Hair.

\$9.00 Doz.

DRUM MAJORS

Bears and Dogs

25 in. \$8.40 Doz.

In Cellophane, \$9.00 Doz.

35 in. \$21.00 Doz.

In Cellophane, \$22.50 Doz.

You will want our Ventri-quit Major's and Dummies with movable jaws. Write for prices.

1 Doz. to Cash, 25% Deposit, Bal. C. O. D.

PERSIA MFG. CO.

416 North Sangamon Bl., CHICAGO.



RABBIT ASSORTMENTS

PRICE | See US FOR THE MOST COMPLETE | QUALITY
LINE OF COMIC COSTUMES

PLUSH RABBITS — PIRATES — CLOWN — SAILORS — SPANISH FANDANGO — COWBOYS — MR. & MRS. PETER. EIGHT SMASH HIT MONEY-MAKING DEALS. WE STOCK 38 STYLES AND SIZES.

- "WILLIE TALK" 23 Inches Tall Dozen, \$ 9.25
- 1/3 New Stock 15 "Willie Talk" Numbers, Per Gross, 14.40
- "HOT CHA" CHARMS, 132 Styles Per Gross, .70

State Your Business When Writing, Please!

WISCONSIN DELUXE CORP.
1900-12 N. THIRD ST. MILWAUKEE, WIS.

LOOK! IF YOU HAVE NOT RECEIVED OUR LATEST CATALOG No 937, CONTAINING 180 PAGES OF LATEST AND FASTEST SELLING ITEMS AT THE LOWEST POSSIBLE PRICES, WRITE TODAY. Be sure to mention your line of business
MIDWEST MERCHANDISE CO.
1006-08 BROADWAY, KANSAS CITY, MO.



Here It Is At Last! A BEAUTIFUL LEADER

FOR EXTRA PROFIT AND INCREASED SALES VALUE — PRICE — BEAUTY

In a practical American-Made Exact Alarm Clock. Made by 4-Tined Mirror Chimes, 40-Hour Guaranteed Winding Alarm, Movement of Finest Construction, with particularly attractive Enamelled-Metallic Dial, Chrome Praxel Glass Covered Face to protect hands. Size 5 1/2 x 3 1/2 in. \$22.50 Doz.

A. RETAIL \$5.00 VALUE. 25% DEPOSIT WITH ORDER. BALANCE C. O. D. SEND \$2.00 FOR SAMPLE CLOCK. WRITE FOR CATALOG OF WINDING AND ELECTRIC CLOCKS. **MAJESTIC CLOCK MANUFACTURING CO.** 167 CANAL STREET. NEW YORK, N. Y.

PROFIT WITH THE NEW 1938 CHAMPION CATALOG

- IVORY CHARMS—Large Assortment, Gross, \$6c.
- U. S. MADE GOOGLES—Carded and Boxed, Dozen, \$1.00.
- Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Carriers . . . Continental Blades, Carded.
- Saltboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, Sun Glasses, Blades, Soaps, Balloons, New Electric Clocks & Lamps.
- Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!

CHAMPION SPECIALTY CO., 314-L CENTRAL ST., KANSAS CITY, MO.

INQUIRIES WANTED

To those men who are anxious to open new locations and increase their Sales Board Profits, we offer an absolutely NEW Premium Idea that's utterly different . . . RED HOT . . . low priced. Guaranteed to "lick the pants off" of anything you've had in years or your money back. Wire or write for details NOW!

EVANS NOVELTY CO.
646 W. DIVERSEY. CHICAGO, ILL.

Sheet Writers Look!

F2602—All Steel Frame. With close fitting straight shell temples, round white lenses, furnished in all lens numbers from 8 to 144. Dozen, \$1.85; Gross, \$21.00. Our 1938 Catalog will be ready about May 1. Place your business return requesting copy.

LEVIN BROTHERS
Terre Haute, Indiana

TIES WATCH OUR ADS FOR SPECIAL BUYS
Send for FREE Catalog & Sample Swatches

HERCULES NECKWEAR MFG. CO.
772 Vermont St. Dept. 117 Brooklyn, N. Y.

Extra Value! \$2.25 Each
5 for \$10.50

No. 88 9583—Ladies' Bracelet Watch. Uniquely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelets to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirling premium item. Save money NOW by ordering five Watchbox for \$10.50.

ROHDE-SPENCER CO.
223 W. Madison St. Chicago

READY-MADE TIES
Manufactured by ZIP-ON

Finest and latest selling program made up on ready-made ties. ZIP-ON ties are made by a process that makes them available in any quantity. All ties in \$2.00 size and up. For the ready-to-wear, complete stock. For the ready-to-wear, complete stock. For the ready-to-wear, complete stock.

ZIP-ON NECKWEAR CO.
Dept. Y-425 Market St., Philadelphia, Pa.

PLASTER

BIG FLASH
COSIMINI MFG. CO.
206 N. West Street, Raleigh, N. C.

SELL POST CARDS

14 W. 31 Coler-Litho Cards . . . most famous and fastest selling post cards on the market. Make \$16.62 and up on each order. Hotels, Cafes, Tourist Courts and many other firms good prospects. Our prices low and our quality the best. Write today for samples, prices and details.

MWM COMPANY, Dept. B-40, AURORA, MO.

release, because it shows the trend of manufacturers - direct sellers relationship during the current year. "Commissions for 1938 are larger. Prices are lower, making it easier to sell. Opportunity is given to qualify for new dealer arrangement, opening way to volume sales and volume earnings. New styles, added complements.

REMINGTON

The New SPRING-O-MATIC Pen.



A Life Saver for Pen Workers.

JOHN F. SULLIVAN

458 Broadway New York City.

ELGIN & WALTHAM WRIST WATCHES \$3.95

In New Cases.

Send for Circular, showing the Newest Designs in the Country. Watches and unperfected Diamonds in the Country.

H. SPARBER & Co.

100 North 7th Street, St. Louis, Mo.

UNDERWOOD



PLUNGERS—Special \$18.00 PER GRO.

PENS ■ PENCILS ■ COMBOS

GRODIN PEN CO., 396 Broadway, New York City.

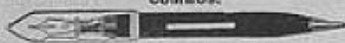
50%-TO DISTRIBUTORS-50%

Sell Guaranteed MASTERLITE LAMPS. American made. Fully guaranteed for 1000 hours. Write at once for catalog and proposition.

MASTERLITE CO., Dept. G89 110 East 23rd St., New York.



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.

Pitchmen! Demonstrators!

National Inventors' Convention, Hotel Stevens, Exposition Hall, Best spot in Chicago, April 5-6-7-8.

ART LIVERMORE

621 S. Michigan Ave., Room 701, CHICAGO, ILL.

The only Pen just like a Banker, is another Banker. Streamlined Bullet Shape. . . . All Styles. . . . Combination-Pens. . . . Fountain Pens (Not Dicks). . . . My New Flashlight Pen is now ready. . . . All fancy colors. Sample 50c, \$3.00 Dsz. Get my price on Wally Crosses.



JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y.; CHICAGO, 180 W. Adams St. 1054 Mission St., San Francisco, Calif.

963% PROFIT

Install Sewing Machines in Taverns, Nite Spots, Dance Halls, etc. New machines cost you \$6.00. MONEY BACK GUARANTEE.

KAPLAN

8-1619 S. Kostner, Chicago, Ill.

DREXEL BLADES

Buy Direct From the Manufacturer. 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.

Rare Imported Photos

Beauty Cartons, Books, Spicy Stories. Complete set of 10 Imported Photos, also 4 Spicy Cartons (Books) and a 200-Page Book called the Country Plumber's Catalog. Every page contains unique cartoons, and other jokes and stories. Complete set, including everything mentioned, will be sent for \$1.00. We pay the postage. Samples 25c. Send 5c, stamps or money order. RELIABLE SALES CO. 1141 Broadway (Desk. B.L.), New York City.

MED. MEN OPPORTUNITY

The G.P.L. Quality Preparations. A complete medicine show, private label and Office Special line. Immediate service. Reasonable prices. Wholesale catalogue on request.

GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 137 E. Spruce St., Columbus, O.

Send your correspondence to advertisers by mentioning The Billboard.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

BOB POSSEY . . . pipes from Springhill, Ia.: "After making a complete circle I returned here to find Chic Denton putting whitestones on everyone's fingers. He certainly passes 'em out. I worked the same spot, the paper mill, to a blank. Would like to read pipes from Oklahoma, Kansas and Colorado. Jack Curran, Al West, Al Decker, Coy Hammock and Doc Neesley, pipe in."

IT'S NOT WHAT you have copped, but how much you have kept that counts.

COTTON CLARK . . . blazes from Johnson City, Tenn., that he is working name cards there to a no-good business. "The public," says Cotton, "doesn't seem to know what they are. Why don't some of you pen workers pipe in? Doorways here are open but there's no dough to be had."

LOU YEENER writes from Philadelphia that he is anxious to read a pipe from Transierne Morgan, of Boston.

LAXITY IN ANY profession permits evils to creep in; tolerance will let them become entrenched. Don't prove lax or tolerant. If you must, use an iron fist, but keep out all evils.

OLD KENTUCKY RED . . . fogs one thru from Pineville, Ky.: "Have been wintering and working here to good business. Town had been closed to carnivals and circuses for three years, but a few outdoor showfolk banded together and succeeded in opening a big lot on the main highway. Mines here are working good, and the WPA is going on full time. Would like to read a pipe from Dick Harris."

AUGUST C. HERBER . . . of St. Louis, widely known in Pitchdom, is beaming with joy and his countenance radiates contentment these days. Herber, who hadn't seen his daughter, Thelma Louise, in 14 years, was reunited with her last week after an eight-year search. The event garnered for them a two-column picture in The St. Louis Globe-Democrat.

WORK AS business men and women. You'll be surprised at the increased prestige and the number of closed towns that will be thrown open to you.

MAX LORENZ . . . who with Blackie Jarvis has been loafing around in Ohio spots and working wax flowers when the scratch gets low, blasts from Toledo that they just returned from a pleasure trip to Terre Haute, Vincennes and Princeton, Ind. "Only worker we saw," writes Max, "was Denny Riley, who is coming out with a new layout soon. I have my animated cat all ready, and Blackie has a goofy game that's a wow."

HOT SHOT AUSTIN . . . is still telling it to the natives of Oklahoma, but plans to head for Colorado soon.

LET'S HAVE SOME . . . pipes from you fellows working New York, Chicago, San Francisco, Los Angeles, Pittsburgh, etc.

REPORTS FROM . . . Canton, O., indicate that that town is still in bad shape, with almost all of the shops working short time.

WHAT YOU THINK is simple and easy to understand isn't always so clear to the other fellow. Sometimes plain, simple language naturally spoken is more likely to convince a tip than a highfalutin' talk. Study your tip and try to use the right kind of selling equipment at the right time.

DOC BATES . . . comes thru with some highly laudatory remarks concerning the late Dr. Harry Howard, of med show fame, who died in Dyersburg, Tenn., March 21. But let Doc tell it: "Harry Howard was well known and beloved by all in the show

world. Thruout his 40 years in the business he was an honest and square shooter with his fellow workers. He'll certainly be missed by all who knew him."

GONE ARE THE DAYS when the daily talk gave the workers that prosperity feel. It takes several turns a day to pile up that much-sought-after long green now.

IT'S ABOUT TIME . . . that we have some pipes from those good old pipesters such as Tom Sigourney, Dewitt Shanks, Morris Kahntroff, Harry Corry, Jeff Farmer, El Hart, Art Nelson, L. Goldstart and countless others. What's up, fellows? Pipe in and tell Bill about it.

OUR OHIO SCOUTS . . . report that Earl Sutton, Toledo's emissary on the leaf, recently made his annual trip to New York to look over his agency there and infoed that it is functioning in good style.

FRANK REED letters from Milwaukee that he is still alternating in the city made famous by Schlitz and working to fair takes there.

SPRING CAME in laden with magic and new opportunity. It's the season of rebirth. All Pitchdom should be stirring with activity. Like a giant anthill waking after a winter's sleep. Make the most of the opportunity, fellows.

HOW MANY OF YOU . . . are contemplating making the Detroit Sportsmen's Show which gets under way this week?

PROP. JOHN J. WAGNER . . . is still getting the lucre with his miniature Macy's in Dayton, O., according to reports from the Gem City. In addition, the amiable professor is still working his usual horoscope flash and dream books.

THERE ARE MANY . . . dog, home, trade and electrical shows being held thruout the country this week. Are any of you fellows making them? What's doing?

WE KNOW SOME pitchmen who are constantly knocking their fellow workers. We sorta expect that type of criticism from Johnny-come-latelys, but veteran pitchmen should know better. Don't they realize that the knights of the tribes and kelster are finding it tough enough in these times without getting knocks from within their ranks? Why attempt to stir up more heat? They get plenty of that from other sources. That's one of the reasons for high readers and closed towns.

AL SCHOEN . . . is still working Chicago and dropping a few pens now and then, according to reports from the bang-bang city.

HAVE ANY OF YOU . . . hustlers considered working Easter lilies this year? You still have a little time in which to order and obtain a supply of them and they should go well. Selling new numbers in artificial flowers of that variety should enable you to corral a good-sized bank roll.

AFTER AN ENJOYABLE . . . vacation in Texas, Doc Lee Reeves and wife have returned to their home in Tifton, Ga., where they are preparing for an invasion of Doc's old territory in Pennsylvania.

TRIP OD OPENINGS! Spring is here again, fellows. Up and at 'em.

SIGHTED WORKING . . . in Cincinnati stores last week were R. H. Arnold, with wallpaper cleaning pads; Harland Ranson, sharpener; and Fred McFadden, jewelry. All seemed to be gathering the filthy lucre.

REPORTS DRIFTING . . . in from Mantowoc, Wis., indicate that Wayne Palmer is working that territory to fair-to-middlin' business.

AMONG THE FRATERNITY . . . who worked the recent Cleveland Sports

OAK HYTEX BALLOONS "TOPS" IN TOP MONEY GETTERS

AT LEADING JOBBERS

The OAK RUBBER CO. RAVENNA, OHIO

NEW CROSSES!!

Send \$2.00 for 20 samples. New Catalog: OLYMPIC NOVELTY CO. 307 5th Ave., New York, N. Y.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

SOUTHERN PEN CO. Manufacturers Since 1913. 16 N. Union St., Dept. B, Petersburg, Va. Send \$1.00 for Samples. Prompt Shipments.

LA MODE BEAD & NOVELTY CO. 42 West 33d Street, New York City.

VETERANS' BIG SELLERS! Our sales are increasing. Get your share. Great Flash Over, Printer of Constitution. Every body must have one. Will Rogers' Latest Jokes, 5c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashers, 5c. Veterans' Joke Books, 2c. Dr. Patriotic Calendar. Hot Season. 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE**, 167 Leonard Street, New York.

EZ WAY STROPPER, Sample 35c SEE OUR NEW ITEMS. **RADIO STROPPER CO. SANDWICH, ILL.**

Show and who seemed to be getting plenty of the old geadus wore Hymie Chase, Cy Rappaport, Jake Ginsberg, Sam Freed, Stoefel and Tom Outmings.

WORD FROM THE . . . St. Louis sector has it that Kid Smith is still doing all right by himself working the Lord's-Prayer-on-a-penny there.

PITCHMEN'S SAYINGS: "I'm singing here for you gentlemen, because my wife won't let me sing at home."—King Joy.

KID CARRIGAN . . . is still selling neckties, rings and socks to good business in the new pitch store recently opened by Lee Gordon in Columbus, O. Lee is conducting auctions on Saturdays to a lucrative business. The

—Don't Miss—

This Feature:

Validity of Pitchmen License Laws

By LEO T. PARKER (Attorney-at-Law)

in the

Spring Number of The Billboard

REPEAT CROSS SALES FOR EASTER!

A wide open opportunity for "big money." Crosses are so popular...

- CROSSES WHITESTONE RINGS
CAMEO RINGS ENGRAVING ITEMS

HARRY PAKULA & COMPANY
8 N. Wabash Ave. CHICAGO, ILL.



Pitchdom Five Years Ago

Gypsy Brown was holding forth on the 17th and Market streets lot in Philadelphia to lucrative takes... Tom Sigourney was working a Dallas store-room...

MAGIC DISC Pays You up to \$30 Daily!



ENTIRELY NEW PRINCIPLE THE LUX ELECTRIC WATER HEATER has dozens of water heaters... LOW COST—EVERY HOME CAN AFFORD LUX...

Attention Hustlers

Razor Blades, 5 in. package, 10 per pack; Shaver Cream, 4 oz. tin, 40¢ per dozen; Safety Razors, 50¢ per dozen...

B. & J. Supply Co. 724 W. Trade, CHARLOTTE, N. C.

Coupon Workers SPECIAL \$12.50 a gross assorted. This is our regular assortment formerly sold at \$16.50 a gross...

APRIL FOOL HOT PEPPER CHEWING GUM

A hilarious joke. The more they chew it, the hotter it gets. 5 sticks to pack, 4¢ per box of 20 Pkts. Rush your order—they sell like hot cakes!

READY—NEW BAREBACK AND PANTY-BACK GLASSES, 12 Different Designs on Whiskey, Wine or Highball Glasses.

boys are also busy preparing their med show, which they plan to take on the road about May 1.

DOC BAILEY continues to work Florida territory with corn remedy, according to word emanating from that neck of the woods.

ENJOY YOUR WORK and you'll have little difficulty putting it over.

HAVEN'T HEARD from that ace hum-a-tone worker, Teddy Goldstein, lately. Come on in with a pipe, Ted, and let the gang know what's doin' in your diggin's.

MORE ENERGETIC grinding should be the word this spring, boys and girls; not "back to the same old grind."

SAY, LADIES! Why don't you write some pipes? This column was never meant to be devoted entirely to the stag element, you know.

KNOW YOUR moves and you'll have nobody to blame for bum steers.

WHO IS A BETTER student of crowd psychology than the successful pitchman?

WE KNOW OF NO MORE desirable way of creating demand or introducing new and novel articles than by pitching them.

MEMORIES: Remember when old Dr. Browning was Dr. Everglades, and Harry (Razor) Riley was Sneezoo, working spots in Florida, and they kept the boys mystified as to who they were?

PAUL AUSTIN scribbles from Hawaii, where he has been located since January 1, that he is working the only two spots there with several lines, including pens and peelers, to good business.

JACK (BOTTLES) STOVER tells that he and Billy (The Kid) Dietrich are seeing the paymasters in Pennsylvania and dear old Maryland.

ARE YOU AS enthusiastically for the success of others as you are of your own?

A. W. MACNEIL is now in Ponca City, Okla., after having spent last month around a card table in Dollar Bill Goforth's apartment in Birmingham taking lessons from those seasoned exponents of the game, Goforth, Chapman and Morris Davidson.

W. H. (BILLY) KNOX pens from Wichita, Kan., that he is busily engaged working on a new layout which he plans to spring soon.

HUSTLER'S TIPS: That new pull-it-top looks as tho it should be a good money maker for pitchmen, streetmen and demonstrators.

THINGS WE NEVER HEAR: "Take this item home and try it out. If you like it, drop around tomorrow and pay me."

ANYONE KNOWING the whereabouts of Frank Pahey is requested to advise him to contact his sister, Marian Nickles, at 713 Tyler street, Gary, Ind.

DOC J. H. HUTCHERSON withwags the following effusion from Tulsa, Okla.: "Just blew in here from Kansas City, Mo., and met the following exponents of Pitchdom: Doc Tinch, Cal Hicks, Leroy Butler, Doc Odum, Dr. Victor B. Lund and Prince Omwah.

FAMOUS LAST WORDS: "I don't know why I came here; I wish I had gone to another place I had in mind."

EDDIE DIEBOLD headed for Reading, Pa., last week after closing a successful first week on Korntz in a chain store there. He reports that his second week wasn't so hot due to bad weather.

"STILL RESTING" down here for my summer fair dates," blasts Milton (Curly) Bartok from Sarasota, Fla.

H. G. DOWEN and John Kern, who have been working radio-cops in Midwestern towns to fair

business, blew into Cincinnati last week and took enough time off from their labors to visit the Pipes desk. They report that they plan to remain in the Queen City for a while, where they expect to line up several spots.

NOW'S THE TIME to emerge from that winter slumber. Go out and go after that business. It won't come to you.

Once again we greet that most friendly and welcome of seasons, spring. Coincidental with its coming trees begin to leaf, flowers spring forth from their winter's sleep and Nature bursts out in her full glory.

There is something symbolic and cheering in this rapid transformation. Any black despond which might have haunted us after a none-too-prosperous winter is easily comparable to winter's grip and its bleakest days.

Pitchdom has already caught the subtle change. Its members' ears are attuned to the ground seemingly to catch the faint but ever-hearing chant of the bluebird. Plans for the coming season are being discussed everywhere by pitch-folk who rejoice in hitting the road.

Consensus seems to be that this spring the signs all point in one direction—to the road of bigger and better business. Whatever forlorn and wistful hopes were maintained are rapidly being replaced by genuine confidence of all in Pitchdom.

Events for 2 Weeks (A New Weekly Service)

- ALA.—Montgomery, Flat Cattle Show, 30-31. CONN.—Waterbury, Charity Circus, March 28-Apr. 2. FLA.—St. Petersburg, Festival of States, March 29-Apr. 1.

- ALA.—Birmingham, Dog Show, 9-10. CALIF.—Los Angeles, Aircraft & Boat Show, 3-10. CALIF.—Oakland, Food Show, 2-9.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 15 Strs. in 5. H. Engaged Case, etc. Send for Price List. Money Back if Not Satisfied.

POST CARDS

BARGAINS—Assorted Views, United States, New York City, Birthday, Ocean Liners, Bathing, \$1.50 per 1,000; 5,000 in cartons, \$6.00. F. O. B. New York. 100 assorted samples 4¢ each postpaid.

NHB—Omaha, Dog Show, 6-7.
 Omaha, Shrine Circus, 4-9.
 N. J.—Atlantic City, Dog Show, 3.
 N. Y.—White Plains, Trailer Show, 4-10.
 O.—Columbus, Home & Flower Show, 2-3.
 Marietta, Northwest Territory Celebration, 6-10.
 Toledo, Dog Show, 3-10.
 OKLA.—Enid, Tri-State Band Festival, 7-2.
 Tulsa, Spring Fiesta, 4.
 TENN.—Chattanooga, Dog Show, 1-2.
 Memphis, Dog Show, 3-6.
 Nashville, Home Show, 4-9.
 TEX.—Dallas, Dog Show, 2.
 Raymondville, Onion Fiesta, 8.
 W. VA.—Chester, Indoor Fair, 7-9.
 WIS.—Oshkosh, Home Industrial Show, 6-10.
 Neenah, Home Show, 7-9.

can do so by addressing him care of this column.

LETTERS DO COME IN, but not in the volume we would like to have them. It seems to us that bingo operators who find this column useful might contribute thoughts of their own to the column more frequently. How about it, boys?

DEALS

(Continued from page 64)

with operators who placed their cards and boards on location.

Ever since last summer, from all reports, direct mailings to consumer has been a complete washout. A large percentage of operators and distributors who used the mails to contact the consumer have had less than 1/2 per cent return in actual orders. As it is necessary in most cases to obtain at least 1 per cent to cover the nut and 2 per cent to make any money, the boys who have been using this method of distribution exclusively have been hit pretty hard. In fact, many of them have stopped mailing altogether.

However, every cloud has its silver lining. The falling off in returns from consumer mailing should directly benefit operators as a group, as concerns which used the mails heavily are now gradually deciding that their best bet is the boys who place deals direct on location. And many of them have come to this conclusion are concentrating their efforts on building deals for operators.

Therefore, this spring should see a nice upturn in the number of deals offered—and a greater percentage of these clicking for operators.

A deal which looks particularly hot will be sprung by the Rex Razor Blade Co. soon. Ed Messerle claims it to be 100 per cent legal and says it will be a knockout for a fast turnover.

Fredmoo, Inc., is back again with a deal on a new midget radio called Tuk-A-Way. Set was so named because it is claimed that it can be tucked away in a suitcase when traveling or in a dresser drawer. Radio operates on A. C. or D. C. current and is 4 1/2 inches wide, 4 1/2 inches high and 5 1/2 inches long. It weighs only 3 1/2 pounds.

Mystery Pipe Lamp is another new item being offered by Diecasters, Inc., for salescard and bingo operators. It should prove another winner for Diecasters.

Happy landing.

NOTES from SUPPLY HOUSES

Acme Premium Supply Corp., which opened new headquarters in St. Louis last month, added 15,000 square feet to its already large building when it leased the building in the rear of its new location. Added space gives the firm two buildings running a block long. According to Matt Dawson, general manager, firm is now equipped for every emergency, and the new building, which will be used as a warehouse and shipping quarters, is already loaded with merchandise of every description.

ROUTES

(Continued from page 33)

Osba, W. A.; Coffeyville, Kan., 2-9.
 Gold Medal; (Centennial Park) Nashville, Tenn., 31-Apr. 9.

PROFITS POINTERS

(Continued from page 64)

the method of cold canvassing. A long list of customers can be built up quickly in this manner.

When you come right down to it there is no selling argument that carries more sales punch than the appeal of "something for nothing." Upon it has been built the premium industry, which has grown to a point where it did a business of over \$350,000,000 last year. This appeal is a powerful weapon in the hands of a direct seller. Give one product free with the purchase of a half dozen; or some inexpensive item like a piece of jewelry, a dust mop or something of that nature with the purchase of so many dollars' worth of goods, and you'll find it brings big dividends. Spend money to make money.

BE SMART---Get the Habit

MATT DAWSON SAYS: "START THE SEASON RIGHT."

CONCESSIONERS

NEW FLASH---QUICKER DELIVERIES.
 PLASTER---BLANKETS---CHROMWARE---SLUM---CORN
 GAME WINNERS---CANES---DOLLS, ETC.
 CATALOG READY SOON---WRITE TODAY.

ACME PREMIUM SUPPLY
 3139 OLIVE ST. LOUIS, MO.
 "If it's a New Item---We have it."

FOR THE FIRST TIME IN HISTORY
A NATIONALLY FAMOUS RADIO---FADA

Get on the bandwagon today and give your customers a radio worth while. The lowest priced radio ever to bear the Quality Name of "FADA" (8 Tube A. C. D. C., High Efficiency Tuning American and Police Dynamic Speaker) 3" full vision dial; "Big-Jewel" On-off Indicator; Size 10 1/2" long; 7 1/2" high; 8 1/2" deep. Shipping weight 9 lbs.

IN DOZEN LOTS \$8.00 EACH, SAMPLE \$9.71.

TERMS: 1/3 Deposit, Balance C. O. D.
J. J. STONE DISTRIBUTING CO.,
 713 Pine Street, ST. LOUIS, MO.

BINGO BUSINESS

(Continued from page 64)

Cola as they can drink, absolutely FREE! There will be 15 games, costing players a penny each. Fifteen attractive merchandise prizes will be awarded. General admission charge will be 10 cents.

WILLIAM C. HOWARD, of Allentown, Pa., writes: "I have been reading your writings in *The Billboard* under *Bingo Business* and I find them interesting for my line of work, conducting bingo parties. Also your game twists are clever and we find them successful."

AND MR. HOWARD TELLS US about a game twist which he has been using at his bingos with great success. When a player buys a ticket for the first special game he receives a coupon free. When he buys a ticket for the second special game he receives two coupons free. On the third game, three coupons, etc. At the end of the evening an attractive merchandise prize is awarded the winner.

WE WANT TO SAY THANKS to Mr. Howard for both his nice letter and his new game twist. Which reminds us that we haven't run any new game twists in some time. There's a good reason; tho. We just haven't been able to dig up any.

MAYBE THIS FACT IS SIGNIFICANT.

Can it be that operators, who by their ingenious handling of the game, built it to the phenomenal popularity it now holds, are slipping? Have they gotten into the rut which so many other once progressive business men have fallen into---to the detriment of their businesses? In our humble opinion, bingo operators should give serious thought to this problem. Nothing kills the popularity of a game like bingo as monotony.

J. H. WESTFIELD, of Indianapolis, writes of a new all-electric bingo scoreboard which he has invented; also of a new set of 4,000 combination series cards and an identification card for players, which protects the player at all times. Space does not permit going into details on Westfield's various inventions, but anyone interested in reaching him

- Great Southern; Dora, Ala.
- Great Superior; Paris, Tenn.
- Greater Expo.; St. Louis, Mo.
- Greater United; McAlester, Okla.
- Groves; Greencastle, Ind., 2-9.
- Gruber's World's Expo.; Montgomery, Ala.
- Heller's Acme; Swainsboro, Ga.
- Hennies Bros.; Shreveport, La., 2-9.
- Heth, L. J.; North Birmingham, Ala.
- Heth Bros.; Prattville, Ala.; Tallahassee 4-9.
- Hippodrome; Benton, Ark.
- Hodge, Al. G.; Connersville, Ind., 2-9.
- Hyde, Eric B.; Columbia, S. C.
- K. O.; Ft. Smith, Ark.
- Lang's, Dee; Panama; Alton, Ill., 2-9.
- Large; Carrollton, Miss., 4-9.
- Lawrence, Sam; Waycross, Ga., 26-Apr. 5.
- Levia, Art; Greenville, S. C.; Concord, N. C., 4-2.
- McKee, John; Pittsboro, Okla., 2-9.
- Magie Empire; Tulsa, Okla., 2-9.
- Majestic Expo; Magnolia, Ark.
- Miller, Ralph H.; Peacham, La.
- Moeder, Macdon, Ga.; Athens 4-9.
- Modern Expo.; Manchester, Ga.
- Motor City; (Liverpool & Warren ave.) Detroit, Mich., 2-17.
- Northwestern; (W. Verner highway, near Central ave.) Detroit, Mich., 2-9.
- O'Brien & Collins; Forest City, Ark., 2-9.
- Page, J. J.; Augusta, Ga., 2-9.
- Pan-American; Pine Bluff, Ark.
- Parade of Shows; Houston, Tex., until Apr. 16.
- Pelican State; Ticklaw, La.
- Railers; Wilmington, N. C., 4-9.
- Rainbow Am. Co.; Louisville, Miss.
- Reading's United; Springfield, Tenn., 21-Apr. 9.
- Regal United; Pittsboro, Okla.
- Reynolds & Wells; Texarkana, Ark., 2-9.
- Rogers & Powell; Duram, Miss., 2-9.
- Rogers Greater; Nashville, Tenn.
- Royal Midway; North Little Rock, Ark.
- Sectra; C. D., Alabama Am. Co.; Brewton, Ala.
- Sheeley Midway; Savannah, Ga., 31-Apr. 2.
- Smith Bros.; Aloks, Okla.; Clayton 4-9.
- Smith Bros.; Coatsville, Okla.; Bronswell 4-9.
- Smith's Greater Atlantic; Augusta, Ga.
- Sparks, J. P.; Columbia, Tenn.
- State Fair; Prescott, Ariz.
- Stratton; Weldon, N. C., 2-9.
- Sunset Am. Co.; Aurora, Mo., 2-9.
- Texas Longhorn; Henderson, Tex.; Overton 4-9.
- Tip Top; Thomson, Ga.
- Wallace Bros.; Decatur, Ala.; Sheffield 4-9.
- West, W. E.; Motorized; Cherryvale, Kan., 2-9.
- West Brock; Cape Girardeau, Mo., 31-Apr. 9.
- Western State; Coppas, Christl., Tex.
- Williams, S. H.; Purcell, Okla.
- Work, R. H.; Meigsdale, S. C.
- Y. Am. Co.; Phenix City, Ala., 2-9.
- Zimbal's Greater; Dyersburg, Tenn.; Union City 4-9.

HOLLYWOOD CHOCOLATES

Double Layer Ass. Chocolates, Individually Capped, Ass. News, Star Stacks, Gift, Wrapped.

Box \$1.20
 Per Carton of 4 Dcs. \$4.80

20% Deposit with Order. Send for FREE Illustrated Catalog.

50 East 11th St., New York City.

DELIGHT SWEETS, INC.

POPCORN

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPOORN MACHINES, ETC.

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
 16 S. FIRST STREET, ST. LOUIS, MO.
 "Over Sixty Years Distributing Popcorn."

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CIRCUS, RIDES, TRUCKS, CARNIVALE.

Shewman's Insurance Man.

CHARLES A. LENZ
 Winter Quarters: General Delivery, St. Petersburg, Fla.
 Permanent Address: 440 Insurance Exchange Bldg., Chicago, Ill.

STRATFORD - SHAVER ELECTRIC RAZOR

The simplified mechanism is contained in a sturdy lifetime case designed by the hand and available in beautiful black color pleasing to the eye. Perforated with felt, approved and used since 1910. Packed in a distinctive carton complete with genuine leather pouch. Operates on either 110-120-volt A. C. or D. C.

\$2.75 Each
 (In Dozen Lots, \$26.00)

FILTER CIGARETTE HOLDERS

Made of Transite with aluminum tip. Finished in beautiful black. Does not smother on display case. \$1.75 per Card (12 Holders).

25% Deposit on C. O. D. Orders.

PEERLESS SALES COMPANY
 8 South Dearborn Street, Chicago.

FREE! 1938 WHOLESALE CATALOG

Has 200 pages of World-Wide B A ratings, 4,000 salesmen's specialties, 15 selling plans, new creations, outstanding values --- at rock-bottom wholesale prices. This catalog is FREE. Send for a copy today.

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TIES QUICK REPEATS \$175 \$18.00 A GROSS 1 Doz

Latest Smart, Attractive Spring Patterns. Both Ends Margin Bins LINED and LABELED. Finest Silks and Satins used. Wholesale.

SELLERS --- RUSH YOUR \$1 2 DOZ TRIAL ORDER NOW!

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 1015-B University Ave., New York City.

BE THE LIFE OF THE PARTY

FUN---MAGIC---MYSTERY.

Over 350 Articles to choose from. Send 25c for MERCHAL WHOLESALE Catalog (Reimbursed with first order), or better still, send \$1.00 for 20 Best Buy Items.

T. R. PAYNE, 25 Cardinal Place, New York, N. Y.

MONEYMAKERS OPPORTUNITY !!

- IF YOU KNOW Concessions, Parks, Carnivals, Fairs, Shows, Churches, Five Departments and have following: WE OFFER TO YOU the largest selection of Cash merchandise. Absolutely lowest price in the business. (Acknowledged) Immediate delivery from our tremendous stock.
- Unlimited opportunity in right town. Stock references and good history in first letter.
- REAL SERVICE**
- Box 926, 110 West 34th, New York, N. Y.

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

AFM Signs McCoy, With H-W Next in Line; Petrillo Aids

CHICAGO, March 26.—James C. Petrillo, local musicians' president, joined forces here this week with W. H. Stephens, AFM representative from New York, in working out new musicians' contracts with the new Col. Tim McCoy Wild West Show, Cole Bros., Hagenbeck-Wallace and others in this sector. First negotiations were with S. L. Cronin, manager of the McCoy show, and a contract was signed giving the musicians a \$40 week.

Stephens left for Peru, Ind., Wednesday after Petrillo conferred with Howard Y. Bary, of Hagenbeck-Wallace show, via long-distance telephone, and hopes to effect new wage scales with that circus by the end of the week. Before leaving Stephens said a \$40 week would be demanded from Bary and also a maximum tip clause would be included in the contract. Probably 65 cents.



MAX GOODMAN, executive head of Goodman Wonder Show, Inc., who is now active in quarters at Little Rock, Ark., where the season for this show opens at an early date. Goodman has a railroad carnival which is entering upon its second year and he is strenuously endeavoring to make this offering surpass his efforts of season 1937. Goodman is a stickler for high-class concessions and will adhere to his well-known policy during this season's activities.

Licenses Reduced At Lincoln, Ill.

LINCOLN, Ill., March 26.—Through the efforts of F. W. Wade, showmen's friend here, ordinance committee has reduced license for shows. New licenses are:

Railroad circus, regardless of parade, per day, \$50; truck circus, regardless of parade, \$25; railroad carnival, per week, \$100; truck carnival, \$50; dramatic stock shows under canvas, per week, \$10. Old licenses were: circus with parade, \$125; circus without parade, \$100; carnival, \$300; dramatic stock, \$50.

Due to high licenses, some shows have played outside city limits. Wade states that it will pay organizations to show inside the limits; if they don't they may run into trouble and will cost them more in the long run. He will give information to showmen regarding lots that can be obtained. His address is Box 175.

Wade's oldest son, F. W. Jr., who recently was injured in an accident, is improving. Chester Davis, who treated him, is the showmen's doctor, also city doctor.



HOWARD A. WILSON, who has been promoted to sales manager of the public address, sound and amplifier trade division of Operadio Mfg. Co., a position created because of the rapid growth of this portion of the business, which includes all of equipment sold thru jobbers and dealers. Wilson has been with Operadio for several years as division manager calling on jobbers and dealers in the East and South. His new position puts him in active charge of all sales to jobbers and dealers in the United States and Canada.

No Time To Die

How often have you heard some guy Remark: "I'm not afraid to die— It doesn't bother me a little bit; You can't tell lightning' where to hit. And when I'm called on to cash in I'll take it standing—on the chin. This life's like dew before the dawn— You're here tonight, tomorrow gone."

Well I've given death but little thought 'Til recently—not what I ought; Until the doctor told me 'long this spring:

"You must stop eatin' starchy things, Potatoes, breads and certain meats, And by all means lay off sweets; Your sugar is way too high— It's up to you to live or die."

Well, I wouldn't like to die in spring, When trees are green and robins sing; All life is young and taking sprout, And Nature's fresh and blooming out; The streams as clear as looking-glass, And in the shadows big black bass Just waiting for my favorite fly— The spring's no time for me to die.

When summer comes—long lazy days, The hot sun ripening the maize And cotton fields to snowy white, The darkies singing thru the night; Songs of their mules, the plow and hoe, Oh, summer, dear, I'd miss you so; My love for you is so divine I'd hate to go in summer time.

Then autumn—woodlands carpeted With feathers that the trees have shed; All Nature robed in golden brown Soon changes clothes for winter's gown. My bird dog frisks and wags his tail Each time he hears a calling quail; The thoughts distress me like a pall To think of passing out in fall.

Then winter, with her snow and ice, But even winter's mighty nice To me—for I am Nature's child And love my parents, meek or wild; So what care I for wintry winds, With geese and ducks decoying in, Old Mike and I crouched in our blind, It's tough to leave such scenes behind.

So really if it's up to me I'd like to live a century, Yes, all of that and maybe more—I've no desire to explore The Great Beyond with all its worth Has no such charms as this old earth; No, not for me, I'm quite content— Death is so very permanent.

—GEORGE W. RYAN.
(The above poem was written shortly before the author, an old circus man, died.)

Dog Shows

These Dates Are for a Five-Week Period (Crowded out of last issue)

ALABAMA
Birmingham—Apr. 9-10. Mrs. Ella Gillespie, Box 1484.
Montgomery—Apr. 10-12. Miss L. E. Thorford.
CALIFORNIA
Riverside—Apr. 24. Mrs. Arthur Shariand, 5140 Hallwood ave.
Santa Monica—Apr. 16. Mrs. Irene Onstad, 169 E. Colorado Blvd., Glendale, Calif.
CONNECTICUT
Hartford—Apr. 16. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.

DISTRICT OF COLUMBIA
Washington—Apr. 30. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
GEORGIA
Atlanta—Apr. 15-18. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
Savannah—Apr. 15. W. A. Collins, White Hall, Savannah.

ILLINOIS
Chicago—Apr. 2-3. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
Chicago—Apr. 24. Paul Schwartz, 1230 Hyde Park Blvd.

KANSAS
Fort Leavenworth—Apr. 22-28. Mrs. J. A. Dash, 525 Olive st., Leavenworth.
MASSACHUSETTS
Cambridge—Apr. 19. Frank T. Ekridge 22 Paul st., Newton Center, Mass.
Springfield—Apr. 2. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.

MINNESOTA
Mankato—Apr. 14. C. N. Watson, Judson, Minn.
Minneapolis—Apr. 9-10. Henry W. Norton, 600 N. Y. Liv. Bldg.
St. Paul—Apr. 16-17. Mrs. T. A. Pederson, 947 Galvin ave.

MISSOURI
Kansas City—Apr. 30. P. H. Servation, Live-Stock Bldg. 1504.
St. Joseph—Apr. 21-24. Mrs. W. H. Scudder, 40th & Sacramento sts., J. R. L.

NEBRASKA
Omaha—Apr. 6-7. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.

NEW HAMPSHIRE
Manchester—Apr. 20. Mrs. Henry Wheeler Jr., 1105 Union st.

NEW JERSEY
Atlantic City—Apr. 9. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
Elizabeth—Apr. 24. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
Traneek—Apr. 23. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.

NORTH CAROLINA
Charlotte—Apr. 22-23. Edgar A. Most, 208 Summit ave., Greensboro, N. C.

OHIO
Canton—Apr. 27-28. Jr. Chamber of Commerce.
Toledo—Apr. 9-10. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
Youngstown—Apr. 30-May 1. Frank Mills 6 E. Federal st.

SOUTH CAROLINA
Columbia—Apr. 20. Miss Sara Rich, 141 Edisto ave.

TENNESSEE
Chattanooga—Apr. 1-2. Mrs. H. W. Hirschmeyer, Lookout Mountain, Tenn.
Memphis—Apr. 5-6. Mrs. B. W. Smith, R. P. D. 1, Box 703 N.

TEXAS
Dallas—Apr. 3. Miss Dorothy Eslinger, 305 N. Windemere ave.

VIRGINIA
Norfolk—Apr. 26. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
Richmond—Apr. 27-28. Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.

WASHINGTON
Tacoma—Apr. 23-24. Mrs. K. W. Pearson, 1016 E. 25th st.

WEST VIRGINIA
Wheeling—Apr. 24. Lions' Club.

BARFIELD'S COSMOPOLITAN SHOWS WANT

Men with Acts capable of reducing Side Show, I have outfit. Also want Colored Performers and Musicians for Minstrel. Offering for one or two weeks Shows and Legitimate Stock Concessions. Dislike wash Dancers and Musicians, especially Acrobatic Hyster. See News, Pizzaz and Mary Travis, etc. Address Griffin, Ga., this week; Marietta, Ga., next week.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

JIM WONG TROUPE

FAMOUS CHINESE ACROBATS

The Only Kind of Chinese Act in This Country

WEEK OF MARCH 24 AT

RADIO CITY MUSIC HALL, NEW YORK.

ON TOUR WITH
HAGENBECK-WALLACE CIRCUS
1938 Season

OPENING SATURDAY, APRIL 16th IN BURLINGTON, N. C.

AUSPICES V. F. W. POSTS OF GRAHAM AND BURLINGTON, N. C.; THEN LONG MOVEMENT NORTH FOR THE SUMMER.

Circuit of 16 Outstanding Fairs Start in July and End the Latter Part of November.

Account of Last Minute Disappointment

CAN PLACE Motorcrome and Monkey Circus, to play the best territory in America for this type of attraction. Also want to hear from Joe Teske, Clark Cooley and Maybelle Mack and any other west-white Show.

CAN NOW PLACE Boomerang, Double Loop-o-Plane, Whip, Caterpillar, Kiddie Rides, Live Peewees and Sizzoshibo.

CAN PLACE all kinds of legitimate Concessions except Pop Cans, Diggers and Bingo. This season we can offer you some of the Largest Celebrations in the North, which are already contracted by this Show.

WANT Workingmen in all departments to report here on April 11. All address P. O. BOX 737, Greensboro, N. C.

CETLIN & WILSON SHOWS, Inc.

WEST'S WORLD'S WONDER SHOWS

OPENING NORFOLK, VA., THURSDAY, APRIL 14

Wanted—First-Class Merry-Go-Round Foreman, top salary; also Ride Help all departments. Johnny Williams wants Plant Show Musicians.

FRANK WEST, General Manager, P. O. Box 1165, Norfolk, Virginia.

DIXIE EXPOSITION SHOWS WANT

Cook House, Privilege in Tickets. Have beautiful Sit-Down Hawaiian Show for Manager with People. Want Grind Shows, Motor Drama, Stock Concessions, Ride Help and Workingmen, Second Man with Car. Brewton, Ala., this week; Andalusia, Ala., next week. Address C. D. SCOTT.



Hartmann's Broadcast

WE WOULD like to see more editorials in daily newspapers about the financial benefits to cities and towns in which carnivals winter and organize for the 'new' season. And not only carnivals, but circuses and other shows as well.

It's not a difficult matter to do this if shows are in the good graces of the newspapers—and if they are not they should be. Some showmen have been giving this subject thought, but there are many who haven't.

Most town-folk haven't the least idea of what it costs to winter and organize a show, and there is no better way of telling them than thru the editorial columns of newspapers.

In this connection we reprint here an editorial from The Daily Republican of Cherryvale, Kan., of March 18. It is headed "Carnival Winter Quarters Boost Cherryvale Business" and reads:

"The W. E. West Motorized Carnival soon will have completed its first winter in Cherryvale and will open the season here April 2. This organization has been an asset to Cherryvale business. Several hundreds of dollars have been spent here for supplies, besides the amount spent by individuals for room, board and personal expenses.

"This organization should be encouraged to return to Cherryvale for future winters. We understand its route will cover this section of the Southeast, and possibly Cherryvale will be convenient for winter quarters next year.

"We have found Mr. West very pleasant to deal with and we wish him a successful season and extend an invitation to him to return next winter."

† † †

SOME more dirty work ahead of circuses this year has just come to light. Clint Finney, general agent of Col. Tim McCoy's Real Wild West, and one of his contracting agents were the first to be embarrassed, and now it's Jerome T. Harriman, general agent of Downie Brock's Circus. Jerome explains it thus:

"Dear Mr. Hartmann—Please permit me to congratulate you and The Bill-

board for exposing in your Broadcast the unfair trade practice of 'presumably a circus man' in causing a contracting agent to travel several hundred miles apparently to clear the way in certain territory for lot contracting of the former's show.

"Perhaps this 'presumably a circus man' was not present at Washington, D. C., in 1930 when the circus men of the country, striving to exist thru the dark days of the depression, gathered and agreed to abolish such unfair trade practices. Bringing to light at this time such dirty tactics will go a long way in helping stop such methods while in the early stage of the 1938 season. And while putting out the stop signal, perhaps I had better bring to your attention the fact that had not Charles Sparks had the utmost confidence in me, I, too, may have had to make a similar jaunt of several hundred miles.

†

Three weeks ago while on a prospecting trip for my show, I called on the owner of a circus grounds in a West Virginia city and was informed that a circus had a shut-out for 30 days prior to its exhibition date. I was shown the contract and also received a type-written copy of it. About one hour after I had left the office of the lot owner a contracting agent for another show called on said owner to rent his grounds. The exhibition date of this agent's show was after the date of exhibition of the show which held the shut-out contract, therefore this agent had no difficulty in securing the grounds. On finding out from the owner of the grounds that I had been there a little ahead of him, this agent wired Mr. Sparks that he had broken the shut-out clause of the other circus and suggested that Mr. Sparks send me back so that I could also get the grounds. Fortunately, I was still in town when this wire was sent, and thru a friend of mine to whom this agent had boasted about wiring Mr. Sparks I learned the wire was sent. I went back again to the owner of the grounds and, after hearing my story about the misleading telegram, he sent a telegram to the circus which held the shut-out agreement asking that the grounds be released for my date. The ground owner received the following reply: 'Show in mention is considered one of largest truck shows. Could not permit such arrangement.' I was given the original copy of this telegram. With this and the copy of the shut-out agreement I had sufficient proof to show that the agent who wired Mr. Sparks to send me back was only trying to embarrass me.

†

"I will not mention the name of this agent because he has a family to support the same as I have. Jobs are tough to get, and the general agent of the show which this agent represents is a very dear friend of mine of long standing and would not approve of such tactics. I hold no hard feelings against this agent. He needs his job as I need mine.

"Let's stop these unfair trade practices. Every agent should mind his own business and look out for the interest of his own show, and when in opposition with another show remember that the agent of the competitor is working for an honest living, with, perhaps, a family to support. The road is tough enough ahead of any show today, and when we meet at the crossroads, let's all be friends.

"The Billboard has been a great factor in stopping other unfair trade practices—let's stop the dirt ahead.

"With kind personal regards to you and also to the agent who tried to embarrass me."

Everybody likes clean opposition. Unfair tactics as have been going on are doing considerable harm to the circus. We cannot conceive of owners of shows whose agents have been doing this dirty work being so small as to allow this. If they don't know what tactics their agents are resorting to, it's high time they find out.

CALL! OPENING 17th AND CASTLE STREETS, WILMINGTON, MONDAY, APRIL 4th
JIMMY RAFTERY PRESENTS
PREMIER SHOWS
 AN EXPOSITION OF MERIT.

We Can Still Place a Few More Legitimate Concessions, except Palmistry, Cook House, Pop Corn, Bingo, Tommy Carson wants to hear from Bennie Faust, Al (Mucker) Shane, Bill Hughes, Marty Rose and others.

WE HAVE GOOD PROPOSITION FOR
FLAT RIDE Boomerang, Octopus, Lindy-Loop or Caterpillar, SHOWMEN—We have the Equipment and the Dates To Swell Your B. R. Write Us What You Have To Offer.

P. O. BOX 1047, **JIMMY RAFTERY, Sole Owner & Mgr.** WILMINGTON, N. C.

F. H. BEE SHOWS
 OPENING SATURDAY, APRIL 16, AT SPRINGFIELD, TENN.,

WANT Ten-in-One with outfit and transportation. WANT organized Plant, Show Troupe, WANT Athletic Show Manager. No boss. Have almost new Sidrome for sale on terms, or will book Manager and Riders. On account disappointment, want five-piece White Uniformed Band, Meeker, Lankford wire. WANT Stock Concession, Jimmie Carter wire. Joe Smith wants Blower Agent. Ewart Baker wants 150-ft. good used 3-ft. Sidewalk. Address Springfield, Tenn.

Great Superior Shows Want

Have 8 Weeks in West Virginia and Kentucky Coal Fields. All Shows working good. For Paris, Tenn., Downtown Location, and the Balance of the Season. CONFESSIONS! Diggers, Cotton Candy, Long Range Gallery, Frozen Custards. All Concessions open. WANT Shows. Will furnish complete outfit to reliable Showmen. Monkey Dromes, Midlets, Pat Show, Mechanical Show. RIDES: Loop-o-Plane, Charro-Plane. Kiddie Auto Ride Owners what have you? Sailor Jack, wants for Circus Side Show and the balance of season. Franks and Acts. Estate Lester, Cecil Fritz and Jerry Jenke were met. Address as per route. This week, Paris, Tenn.; week of April 4, Gallatin, Tenn. Bob Ruth wants Girls for Girl Show and Camp. Can use Colored Musicians for Band. **C. J. BEATTY, Manager.**

CALL CRYSTAL EXPOSITION SHOWS
 OPENING GAFFNEY, S. C., APRIL 7 TO 16—TWO SATURDAYS AND FOUR PAYDAYS.

WANT Hide Help and Personnel for Merry-Go-Round, Octopus, Loop-o-Plane, Legitimate Concessions, No X except Cook House and Corn Game (No Go Ball Games), Colored Musicians and Performers. Salary, 50 percentage. Will furnish Electric Prints for any real Money-Getting Shows (no Girl Shows). Good opening for Side Show. Address all mail until April 4, Camden, S. C.

AERIALISTS WANTED

110-Ft. High Double Ladder Acts—Crade Bearers. Must be good Hand Balancers, Aerial Contortionists, Girls for Traps, Rings, Perch, Iron law or Muscle Grind. Photo if possible and state lowest salary for long season. Bill Ashton, Eddie Viera and Wife wire me if available.

CRASH DUNIGAN,
 194 North Street, New Britain, Conn.

Pan American Shows WANT

SHOWS—Can Place Revue, Side Show, Hula and Illusion. Will furnish complete outfit. Stock Concessions. Address Pine Bluff, Ark., this week; Jonesboro, week April 4. **J. R. STRAYER.**

Mighty Sheesley Wants Annex Attractions

State lowest salary. Board furnished. You keep Pitch. All in first. If genuine Herculaproditor, please state. Acts that can help. Open for Monkey Circus, Illusion Acts. Address **AL RENTON,** Savannah, Ga.; next week, Charlotte, N. C.

MAJESTIC EXPOSITION WANTS

Corn Game, Cook House, all kinds of legitimate Stock Concessions, Ride Help, Athletic Show People, High Free Act, Colored Musicians and Comedians. Salary out of office. PLACE Second Agent, Working People. WILL PLACE Man and Wife for Illusion and Snake Shows. Lois Madison wants Ball Game Agents. Magnolia, Ark., this week.

MILLER BROS.' UNITED SHOWS
 Open Saturday, April 2, Broadway, Va.

Want to hear from eight or 10-piece White Band, Riders except Ferris Wheel and Chairplane. Concessions except Cookhouse, Bingo, Mitt Candy, Ball Games, Penny Pitch come on Shows with or without outfit. Address **CHAS. A. MAITLAND,** Mgr., Broadway, Va.

DYER GREATER SHOWS

WANT non-conflicting Shows and Hides with own outfit. Ride Help that drive Trunks, Candy Flows, Lead Gallery, Cork Gallery, Cook House open. Opening for Concession Agent. Houston, Miss., next. **Tupora, Miss., next.**

BLUE RIDGE SHOWS WANT

Concessions, Shows with own equipment, Merry-Go-Round and Ferris Wheel for best of ride territory. New Sidrome wire. Will pay transportation to job. Clarence Norem wants Man to take charge of Photo Machine, Dromes. Rancher wants Concession Agent. Address **JOE KARR,** Tracy City, Tenn. P. S.—Yes, this show plays Harlan County, Ky.

FOR SALE—30'x41' Round Top, with two 30' slides, one never used. Other 7000 in excellent condition 9'x5' ft. Sidewalk. All Blocks, Main Gory, Poles and Stakes for same, \$450.00. Ten Side-Show Banners, also Platform and Rally Chalk, etc. FOR SALE—Chevrolet, Cape Truck and Chevrolet Cook House Truck. Chevrolet Powered 7 1/2 H. P. Light Plant for \$180.00. Two Two-Wheeled Bumping Trailers. All can be seen Painters' Warehouse, Kay Bess, Quarters, Goldsboro, N. C.

CAMPBELL UNITED SHOWS

WANTS Ferris Wheel, Merry-Go-Round, any Hide not conflicting. Shows, legitimate Concessions, Colored Performers and Musicians, Diggers, Cantand, Second Truck. Have Cook House to rent, or will book Cook House. Thomson, Ga., this week; Wallonia, S. C., follows. **WILL BUY 50'x60' Top.**

PHONEMEN WANTED
 FOR FT. WAYNE, IND., ALSO CONTEST MAN AND BABY SHOW PROMOTER. Address inquiries to **CHAS. SCHAFER,** 3428 Beaver Avenue, Ft. Wayne, Ind.

WANT

Ferris Wheel, other Hides, Shows and Concessions. Positively no grill. Playing Personalities, Maryland and Virginia. Open in South Carolina. Breaking jump north. This week Martin County Fair, Stuart, Fla.; next week, Hardwick, S. C. **BARNEY TASSELL UNIT SHOWS,** Hardwick, S. C. P.S.—Fred Henry writes or wire.

WANTED QUICK

Sharply Girls for Pooling Show, Dancing Girls for House, also Oriental Dancers. Two good talks for above shows. Piano Player and Accordion Player. Show opens April 30. Write or who **IRVING N. LEWIS, ROYAL EXPOSITION SHOWS,** Beckville, Pa.

ALAMO SHOWS
 OPENING AT MAGON, GA., APRIL 2, THIRD ST. LOT, DOWNTOWN.
 WANTED—Shows, Hides and Concessions. Man to handle Side Show. Agents for Concessions, Chalmers Freeman, 2 Ball Game Agents. **ALAMO SHOWS, J. L. John, Manager.**

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

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

Out in the Open

Roger Littleford Jr.

A New Circus Book

NEW YORK, March 20.—Circus, one of the most informative and thoroughly enjoyable circus books ever to be published, will make its appearance on April 8, same day that Ringling-Barnum opens another season in Madison Square Garden. It's a picture book, with text, written and illustrated by



R. S. Littleford Jr.

Bertha Bennett Burleigh, and published by G. P. Putnam & Sons, New York. After a perusal of the editorial copy reaching this desk a few days ago, it is evident that Miss Burleigh, daughter of a British newspaper man and war correspondent, has made a comprehensive study of the performer and animal ends of the circus business.

Illustrations are marvelously true to life—the text never overdone. Dedicating her book "to circus folk everywhere, in admiration of their courage, patience and ingenuity, and in gratitude for many hours of spontaneous, joyful laughter," Miss Burleigh has created something depicting all that is glamorous in the circus business. Coming at this time of the year, Circus is bound to make kids and adults alike anxious for "the circus to come to town."

Let's Visit, Wednesday evening personal-contact broadcast over WOR and Mutual Network, is going circus-minded next week. This effort of G. L. (Cliff) Younger, an outdoor showman himself, the March 30 program will originate in the Astoria, L. I., home of the Ricardos, popular acrobatic troupe. WOR announcers will chat with Jubbes, Billy and Estie Ricardo, with Mike Cahill, Belle Benita and other typical circus-type performers. The same station is anxious to further its circus coverage this spring and is negotiating with Ringling-Barnum officials and railroad execs concerning a possible broadcast on the New York arrival of one of the Ringling-Barnum show trains.

If negotiations materialize—and there's a good chance they will—Max Linderman will have a tremendous attraction on his World of Mirth Shows this season. The wily Max, always tight-lipped, is even more so at present but promises to tell us the outcome and type of attraction as soon as he knows which way the wind's blowing. . . . And Getlin & Wilson's move to use "name" attractions is creating a lot of speculation among carnival folk herabouts. Izzy Getlin and Jack Wilson, operators of the show, are angling for Mickey Walker, ex-pugilistic champ, to head a pay attraction on their midway during 1938. Such a move will bear watching—and if successful might mean beginning of a new trend in carnival showmanship. . . . Ted Miller, C. & W. p. a., is engineering the deal. It is understood. . . . Heinz Buhe, of the Louis Ruhe wild animal importing firm, seems to think there is a big market for trained and partly trained animals on traveling shows. Recently back from a trip to Germany, Buhe advises that he has completed arrangements for extensive shipments from other nations soon.

Arthur Lockwood, who will handle the publicity and promotion of New York State Fair this year, has big plans for selling the project to the public. Seems to think there is plenty of room for innovation in fair promotion campaigns—and he's probably correct. . . . J. H. Powell, manager of the Lucky Teter Hellriders thrill unit, back in town from the South and reports that Teter and company are expecting big things this year. Attraction is currently appearing in Southern States and begins

its northward trek in a couple of weeks. . . . Theodore Wolfram, Paris representative of The Billboard for many years, has returned to this country temporarily. . . . Is anxious to catch up on U. S. amusement business.

Frank P. Duffield, Thearle-Duffield Fireworks Co. chief, Chicago, here on business, but took enough time out to attend the March 24 meeting of the National Showmen's Association. . . . Frank Miller, Ringling concession man, back from Hot Springs. . . . Earle Reynolds, veteran skating authority, is lining up rink acts for a Warner Vitaphone short to be produced here shortly. . . . Maurice Plesien, Plesien Mfg. Co., Coney Island, N. Y., or for other points—reportedly to line up ideas for a new game he plans to manufacture.

NIGHT CLUB

(Continued from page 23)

ance. Vera is a lively little soubrette who attacks a song and dance combination with an abundance of relish. Ann is a well-trained toe dancer who goes in for a classical turn and then returns with a comedy light novelty that is pleasing.

Bobby Louise Cook and Rita Renaud take care of the song department. Former is of the popular blues singing variety and Rita, a mild version of the Irene Bordoni type. Tonya, exotic dancer, is on late in the bill with a passable nude offering. Sweeney is a stock emcee and impersonator.

No cover or minimum week days. Two-dollar minimum in effect Sundays now, that night presenting free cash opportunities for the customers. Charles Eagles' Ork continues on the band stand, a new electric organ added since the last review. Sam Honigberg

1405 Club, East St. Louis, Illinois

Popular-priced spot has for the past two years been one of the favorite niteries on the east side of the Mississippi.

There is no cover charge or minimum. Entertainment starts nightly at 8:30 and runs continuous, with no set program at any time. New law closing night spots in St. Louis and the west side of the river at 3 a. m. and no Sundays is expected to bring an even bigger play than heretofore.

Jerry Colt, just returned as emcee, previously being here for nine months, is a big "draw." He has a world of comedy, can put over his song numbers in great style and is versatile when it comes to amusing patrons.

Toots Parsons, clever girl pianist, has been a fixture since the opening. Assisting her in furnishing music for show and dancing are Ace Gaa, drums, and John Gavin, saxophonist. Besides Miss Parsons and Colt, Peggy Duncan sings popular numbers, as does Jack Ford, radio crooner. Lillian Nestle, tap queen, rounds out the quintet of performers.

Frank B. Joerling.

Gay Nineties, New York

To say, at this stage of the game, that Bill Hardy's Gay Nineties has plenty on the ball is gliding the night club lily. Any night spot that can operate successfully for eight years isn't a night club, but a miracle. But, just to make sure, Nineties has a wealth of color and charm, plus a friendly and intimate atmosphere. Certainly as a home of the old curies, such as its bar and the 19th century chimes that cover practically every inch of wall, it is pretty much alone in the nitery field.

Whether the customer is in the bar-room or upstairs, there's entertainment all the time, performers rotating.

Spike Harrison, a fixture for the past three years—in itself a sort of after-dark major achievement—is still the toughest entertainment at the spot and about the best. Harrison has a load of personality and in his style is really a champ song salesman. Material shows considerable thought.

Joseph E. Howard, veteran songwriter—he plays Tony Pastor in the revue part of the show—is another handy tune peddler. Portrayal of a Bowery snowbird is well done. Rudy Madison, tenor, is okeh on the sentimentals. Margaret Young, who does the old-time Irish tunes, delivers in a vigorous and crowd-pleasing style.

Furman and Lorraine, male team, has one at the piano and both vocalizing practically any tune the house will call

for. Style is good for the intimacy required.

Harry Connelly and Bernie Grauer are two more who beat the keys. Henry LaMar does the bartending.

Semon Jacobs is doing the press agenting. Jerry Franken.

Walnut Room, Bismarck Hotel, Chicago

With Lent curtailing attendance at all hotel and night club spots, the Walnut Room of the Bismarck has cut its floor show a bit. But in Manno and Stratford, sophisticated dance team making their bow to Chicago night spots, the room has an attraction that should prove a strong draw when word gets around. At opening of the new show Friday night the team was called back again and again, each number drawing prolonged applause. Tall, slender and graceful, the two dancers presented some highly entertaining ballroom and comedy routines and marvelous acrobatic twirls, glides and slides.

Show opened with a pleasing medley of Art Kassel's own tunes, including the popular *Hell's Bells* and *Silvery Moonlight*. There were pleasing vocals by Marlon Holmeta and Billy Leach, band singers.

Ous Howard, versatile young man, sang, played a violin, tap-danced and clowned all over the place to the delight of the audience. His screwy acrobatic dancing was a wow.

Manno and Stratford were good in everything they did, but their collegiate comedy number and the cakewalk to *Darktown Strutters Ball* were the favorites.

Art Kassel and his boys provide swell dance music and are heavy favorites. Nat Green.

Esquire Club, Miami

Altho battles have been waged over the right to use the name Esquire and Esquire cartoons as wall designs, the Esquire Club continues to ride under that banner and still offers patrons a looksee at some of Esquire's cartoons done as wall murals.

Situated in the midst of downtown Miami's hotel settlement, spot enjoys drop-ins and late crowds from supper clubs close by.

All entertainment is done from band stand. Current headliner is Eddie Peyton, a favorite in this area due to his entertaining presentations of popular and old-time song favorites.

The Four Southland Rhythm Girls offer hot versions of popular favorites. They came to the Esquire from the Paddock on Miami Beach to take a featured spot in this show.

Larry London's Orchestra, with Jimmie Thomas vocalizing, entertain pleasingly. Esquire is best small club in this area offering a complete revue for the price of a drink. Virgil E. Pierson.

New Yorker, London

Newest nitery looks like it is building up into a popular spot. Current attraction is Gyssy Markoff, recently at the Ritz Hotel. Girl is striking looking and puts over a fine performance with her singing of pop numbers and spirited accordion playing. Bert Ross.

Grand Terrace, Chicago

Hottest black and tan spot in town cooled off several degrees during Lent, having trimmed the floor-show budget, altho still carrying on with colored name bands. Operator Ed Fox expects to return to headliner bills late in spring.

New band-stand feature is Andy Kirk and orchestra, filling a return engagement. Outfit plays a good show and, unusual for colored bands, dishes out smooth dance music. His sees include Mary Lou Williams at the piano; Pha Terrell, featured tenor, and Henry Wells, trombonist, who pitches in with occasional vocal work. Ork is aired over NBC nightly.

The show, while not boasting of any prominent acts, is fast and suitable for this early-morning spot. It still has the production services of Addison Carey. Several feverish routines are properly executed by the 12-girl line and the supporting singers and dancers.

Willa Mae Lane starts her specialty with a strip tease and winds up with a torso-shaking oddity that outclasses her white competitors. McCane and Ross make a striking ballroom team, effecting

graceful poses and displaying nimble footwork.

Miss Digs continues to handle the soubrette assignment. Work in several spots both alone and with the assistance of the band's vocalist and Katherine Perry, attractive songstress with an appealing voice. Billy Adams, eccentric dancer, handles the comedy, his half-pint size and funny steps making him the Chick Webb of the tap field.

Spot still has in effect a \$2 week-day minimum and \$2.50 Saturdays to keep the nonspenders out. Business generally slow but holding up favorably Saturdays and Sundays.

Ed Fox Jr. assists in managing this spot. Sam Honigberg.

FEW ACTS

(Continued from page 21)

to draw a good \$29,000, a poor vaude and screen bill putting the house in the dumps again the following week with \$13,000. Wells-Fargo, a picture moved from the Chicago, and a vaude bill brought in \$20,000 next, closing January to low \$15,000 and \$13,000 grosses. Those two weeks saw ordinary stage bills, the early one topped by Tip, Tap and Toe.

Herbie Kay gave the Oriental a poor February start with \$15,000, and a fourth Loop week of *The Buccaneer*, moved from the Chicago, grossed a similar amount the following season. Second half of month was a brighter one, due mostly to Goldwyn's *Follies*, which socked to tune of \$54,000 in two weeks. Sylvia Clark and Alphonse Berg headed the stage bill.

Palace's Ups and Downs

RKO-Palace Labor Day week grossed an average \$20,000 with the California Collegians and Nella Goodelle. A similar figure was repeated the following week during Bobby Breen's p. a. Tough break for the house, as kids were banned that week during a threatened infantile paralysis epidemic. Last two weeks of the month saw a bright \$46,000 with a Deanna Durbin picture and a strong bill topped by Block and Sully.

First October week was the best of the month for the Palace, Milton Berle's unit drawing \$27,000. It then grossed \$18,000 with Pat Waller's Ork, \$20,000 with Fred Waring, \$17,000 with the *Hollywood Hotel* unit, and a low \$15,000 despite the appearance of Willie and Eugene Howard.

Morton Downey and four standard acts were responsible for the \$18,000 figure in the initial November week, a British pix holding down the trade. Chick Webb's outfit came in for \$17,000, followed by a very poor \$11,000 in six days for the Tom Howard and George Shelton bill. Month closed with a strong \$26,000 for a screen and vaude combo which held over for an additional \$17,000. Buster Shaver and Olive and George headed the bill.

Ethel Water's unit followed, pre-Christmas slump holding the figure down to \$14,000. Ted Lewis, however, was good for \$18,000, despite the usually dull holiday week. Benny Fields, Christmas week, stimulated a fairly good \$21,000. Red Skelton's return, next, boosting that amount by \$4,000, and, in the holdover season, garnered a fair \$17,000. Ken Murray and Oswald, following on the heels of their *You're a Sweetheart* pix, disappointed with a weak \$13,000. Mischa Auer, who followed, was not impressive, judging the small \$17,000 gross. Jane Withers closed the January month, drawing \$19,000.

Opening February week saw Jimmy Dorsey's Orchestra, in after a Congress Hotel engagement, attract a decent \$20,000. Stage Door and a Clyde Hager-Helene Dentzen bill the next fortnight garnering \$18,000 and \$17,000, respectively. February closed very big at the Palace, Mae West's p. a. whamming the box-office barometer up to \$34,000.

State-Lake Very Steady

The weekly State-Lake Theater average ranging from \$12,000 to \$14,000 varied little during the season. House is continuing to use five and six act bills and "B" pictures and occasional revivals of former screen hits. It is no rarity for this house to buy acts that have recently played any of the competitive theaters, management figuring that it is entering to an entirely different class of people.

An important and general change at the box offices is noted by the waning popularity of well-known two-a-day vaude comedians. The customers are tired of corny and dry comedy skits and gags accepted in the music hall era. Without an exception, none of the funniest hanging on to an old-time act proved a box-office draw.



National Showmen's Association

Palace Theater Building, New York.

Next Meeting April 20.

(Continued from page 3)

facilities sufficient to handle big throng, but detailed comfort-creating furnishings as well.

Prominent visitors included Frank P. Dunfield, Chicago, vice-president of Showmen's League of America and one of that organization's mainstays; Harry Seamon, burlesque operator and one-time partner in old Hurlig & Seamon office; Sam Rosenbaum, president of radio station WFIL, Philadelphia; Joe Woods, veteran vaudeville agent and booker, and Thomas J. Brady, a leading agent for public speakers. Radio comedian Fred Allen was reported to make a brief appearance in back of room, and Pete Mack and Dave Vine, vaude headliners in its heyday, entertained with stories from stage.

Treasurer's report revealed that exchequer carried a bank balance of over \$4,000 as of beginning of meeting. During session additional funds were received from new members and other sources, and Dorothy Packman, president of auxiliary, presented President George A. Hamid with a check for \$100, raised at a recent bingo party and donated to cemetery fund. Packman also presented Hamid with a silver gavel and club with an American flag, gifts from auxiliary.

Club Counsel Max Hofmann announced that rapid development of club in recent weeks and increased responsibilities arising therefrom prompted executive board to employ a full-time secretary and club custodian. John Liddy, former NVA secretary, was introduced and announced as selection. His services began immediately. Hamid thanked members contributing furnishings to clubrooms and urged that other contributors who have not yet delivered take action as soon as possible.

Ringling Circus Interested

Hamid spoke briefly of reaction he received concerning NSA during his recent trip thru Florida. John Ringling North, Hamid said, indicated that he is intensely interested in NSA and has promised to confer with a committee concerning a benefit on Ringling-Barnum Circus of which he is executive head. Confab will take place during Big Show's engagement at Madison Square Garden. George W. Smith, general manager of show, also expressed his desire to cooperate and immediately joined club. Pat Valdo, director of personnel, promised his aid in obtaining members from R-B performer ranks.

Hamid stated that Carl J. Sedlmayr and Elmer C. Velare, operators of Royal American Shows, expressed keen interest in NSA, promised co-operation and took memberships.

Ed Kelly, Century Flashlight Photo Co., shot a photo of gathering. Date for next meeting was set for Wednesday, April 20, and then fun began.

Ladies' Auxiliary

One of most integral parts of NSA to date has been splendid spirit and co-operation of Ladies' Auxiliary. Under guidance of President Dorothy Packman, club has grown in membership and wealth until it has played an important part in phenomenal success of NSA itself. Recent bingo party will be followed with either another bingo or possibly a card party to raise more funds. Next affair will be conducted in clubrooms, it is understood.

Ladies evidenced tremendous interest in clubrooms during past week—spent many an hour making and hanging window drapes, material for which they purchased, and in making arrangements for March 24 party.

CLUB MANAGEMENT

(Continued from page 29)

occasion had evicted drunks and annoyers far bigger than him. The beauty of his evictions, however, was the fact that manhandling of the nuisance was not necessary, and tell-tale marks of violent tactics, which very often were hard to explain by the club owners, were never in evidence. Pretty soon near-by beer-stubes props would call for him to throw out undesirable because of the efficient,

unnecessary job he did.

Now he conducts a very profitable school for bouncers, teaching them the streamlined methods of jujitsu.

Cash-in-Balloons Stunt

CHARLIE HEPP, operator of Harry's New York Cabaret, Chicago, is distributing \$500 in cash to his patrons Sunday nights. The money is placed in inflated balloons which are released during the evening when the customers are dancing.

The Stork Club, New York, tried the idea successfully last month.

Dancing? Horrors!

WE DON'T really know anything about the trend of so-called "swing," whether it's on the upswing or not, but the Onyx Club, New York, is being frequented in such increasing proportions by the "purists" of the cult that Joe Helbock, the club's host, has had to abolish the dance floor there. It seems that the jitterbugs come there for entrancing music, but not to dance. In fact, most of them, observes Helbock, look upon dancing as a sacrilege when jammin' cats are in the groove.

Drop Minimum for Steadies

A GOOD business gesture practiced by a couple of the ace night clubs in Chicago is the lifting of their minimum from checks of customers who may drop in one evening for just a sandwich or a drink.

In that case the patron would be asked to pay only for what he ordered rather than have the minimum slapped on his check. A move that is known to build good will for the spots.

WHITEOAKS

(Continued from page 19)

Renny, a grandson to whom her husband left the family mansion, is a down-to-earth young man who has uncomplainingly shouldered the burden of supporting an assorted crew of indigent aunts, uncles and brothers intent on getting granny's nest-egg. They're earthy, horsey and rather unpleasant people, most of them; and all of them, including Renny, frown on young Finch, a neurotic grandson who wants to be a musician. Young Finch is something apart from the rest of the Whiteoaks clan—and what with his very juvenile and very self-conscious and very very attitude toward his music (with a capital "M," of course) I hardly blamed the rest of the crew for hankering to beat it out of him.

But granny discovers him one night coming home from secret nocturnal sessions with the organ in the village church and drafts him to keep her company during the long, silent watches of her restless nights. From that point (which occurs in the middle of the first act) the play is, of course, obvious. Granny dies at the end of the second act, in a scene that allows Miss Barrymore to scale gloriously the heights of fine performing; and in the third act everyone's much upset because all the money has been left to Finch. Finch indulges in a few sessions of expansive hysteria that would surely have caused granny to doubt her wisdom if she'd seen them, and then gets some sort of Dutch courage from the steadiness, honesty and friendliness of the straightforward, overtaxed Renny. He plays rapturously (if not very well) upon his beloved piano as the curtain comes down.

The defects of the play are obvious and glaring—almost as obvious as the plot. There is some nice, too broad, character drawing, with much emphasis upon the banal characterization of Finch—but the author's chief contribution is the creation of a role worthy of Miss Barrymore's talents. Whether or not the play is a faithful transcript of the novel I can't say, having thus far escaped the Jalna series, but it's really not a very good play. When Miss Barrymore isn't on stage (and she necessarily is off through the third act) the weaknesses show up distressingly.

That, however, is hardly a reflection upon a fine supporting cast in which Robert Shayne, a lad who's been overlooked far too long, at last gets a chance to show what he can do as Renny; and in which altogether excellent portrayals, detailed, authentic and convincingly effective, are offered by Richard Carlson, Reynolds Denniston, Joseph Roeder and Wylie Birch.

Stephen Haggard, who came from England four years ago to play Chatterton in *Come of Age*, returns to direct *Whiteoaks* and to play Finch. His determinedly neurotic interpretation leaves the lad even less bearable than

the author originally made him.

At least one of the much-hailed young "geniuses" of the past few months was spotted in the audience at the opening. It is to be hoped (the probably vainly) that he profited from being exposed to the high art that is Miss Barrymore's. Eugene Burr.

ALL THE LIVING

(Continued from page 19)

or to a plea for sane handling of the insane would be similarly unfair. For, altho *All the Living*—the play that Hardie Albright fashioned from Dr. Victor R. Small's book, *Three Thousand Lunatics*, presented Thursday by Cheryl Crawford, in association with John Stillman Jr.—altho *All the Living* is in fact all of these things, it is also, as indicated, a vital, living and powerful piece of theater. And to label it as a clinical study or a plea or someone would be to stigmatize it unjustly in the minds of theatergoers seeking entertainment. Entertainment, at least for me, it possesses full measure, and it also possesses all those other things mentioned above. It is an honest, purposeful, vital and altogether excellent drama that should be enjoyably compulsory for all theatergoers with intelligence quotients above those of the patients in the institution it describes.

As it tells its tale of the four harassed doctors (and one of the nurses) set as a sort of scientific corporals guard over the 3,000 inmates of what the world at large is still pleased to refer to as a State insane asylum, rather than a hospital for the care of mental disease—as it tells its story it is hardly a play in the accepted sense of the word. But it gets its theatrical effects for all that—and its splendid qualities, along with its fascinating, absorbing and provocative material, combine to make it an outstanding evening in the theater.

The four doctors are supervised by Superintendent Burns, a harassed medico who has to pander to political forces in the State, scheme for new appropriations, toady to the popular idea of what an insane asylum should be like, and wrestle with the problem of 750 inmates for each medical man. Forced to frown on anything upsetting to the accepted routine, forced to maintain rigid discipline in order to get anything done, he becomes a martinet, really thru no fault of his own. Young Dr. Cole is an ordinary enough young medical man. Old Dr. Gresh, having made a mess of his own life and practice, toadies to Burns and tries to discourage younger men who may advance far beyond him. Young Dr. Kromer, obsessed with a desire to become great, in love with Ann Stalling, one of the nurses, experimenting with chemical cures, and wracking himself upon the iron spikes of hysteria and near-insanity, tries vainly to get his paper on a sulphuric cure published in a medical magazine.

To them comes young Dr. Merritt, a medical soldier of fortune, uninterested in honors, but honest, straightforward and far-seeing. How he and Ann Stallings fall in love, how Kromer finally faces his own approaching insanity and races with time to reach new discoveries, how Merritt experiments secretly with Kromer's cure and wins a sweeping justification for the research man, along with a hundred and one absorbing and vitally interesting details, would only suffer in synopsis. It's all worth seeing and I can only suggest again that the Fulton is these nights the place for any serious-minded playgoer.

The drama, of course, has its faults, but it manages to vault most of them beautifully. Thus, there is a scene in Merritt's room between Merritt and Ann that comes dangerously close to the amorous banalities of every hospital play that has been written since the days of *Asculapapus*, but it never quite touches them, turning off into its own clear and honest paths. The writing is straightforward and vigorous, and the purely theatrical effects are excellent, even aside from the interest of the background.

And Miss Crawford has offered an excellent production, with Lee Strasberg's direction coming just about as near to perfection as anything this side of theatrical heaven. Taut, beautifully and variously paced, careful, detailed and powerfully effective, it gets every ounce out of a play that offers plenty of chances to a director. And the cast, naturally enough under the circumstances, follows the director's lead. Even Mr. Sanford Meisner, who has never before been precisely a favorite in his precinct, comes thru to give a truly superlative performance as Kromer; his



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields. BENEVOLENT-PROTECTIVE-SOCIAL (Cemetery Fund, Hospitalization, Relief Bureau)

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Sixth Floor, Palace Theater Bldg.,
1564 Broadway
New York City

DIAMOND BROS. CIRCUS WANTS

Musicians, Billposters, Side Show People, Acts to feature, Clowns. Lease or buy Elephant. Want Pit Show. State all first letter. FOR SALE—Gentry Twelve-Pony Liberty Act, Dogs and Monkeys. Opening Mobile April 21. Box 122, Mobile, Alabama.

playing is constantly effective, and his work in the second act is an amazing and altogether admirable pathological study; it's a splendid job. And young Mr. Lief Erickson surprises those who knew him only thru his film reputation by giving an honest, easy, believable and sincerely ingratiating performance as Merritt; while Elizabeth Young lends her serene beauty and quiet glowing underplay to Ann.

To list all the fine performances would be to list the entire cast—but some mention (if only mention) must be made of the work of Charles Dingle, Thomas Coffin Cooke, John Alexander, Esther Owen, Alfred Ryder, Harry D. Southard, Joaquin Southern, Sheila Trent, Irving Morrow, Alice John and John McKee. They're all of them excellent.

The only fault I found was with the opening date. If Miss Crawford had only brought in the play earlier in the season it would have had a much better chance for a run—and it certainly deserves to have one. Eugene Burr.

OUT-OF-TOWN

(Continued from page 19)

by the cast interpreting the true meaning of Chekhov's characters.

The contents of *Gull* might be favorable to just a few, it would seem, but they kept coming in droves on the fifth night. No doubt stalwart followers of the Lunt-Pontanne combo. But the story of tortured souls and their mortal plight has enough interest in it to be of b-o. worth, if not in this country, then abroad.

In *Whorff*, as Constantine, a lad who designates himself as superfluous in his mother's household while she, an actress, twiddles Lunt, an author of genius, around her feminine thumb, lies the meat of the piece. Altho Lunt and Pontanne dispense with their comedy, Pontanne manages to swipe in a couple of less serious moments from her and Lunt's somewhat somber characterizations. Margaret Webster has a distinct passion for *Whorff*, but his love is for a pure country maid, Uta Hagen, cut to a die of love and life by Lunt, who momentarily carries on an affair (the offspring dies) away from Pontanne. A suicidal attempt and finally success with the revolver ends *Whorff's* misery. Others of the cast are equally okeh.

The theatergoer hasn't too much to think about as philosophy is dished out. Hence no exertion on their part which might result in tiredness. The *Gull*, shot by *Whorff*, later becomes a symbol for Hagen's mispent life.

Entire piece is enacted with finesse. Fourth act scene between Hagen and *Whorff* needs the editors, Lunt's debunking and analysis of a genius (himself) is darn good stuff. Interior set okeh; outdoor scenes (two) adequate. Action covers two years.

Sydney J. Patne.



Notes From the Crossroads

By NAT GREEN

CHICAGO buildings and billboards are blossoming forth with banners and posters announcing opening of the circus season. With two shows playing day and date it's a cinch the town will be well papered. Col. Tim McCoy's Real Wild West was first in the field with banners, having started bannered early last week. Cole Bros.' Circus starts bannered and posting this week. Hundreds of dubs have been contracted and "warning" signs are in evidence throught the city.

Press staffs of the two shows also are busy. Ora O. Parks has been in town for a couple of weeks doing preliminary publicity for the Cole show. Bob Hickey, Stadium publicity man, also will have a hand in Cole publicity. Ralph Williams has been at work on publicity for the McCoy show for some time and with Sam Ward will handle the local newspapers. Ward has already had one good hit—a two-column picture of Colonel McCoy in *The American*.

Conjunction of two press parties is going to make it tough for the newspaper boys. Cole Bros.' Circus plans a press party and preview in the Stadium night of April 14, and McCoy will throw a party for the press on his opening night, which also is April 14, so there's going to be some hopscotching between the Stadium and the International Amphitheater.

There appears to be a dearth of pitchers in Chicago at present. Usually at this season many Loop parking spots are occupied by knights of the tripod and keister, but for some reason they are absent. Maybe working greener fields!

Klara E. Knecht, last season with the Barnes show, has arrived in Chicago from the West Coast. . . . She will handle radio for Cole Bros.' Circus. . . . Miss Knecht, author of several circus books, will have a new elephant book on the market this season. . . . Al Rossman, back from a winter in Florida, brown as a native. . . . Rube Liebman, Midwest representative of Barnes-Carruthers, in from Iowa with Charles Keep and reports his bookings heaviest in years.

Capt. Terrell Jacobs writes from Saratoga that his black leopards are coming along nicely and he expects to have the act working smoothly when it opens in the Garden. . . . He also is adding to his lion act, which will have 10 more cats than last year. . . . A pair of rare snow leopards is on the way

to Lincoln Park Zoo, Director Floyd S. Young having commissioned an animal dealer to bring them from Belgium. . . . Gertrude Avery, manager of the club department of Barnes-Carruthers, is leaving Chicago soon to handle attractions on four food shows in Kansas and Missouri. . . . In her unit are a line of 12 girls; Don Tranger, emcee and instrumentalist; DeCardos, barrel jumper; Bolero Trio, roller skaters, and Dorcas Brydges. . . . English lancers, Bengal lancers and riders from the Argentine, Italy and other countries are arriving to join the McCoy Wild West. . . . Colonel McCoy arrived in Chicago a few days ago and has been conferring with department heads. . . . Manager S. L. Cronin is dividing his time between Chicago and Springfield. . . . At Springfield quarters work of training large numbers of horses has been in progress for weeks, and during the next two weeks all details of the show will be fully worked out. . . . Verne Williams, recently in from the West Coast, up from Peru winter quarters and visiting with the boys while his wife shops.

Showmen's League annual spring benefit has aroused more interest this year than ever before. It's going to be a tremendous event, April 4 is the date.

LEASE MILLION

(Continued from page 3)

sion at the end of the pier, widely publicized because of its unique address—No. 1 Atlantic Ocean—is to be converted into a museum housing relics and art works of Atlantic City and vicinity.

Al Hill, who has been superintendent of the pier for about 25 years, will remain in that capacity, Hamid said, but he could not name other staff men and employees. "There will be some changes in personnel," he said.

Deal Not Complete Surprise

Announcement of the acquisition did not come as a complete surprise in amusement circles here. Pier has been for sale or rent for several months and negotiations have been in effect all winter with several parties. Several months ago it was reported that Hamid and Jack and Irving Rosenthal, operators of Pallasades Park in New Jersey, had reached satisfactory terms with the Greenfield syndicate.

Both Hamid and Gumperts are highly qualified to operate the big institution, both having had years of park, circus and exposition experience. They have worked together on several enterprises in the past and feel that they constitute an efficient team. Gumperts, from November, 1932, to November, 1937, general manager of the Ringling-Barnum Circus, still retains interests at Coney Island, N. Y., and at one time he dominated that scene. Hamid, widely interested in the outdoor show business, operates, among other things, George A. Hamid, Inc., outdoor attraction house for parks, fairs, circuses and carnivals; National Producing Co., indoor circus operators; White City Park, Worcester, Mass.; is president and general manager of New Jersey State Fair and North Carolina Fairs Operating Co., operators of several Southern agricultural annuals; is financially interested in the famous Lake Placid bobsled ride at Pallasades Park and operates rides on his own.

COWBARN

(Continued from page 5)

leading role in a revival of *A Texas Steer*.

On the hot weather diet this summer will also be the Starlight Theater, Rawlins, N. Y., for 18 weeks, starting May 30; the Paint Shop, at Somerset, Pa., under direction of Bruce Howitt, after July 5; the Paragut Players, Rye Beach, N. Y., with Ned Wayburn in association.

Down south Stephen E. Cochran, Leonard B. McLaughlin and others have incorporated the Olney Theaters Corporation to erect a summer theater, restaurant and dramatic school on the Columbia pike between Baltimore and Washington.

Calendar for additional summer openings includes the following: Lakewood Theater, Skowhegan, Me., May 15; Ann Arbor (Mich.) Dramatic Festival, May 17; Deertrees Theater, Harrison, Me., early June; St. Louis Municipal Opera, June 3; Westchester Playhouse, Mount Kisco, N. Y., June 15; Washington Square Players, Cooperstown, N. Y., July 5, and Central City, Colo., Festival, July 16.

CHICAGO, March 25.—Barn theater stock is in for a break hereabouts this summer with the announcement from Thoda Crocroft, local manager of the American Theater Society, that she will operate a company in Oconomowoc, Wis., a well-known Midwest resort located 120 miles from here. Miss Crocroft will transport a portable stage and seats into the coach house of the vast estate owned by socially prominent Mrs. P. A. Valentine, and will open a six-week season July 19. Professional talent from this area as well as guest stars will be used. Only new plays will be produced, with a new director, probably from New York, for each production.

This will be the first attempt at cow-barn production in this vicinity since the unsuccessful season in Glencoe, Ill., some three years ago, managed by Ben Guy Phillips, who left the cast stranded. Earlier, Orson Welles, of streamlined Shakespeare fame, headed a company for a short season in Woodstock, Ill., following his graduation from the university there.

Miss Crocroft is planning to produce mostly comedies. She is busy interviewing performers, with the only definite selection at this moment being Harriet Alyn, character actress, formerly of vaude.

According to plans, actors will get their meals and living quarters in the Valentine estate free, in addition to a percentage of the profits, if any. Guest stars will be paid outright. Miss Crocroft planned to leave for New York this week to negotiate deals for headliners.

Frank Dare, Equity representative here, feels that the time is ripe for the return of summer stock to the Midwest. He points to the successful Grand Rapids and Ann Arbor seasons, and adds that the vacationists will patronize barn theaters if properly operated. According to Dare, Abba Eldridge, head of a woman's organization in Marquette, Mich., will again operate a theater there this summer, opening a five-week season in the middle of June. The Grand Rapids stock company will be managed by Martin Burton, former stock man and present head of the costuming department for the Federal Theater here. He will have a four-week season.

SIAMESE TWINS

(Continued from page 3)

bodies and have different personalities." Whitehead adds, "but on the other hand they're linked physically and they are supposed to think and feel alike. . . . Say, who started this anyway?"

REVIEW OF UNITS

(Continued from page 25)

"do-ya" radio theme melody is used for his introduction and closing.

Jack Starnes and the Anawan Trio start off the show with daring adagio handling of the girl by the three husky males. Sue Hastings Humanettes, two women and a man, follow with their novelty dolls.

Olga Phillips and Johnny Kohl, teen age youngsters, come next with a Shag that gets the younger set's applause. It's next prancing, too. Roy Campbell's Eight Ambassadors, double male quartet in musical comedy uniforms (a bit inappropriate for the nautical tune medley they're doing), sing favorite male chorus airs.

The show's only comedy is next, con-

tributed by Val Irving, Bill Seal and Joe Rollo, opening with Clayton-Jackson-Durante staff and then going into burlesques of Charles Laughton, Paul Muni and the Dead End kids to good laugh results.

Bernice Claire, on to a nice introduction from Hammerstein, sings *In the Still of the Night* and a special arrangement of *Love Is the Sweetest Thing* sweetly, after which the "old-timers" take over.

First of these is Eddie Moran, 70, doing a double case dance, and then Emma Francis with a truck and wing with cartwheels remarkable for her age.

Fritz Scheff, next, spinning the stage microphones yet hitting the high notes and filling the house, wins bows with *Love Sends a Gift of Roses* and *Kiss Me Again*. Lastly, Eddie Leonard, introduced here by reading of a telegram from George M. Cohan, wishing him success, closes the bill with *Ida, Roly-Boly Eyes*, *Mandy* and a soft shoe dance in grand style. Chas. A. Rosskam.

VAUDEVILLE REVIEWS

(Continued from page 25)

Ware's dancing much better. Bestor comes out strong with a tom-tom number entitled *Toboo*. Ducky Yonta follows with his goofy mugging while he sings *Mama Don't Allow* and *Jimmy Had a Nickel*. The crowd went wild. He encoored with a screwball trumpet solo. Bestor's round by a long shot.

McCoy's gang really sizzled with a jammerous of *I'm a Lone Cowboy* and a couple of others, with Gregg leading the vocals. The crowd wants more, but Bestor waiting to get in a couple of licks. Gregg tries to quiet them with *Rosalie*, but no soap. In desperation, emcee calls on the Four Franks, as goofy a dance quartet as ever hit the local boards. With Johnny Schrader's house band in the pit, they put on a swell show all by themselves. This gang works hard and is a crowd pleaser.

McCoy's gang comes back with *If I Could Be With You*, with Clyde putting in some hot licks on his cornet. Encores with *When Day Is Done* and *Riding to Glory With a Trumpet*. Bestor comes back strong with *Once in a While*, *Star Dust* and a smash finale of *St. Louis Blues*. Last round a draw. Match even. Biz swell. Picture, Paramount's *Desperous To Know*. S. Shultz.

Stanley, Pittsburgh

(Reviewed Saturday Afternoon, Mar. 26)

Musicians out front liked it plenty, some of the women raved too, but we'll take Tommy Dorsey's swing music with a little less swing. It's too tough trying to figure out what tune the band's playing. Dorsey's 14-man outfit is a wiry, they're spectacular, his trombone is eloquent, but . . . what's it all about?

Top hand of the show went to Jay and Lou Sellar, whose dance travesties rank as peaks in novelties seen here during the past year. Their military burlesque on semi-hoops drew the best reception, but their fencing comedy seems even more clever.

Weaker in name acts than most of its predecessors the past few months, today's show opened with Dorsey's hostess on their *Sentimental* theme, then a swing version of *Lebestraum* featuring some nifty drumming. Another band number with Trombonist Tom in the spotlight was followed with a neat but unspectacular tap routine by Ann Anderson; then a melange of musical guff that approached perpetual motion more than melody.

Balldist Jack Leonard wooed the women successfully with *Hi Moke You Mine* and *Once in Awhile*. Wound up his first appearance with the ensemble on *Marie*. Torch-voiced Bixie Wright gave her throat's full to *Poina*, abetted by the Clambake Seven, all four of them. Her second number, polished but not as enthusiastic as we expected, was *The Dipsey Doodle*.

The Sellar boys, ace comedians of mimes as well as loose-limbed dancers, paved the way for the novel *Biography* of a Trombone Player, vocalized by Leonard and Wright, with super de luxe interpolations by the maestro and his other trombone players. For finale, another musical madhouse.

For added attraction, as per his policy past two weeks in Philadelphia and Washington, Dorsey is running amateur swing contests at two evening shows to find competitors for network broadcast from Stanley stage next Wednesday night.

On the screen, *Wise Girl* (RKO). House comfortably filled; about average. Morfon Frank.

WANTED SHOWS OF MERIT

That don't conflict. Opening for Merchandise Concessions. Sailer Joe Simmons wants Girls for Review and Posing Show. Alma Madden, Gladys Farrington, June Palmer, Patsy Gordon, Louise Still write, wire or come on.

BLUE RIBBON SHOWS, INC.

Columbus, Ga., this week; La Grange next.

L. J. HETH SHOWS WANT

Piano Player, Specialty Teams and experienced Chorus Girls for Musical Revue. Office pays salaries. Any Shows of merit not conflicting, with or without outfits. All legitimate Concessions open. Clarksville, Tenn., Base Ball Hill, Week of April 4; Cookeville to follow. New showing Birmingham, Ala. Pay your own wires. All address here. Deck Howell wants side-show Acts. Bert Simon come on.

GREATER EXPOSITION SHOWS, INC.

OPENING APRIL 2, GRANITE CITY, ILL.

WANTED

ORGANIZED COLORED MINSTREL SHOW, OR CAN PLACE PERFORMERS.

Ride Men who can Handle Sides and Drive Trucks. Concession Agents who can work 10c Stock Concessions. CAN PLACE Monkey Show, Fat People for Fat Show. HAVE FOR SALE: Single Loop-a-Flame, Travis Mixer and Lindy-Loop. We play all industrial cities. All address: GREATER EXPOSITION SHOWS, Granite City, Ill.

FIELD REP

(Continued from page 3)
he understands one of the officers is using the club to promote and carry on a publishing business.
In a letter to The Billboard, dated March 25 at High Point, N. C., and received today, Willis says:
"Last winter at Tampa there was organized a club known as the Outdoor Press Club by several well-known press agents. The object was to use the club as a clearing house for press agents out of employment and managers of outdoor amusements, which I thought was a very good idea. I was made one of the officers, altho I was not in Tampa when the club was organized.
"I understand now that one of the officers is using the club to promote and carry on a publishing business, soliciting advertising from showmen for a showmen's magazine.
"I want to declare myself OUT right now. I am not for but against anything like this, as it is competitive to The Billboard. I have written the president that I have withdrawn from the club and desire not to be connected with it in any capacity."

TWO BIG HOUSES

(Continued from page 3)
Spanish idea spectacle, Reiffenach Riding Troupe, which got an ovation; Mabel Stark, first time working big mixed cat group; Yom Kam Chinese Troupe; Overta Bros., high perch act; equestrian director Bob Thornton's reba Liberty act; Jack Joyce's big horse number, Walt McLain's elephants, Capt. Frank Phillips' male lion group, Flying Lorings and Janet May. A very stappy show of probably top quality of all Barnes' previous presentations.
To George W. Smith, whose plans were made while he was manager and most carefully carried thru by Acting Manager Ben Austin, goes the credit for the excellency of the show.
A novel departure is the replacing of the concert with a musical after-show tabbed Golden West Musical Extraneous. Glassy idea. Directed by George Cunningham, Hollywood maitre d'ballet.
Arthur Windecker's side show has all new acts, new banner fronts, special arrangement of stages, sound amplifiers and novel lighting effects.

MARRIAGES

(Continued from page 31)
Alcorn, bathing beauty, in Westwood Hills, Calif., March 22.
VAN WYCK-STAPP—Prescott Van Wyck, sculptor, and Mosebecca Stapp, model and dancer, in Ekton, Md., March 19.
WILSON-PHILLIPS—J. Hull Wilson Jr., editor of The Pittsburgh Showworld, and Marie Phillips, nonpro of that city, recently.
WEBLIN-RAY—David A. Weblin, vice-president of Music Corporation of America, and Leah Ray, screen and radio singer, in the Little Church Around the Corner, New York City, March 25.
WOODCOCK-BOLEY—John Woodcock, connected with Paramount's sound cutting department, Los Angeles, and Barbara Boley, nonpro, in St. Paul's Episcopal Church, that city, March 5.

Coming Marriages

Frank Jones, booker at Warner Bros. Pictures Exchange, Detroit, and Alice Spradlin, head of the Columbia contract department there, in August.
Edmund P. Kahn, comptroller for Phillips H. Lord, Inc., radio program producer, and Alice Citizendanner, nonpro, in St. Paul's Evangelical Lutheran Church, Richmond Hill, N. Y., June 19.
Buddy Cummins, New York orchestra leader, and Lena Leibowitz, nonpro, in that city April 25.
Clifford Kemp, New Zealand pianist, and Muriel Chase Rasmussen, Westport (Conn.) player with the New York Theater Guild, soon.
Harry Richman, stage, screen and night club name, and Hazel Forbes, tooth-paste actress, soon.
Tommy Parr, British heavyweight boxer, and Eileen Wenzel, former Follies dancer, soon.
Maurice Zolotov, press agent and former member of The Billboard editorial staff, New York, and Charlotte Shapiro in that city soon.
Horace Greeler McNab, Boston press agent, and Hilda Levine, Brookline, Mass., nonpro, soon.
Helen Gold, of the MCA theatrical de-

partment, Chicago, and George Brown, nonpro, in that city soon.

Births

An eight-pound son to Mr. and Mrs. George Ross in Gotham Hospital, New York, recently. Father is Broadway columnist on New York World-Telegram.
A 9 1/2-pound daughter to Mr. and Mrs. Carl West in Community Hospital, Culver City, Calif., March 6. Father is a sound engineer for Metro-Goldwyn-Mayer.
An 8 1/2-pound son to Mr. and Mrs. Harry Rosenthal in Los Angeles recently. Father is projectionist at the United Artists home office there.
An eight-pound son to Mr. and Mrs. Don King, endurance show contestants, in Zanesville, O., March 17.
A nine-pound son to Mr. and Mrs. Robert F. Davis in Parkland Hospital, Dallas, February 20. Father is an exposition taker.
A daughter to Mr. and Mrs. Dewey Harris in Miami recently. Parents are concessioners.
A 7 1/2-pound son, Jimmie Norman, to Mr. and Mrs. Tex Estridge in Thunderbolt, Ga., February 15. Parents operate the five-in-one show with the Tip Top Shows.
A 7 1/2-pound daughter to Mr. and Mrs. Russell Hull in St. John's Hospital, Leavenworth, Kan., March 10. Father is a concessioner with J. L. Landes Shows.
An eight-pound son to Mr. and Mrs. Floyd Crouch in Los Angeles March 2. Father is a wire performer, and mother, known as Esther Escalante, an aerialist.
An 8 1/2-pound son to Mr. and Mrs. Clinton E. Beery in Chicago recently. Father is former president of the Circus Fane' Association of America and in his youth was with Ringling Bros. Circus.
An 8 1/2-pound daughter to Mr. and Mrs. Bob Burns in Hollywood March 25. Father is the screen and radio comedian.
A 6 1/2-pound daughter to Mr. and Mrs. Eddie Mack in Queen's Hospital, Portland, Me., March 9. Father is emcee and band leader.
A 7 1/2-pound daughter, Nina Catherine, to Mr. and Mrs. Al Alfredo in St. Thomas Hospital, Nashville, March 3. Parents are side show operators.
A daughter to Mr. and Mrs. Jules P. Seebach in New York City recently. Father is program director for Station WOR.

Divorces

Dr. Merlin Jones Stone, Stamford, Conn., from Corynne Wall Stone, night club entertainer of that city, in Bridgeport March 16.
Irene Adams Deetsh, night club entertainer, from Walter Deetsh in Bridgeport, Conn., March 18.
Armond Buisseret Jr., saxophonist with Kay Kyser's Orchestra, from Paulette Buisseret in Chicago March 17.
Claire Dodd, film actress, from Jack Milton Strauss in Hollywood March 25.
Eleanor C. Di Meglio, Providence dramatic actress, from Cirro Di Meglio, actor, in that city March 23.

N. Y. FTP

(Continued from page 3)
for the five WPA Arts Projects here to increase personnel 10 per cent. This will add between \$85,000 and \$95,000 a month to the arts budget. According to Paul Edwards, administrator, the new actors taken on will be assigned to fixed posts in neighboring communities, tho the local project pays their salaries and transportation bills. Plan is aimed to ease relief situation here and re-enforce dearth of professionals elsewhere. In near future the transfer system may be tied up with plans for touring shows.

MASS. FTP

(Continued from page 4)
costs, such as newspaper advertising, rent, light, etc., while project assists in promotion.
Idea of college tour was first sprung by New York project late last summer. With reorganization of National Service Bureau by Mrs. Hallie Flanagan, circulating theater was transferred to the National Bureau, which conducted a survey on the feasibility of engaging in a nation-wide tour of colleges. Answers to questionnaires mailed by the NSB indicated that colleges interested in housing the FTP productions were too far apart to make the program practical on a national scale. Instead of junking idea entirely NSB turned over to its various district offices data which would

enable any one unit to conduct tours on a narrower range such as the Massachusetts group plans to inaugurate. NSB looks with favor upon the New England experiment.

N. Y. HOTELS

(Continued from page 3)
taining an open shop, but the Wednesday agreement (covering waiters, cooks, bartenders, electricians and engineers) opens the door. Most of the membership the APA has in hotel dining rooms, cocktail lounges and hotel private entertainments, it recruited when the acts were playing night clubs and vaudeville. The APA has also been strengthened by the recent executive order from President Joe Weber of the American Federation of Musicians, instructing traveling bands to play only with APA entertainers.
Local 802, on the other hand, has for years been successful in having union bands in major hotels, but has always been weak in the one-night hotel jobs, because these bands were employed by the organizations holding affairs and not by the hotels. Local 802 has also been faced with the problem of mechanization. In Secretary William Feinberg's recent report on the hotel situation he explained that "the introduction of wired music in many restaurants and hotels is becoming a definite menace" and that this situation led to negotiations with Muzak (wired music producer).
Muzak now has a contract with Local 802 which provides that (1) Muzak will not install its equipment in any cafe, restaurant, hotel or other public place of amusement without okch of the local; (2) the local will not withhold its okch if it is convinced that the employer will not engage a live orchestra; (3) that contracts between hotels using live music and Muzak will not be renewed, and (4) that Muzak will not furnish any programs to any spot where the local calls a strike.

Tele-Programs is the only other important wired music company here. It refuses to sign an agreement with Local 802.

The following hotels are using union musicians on a steady basis:
Biltmore, Commodore, Vanderbilt, Elmslee, New Hampshire House, St. Morris, Essex House, Barbizon-Plaza, Windsor, Bossert, Wellington, St. George, Warwick, Park Central, Park Lane, Ritz-Carlton, Taft, Victoria, Piccadilly, Edison, Lincoln, Astor, New Yorker, Pennsylvania, Governor Clinton, Pierre, Savoy-Plaza, Sherry-Netherland, Plaza, St.

Regis, Weylin, Ambassador, Waldorf-Astoria, Sherry, Lexington, Shelton, Belmont-Plaza, Roosevelt, McAlpin, Lombardy, Madison. This means 40 musicians employed in cocktail bars, 84 employed in concert orchestras and 302 in dance bands in these hotels—a total of 428.

Among the major hotels that at one time employed steady bands and are now without steady live music are Chatham, Murray Hill, Del Monica, Navarre, Ritz Towers, Half Moon, Woodward, Capitol, Paramount, Martinique, Great Northern, Alamo and the Gotham. The Half Moon now has week-end music and the Woodward has cocktail entertainment.
The Pierre, Weylin, St. Moritz, Astor and Ritz-Carlton are among the hotels that have dropped from two to one orchestra in recent years.

HUGHEY BROS. SHOWS

OPENING LILBOURN, MO., SATURDAY, APRIL 9-10 (7 DAYS).
WANT Foreman for Ferris Wheel and South & North Chaperones. State all and lowest salary first letter. Those who write before, write again, help on all lines. Come on! will place you. WANT Seaside Artist, one with Concessions preferred. RIDES—Want Operator 702-a-Whirl or Loop-o-Plane... also Kildie Arts Bldg. WANT Friskee Side Show... also Snake Show... No Gook. Opening for a few more Concessions... nothing but Stock Concessions carried. Frank C. Cook, P. O. McClure, McDermott, Frank Vologge wire Bible Bureau.
All address BOX 283, Lilbourn, Mo.

Isler United Shows

WANT SHOWS AND CONCESSIONS. Shows with Ferris, one will furnish. Topps, WILL, RITZ OR BOWK, MERRY GO ROUND AND FERRIS WHEELS. Will Book Fun Game. This is a Truck Show. Open to April. Address ISLER SHOWS, Care Billboard, Arcade Bldg., St. Louis, Mo.

BRIGHT LIGHT EXPO. SHOWS

OPEN APRIL 15. CAN PLACE Shows, Rides, Concessions, Free Acts and Band. Read Circulation, 9 real Ferris. 2 Concessions booked. More pending. Address JOHN GEORNA, Mgr., Echardt Hotel, Connersburg, Pa.

WANTED

Man to operate Ferris. Must be capable and reliable. Charles Yeloch, wire. Opening April 4. Wilmington, N. C. Pay your wires. Act quick. ROY E. LOLLAR, 107 Highland Ave., Burlington, N. C.

W. E. West Motorized Carnival

OPENING APRIL 2, CHERRYVALE, KAN. CAN PLACE the following: Grand Store Agents, Show People in all lines, also Managers with or without equipment. Also Rides that don't conflict. WANT NOW Ferris Wheel Foreman and Ride Help. Come on; no time to write.

MAGIC EMPIRE SHOWS
Opening Saturday, April 2, in the Heart of Tulsa, Under D. O. K. K. Spring Festival and Baby Show Combined—No Gate
Can place Motordrome, Fun House, Mechanical World, Penny Arcade, Kiddie Auto Ride and Loop-o-Plane, Freaks for Side Show. Concessions that work for stock. Positively no grift. Frozen Custard, Candy Floss, Fishpond, Cork Gallery, Devil's Bowling Alley, Ham and Bacon, Blanket Wheel, Scales, American Mitt Camp, Bird Wheel, Knife Rack, Blower, Novelties, Watch-La, Country Store or any other legitimate Concessions. Frank Peppers can place Agents for Charlie McCarthy and Grocery Wheel, also Ball Game Girls. C. B. Sherman, let's hear from you. Don't write; wire. C. E. MEEKER, Manager - - - No. 5 North Boston BOB HETH, General Agent - - - Tulsa, Okla.

OUTDOOR SHOWMEN
The next issue will be the Spring Special. Because of increased size and distribution
FORMS GO TO PRESS EARLIER THAN USUAL.
No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, April 4. Wire important late Show Ads Sunday night.
FORMS FOR COMMERCIAL ADS CLOSE SATURDAY, APRIL 2.

WANTED—FRISK GREATER SHOWS—WANTED
3719 EMMERSON AVE., NORTH, MINNEAPOLIS, MINN.
SHOWS—Midgets, Ten-in-One, Crime or any Grand Show of merit, with or without outfits. CONCESSIONS—Country Store, Watchla, Frozen Custard, String, Penny Arcade or any Legitimate Concession. NO RACKET.
RIDES—Can use Tilt Foreman and Two or Three Ride Men. SHOW OPENS May 7th in St. Paul—then Winona and the Iron Range.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

VENDING MACHINES

If vending machines were known as early as the first century B. C., the modern period of vending machines will date from 1930. This coincides almost with the date of the famous crash of 1929 and, in fact, the general financial and business crash of 1929 had far-reaching effects on the vending machine business.



WALTER W. HURD

In order to fully understand some of the problems of the vending machine business in 1938, it is necessary to consider what was happening to vending machines in 1928 and 1929.

Vending machines in 1928 and 1929 had caught the gambling spirit of the entire nation. Or, it is much better to say that in keeping with the promotional spirit of the times promoters were very active in the vending machine field. A few of the vending machine organizations that were developed during that time are still among the largest vending machine operating institutions in the world. Now stabilized and free of the promotional evils of that day.

But the public fanfare about vending machines was best typified by the promotional material put out by CAMCO (Consolidated Automatic Merchandising Corp.) and the consequent publicity that got into the magazines and newspapers. CAMCO, a typical consolidation in keeping with the times, heralded the new age of automatic selling, in which automatic stores would be established in all cities and machines that could say "Thank You" would take the place of clerks in many stores.

Such magazines as The Saturday Evening Post joined in the grand parade of heralding the new day of automatic selling. Vending machines were getting priceless publicity as a sort of acme of perfection of the new machine age. It was all so much like a dream and the stock promoters were just getting set in this new dream world when the crash of 1929 knocked the bottom from all stock promotions.

But much damage had already been done the vending machine trade. By 1930 a powerful group of organized labor had become alarmed at the idea of machines displacing clerks in stores and had started a national crusade against vending machines. If no other good came out of the depression of 1930-1933, it at least brought such distress that vending machines were almost forgotten. So much so that vending machines almost dropped from the coin machine trade press until repeal brought new opportunities for many types of vending machines.

Thru all of the experiences in the vending machines field, in the big promotion days and since, one fact has become increasingly clear, that vending machines can only do a limited job of convenience selling. That they must get their customers by going closer to the customer than any store can go, that they are very limited as to types and size of merchandise, that they cannot compete with clerks in the job of selling, that their real reason for existence whether in the store or factory is to provide an extra convenience for the customer.

There are still a few labor groups, as in Massachusetts, that have not given these facts serious consideration and still oppose vending machines. Any person today who gives

vending machines a second sober thought will quickly see the truth of the situation. Besides, all people who work for a living must remember that the people who operate vending machines and the people who make them in factories would otherwise be out of work.

It is a well-known fact also that the candy, nuts, small confections and other small items sold thru vending machines are bought upon the spur of the moment and would not be bought if it were not for the machines on the spot. Hence, extra work is given to people in factories making candy, processing nuts, cigars, etc.

Opposition to vending machines, such as that recently occurring in the West and in the South, comes from organized retail merchants who let an agitator get them excited. Any man who knows merchandising quickly sees the field of vending machines is that of extra outlets, convenience displays, point of contact sales, going as close to the consumer as possible. The complaint of some merchants that the goods sold thru vending machines would otherwise be bought in stores is considered as too much ado about nothing by progressive merchants. Progressive merchants' organizations all over the country know that they have many more problems to consider than to be worrying about vending machines.

The attitude which progressive merchants have taken toward vending machines may be seen in the tobacco trade. The trade publications in this field, such as The Tobacco Jobber, Tobacco Record, U. S. Tobacco Journal and others, show the intelligent view of modern merchants. The Tobacco Record, which for years opposed cigaret vending machines, changed its attitude to conform with advanced ideas in merchandising.

That is, in the field of merchandising the convenience of the customer always must be considered. Vending machines perform a limited but very definite service in making certain goods convenient to the customer. No intelligent merchant would oppose that extension of service.

Progressive merchants have also been quick to recognize the inadequacy of display devices in their own stores. Recent opinions of experts in the retail display field indicate that 70 per cent of the display devices and fixtures are inefficient. Progressive merchants have recognized in modern vending machines a new type of display device that may attract attention to certain articles and thus produce sales. These merchants have found the professional operator of vending machines ready with a definite plan and service which makes it possible for him to create extra sales and extra profits. On counter, floor or wall, there are types of machines which the operator can install to the satisfaction and profit of the merchant.

The professional operators who go into factories, shops, stations, garages, etc., with their vending machines are by dint of hard work rendering a definite service to the buying public. Any fair and intelligent view of the work they perform and the goods they sell would prevent any labor group, retail merchants' organization or legislator from obstructing these vending machine men in the legitimate practice of their business. Intelligent business people of today should forget the prejudices and misconceptions formed during the boom promotion days of 1928 and 1929, and recognize in the modern vending machine a device of very definite but limited possibilities. Most of the fellows who place and care for them make from \$15 to \$35 per week.

Coinmen Talk To Committee

Say present taxes would make State tax an extra burden

NEWARK, N. J., March 26.—More than 30 coinmen went to Trenton, the State capital, to attend a committee hearing on a bill that would tax all types of coin machines in a general classification according to the value of the coin used. It was found that the bill was unconstitutional because it had not been introduced properly, but the coinmen attended the committee hearing anyway and took advantage of the occasion to discuss the coin machine business with the legislators.

At the invitation of the committee various members of the coin machine delegation expressed their views on the bill that had been proposed. After the conference it was felt that much good had been done by the visit and assurances were given by the author of the bill that it would be changed to conform to helpful suggestions before being introduced again.

The bill in question would have required a State tax of \$1 per year on all machines with a penny chute; above 1 cent and less than 5 cents the tax would have been \$5 per machine and machines operating on a nickel or higher coin would have been taxed \$10 per year. Among the coinmen who attended the hearing were operators of phonographs, pinball, pay toilets, lockers, cigaret vendors, bulk vendors, scales, etc.

The bill had been proposed simply as a revenue measure, due to the need for more revenue in the State. Coinmen, in criticizing the taxes, said that the chief objection was the fact that cities and townships already had applied taxes to such an extent that even the smallest State tax would make the total tax burden too heavy on many types of machines.

Charles Katz Joins Daval Mfg. Co.

CHICAGO, March 26.—Officials of the Daval Mfg. Co. announced this week that Charles Katz has been appointed factory sales representative for the firm in the Eastern part of the country. Katz is well known in the industry. He was formerly connected with the Exhibit Supply Co. in Chicago and prior to that hung up a fine record as sales manager for the Scientific Machine Corp., of Brooklyn, N. Y.

In discussing his new affiliation, Katz commented: "A man spends a lifetime acquiring the necessary knowledge and training so that he may eventually become associated with a modern, forward-looking concern such as Daval is. I'm extremely enthusiastic over prospects



CHARLES KATZ

for a highly profitable future. The famous Daval line of games and merchandising equipment is known to operators, jobbers and distributors not only in this country but over the entire world. In my capacity as factory sales representative for Eastern United States I will endeavor to serve faithfully not only those coinmen with whom I am now acquainted but I also expect to make a host of new friends."

A. S. Douglas, president of Daval, stated briefly with regard to Katz' new appointment: "I've known Charlie for years and so has the entire coin machine trade. He was selected to fill this important post because he is thoroughly prepared for its responsibilities. Furthermore, his knowledge of the coin machine business, plus his enviable reputation for honest and intelligent dealings with coin machine men, makes him an ideal representative for Daval."

New England

BOSTON, March 26.—Coming of spring not only brought love to Jack Swartz, but marriage to boot. His marriage to Ruth Goodman, of Quincy, occurred at the Dorchester Manor March 26. Jack is vice-president of Winrox Vending Co., Winthrop, and his brother Phil, president, gave the newlyweds a two week honeymoon trip to Bermuda as a wedding present. They sailed on the Queen of Bermuda. Coin machine district folk who attended the wedding included Ida Shapiro, secretary to Ben Palastrant, Mr. and Mrs. Everard Richardson; John J. Murphy, Jr., and Carl Pollak, of Atlas Coin Machine Co.

Joseph Viana, of Modern Music Co., Woonsocket, R. I. in town last week hunting for a single handkerchief vendor. Coin machine row came to his aid.

Al Dolin's wife is out of the hospital at Hyannis, Mass., and back home after a long illness. Dolin is making plans to add substantially to his already big phonograph line. This single move is in line with other operators who foresee a good season. John Chaplin, of the Automatic Specialty Co., Webster, Mass., has placed an additional 50 phonographs to his list.

Ebel Rosenthal, hard-working office manager of the Hub Automatic Sales Co., is being kept quite busy these days with a bright season for her company in the office.

George J. Young, district manager of

Making \$6 grow where \$1 grew!

THE BIG PROBLEM confronting operators today is how to make a decreasing number of available locations produce increased earnings.

Keeney Games, such as; Kentucky Club, Derby Champ and the 1938 Track Time are geared up to a 6-to-1 earning power. That is, designed to produce as much on 10 locations as was formerly secured from 60.

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W-G-G

"World's Greatest Games"

J. H. KEENEY & CO.

"The House that Jack Built"

CHICAGO

Send for new 1938 Keeney Katalog

Board May Grow More Lenient

DETROIT, March 26.—A member of the Liquor Control Commission this week expressed himself as feeling that perhaps regulations against many amusement devices in taverns had been too strict. While applying a fine to three locations where pinball games had been found, he made the comment as follows:

"I've been doing this for some time. I don't feel that a 10-cent gambling device should be the reason for taking a man's license away, particularly when most of these machines are licensed by the city as amusement devices. Of course, slot machines are a different matter. In such cases I believe in cracking down."

The idea has been generally prevalent here that liquor locations would probably have their licenses revoked if even pinball games were found on their premises. This has created a very serious handicap to the operation of games in taverns and other locations where liquor is sold. The comment of this member of the commission is viewed as a hope that licensed amusement games may receive the approval of the LCC.

Don't Miss
This Feature:

Coin Machines on Investment Plan

By H. F. REVES

in the

Spring Number of The Billboard

New England for Rock-Ola, back in Boston after a clean sweep of the New England States and part of New York, is unusually enthusiastic about the demand for products shown in the sticks. Young is flooded with work and is working overtime to catch up. His beach wagon has seen plenty of travel the last fortnight. The Horoscope machine looms big as an order provoker.

Charles R. (Ranny) Foote, of the company bearing his name at Jamaica Plain, Mass., is active no end. This week he opened the shed housing his Cris-Craft motor boat at Winthrop, Mass., and officially opened his 1938 season. Skimming over Neptune's acreage is Ranny's delight. So much so that last January he moved into a waterfront home so that he could have immediate access to water. J. A. McIlhenny, district manager of New England for Wurlitzer, lives on the same street, which means that Smiling Mac will be a constant visitor at the Foote home.

Atlas Coin Machine Co. (Blatt Brothers) has become New England distributor of Bang-A-Deer. The Red Circle Gun Club has had one installed. The shooting gallery firm with the new Bang-A-Deer feature is garnering big attention.

Ben Kulick and the Mrs. planed into Boston for a six-hour stay to help Ben Palastrant close a deal with an operator for 100 U-Pop-It machines. The Kulicks then returned to Chicago by American Airlines.

J. V. Fitzpatrick Co. is stocking up and is all set to go as the newest Boston coin machine company. Firm was formerly known as Westrock, Inc.

George J. Scarfo, manager of J. V. Fitzpatrick Co., got the worst of a deal wherein his Ford car was smacked by an auto starting up from the curbing. Damage was confined to the right side of the car. Scarfo was unharmed.

Jimmy Stavades, of Winrox Vending Co., Winthrop, and John J. Murphy, Jr., of Atlas Coin Machine Co., are thinking

seriously of opening up a camp on the Newburyport Turnpike this summer.

Hago Harrington, Seeburg operator of Northern Boston, is attending strictly to business since concluding a five-month job coaching an amateur hockey team. Hago played left wing for nine years with the Providence Reds, then coached amateur clubs. Played one year with the Les Canadiens, and the Boston Bruins for two seasons. Then he decided to take unto himself a team of amateur players. He rounded up a gang of puck chasers, named it the Boston Olympics, annexed his team as one of seven, and the only United States entry, to the Quebec Provincial League, Senior Group, and wound up his first year at managing a hockey team with this score: Total 28 games—won 21, lost 6, tied 1, placing third in the league. Hago's Seeburg operations continue. He's already dickered with several beach locations for summer business.

Ben Palastrant, J. A. McIlhenny and Ranny Foote trained it to North Tonawanda to hasten a carload of Wurlitzer machines. Trip was a short one.

Ralph Colucci, Mattatic Amusement Machine Co.; Modestino Exzo, Automatic Music Co., and Joe Nacerto, Waterbury Amusement Co., all operators of Waterbury, Conn., motored to Boston in Colucci's new Cadillac last week. While here they were guests of the Atlas Coin Machine Co.

The Portland, Me., branch office of the Hub Automatic Sales Co. played host to some 30 coinmen of Eastern New England at a spring display recently. Joe Greene and Leo Fox greeted the boys. Among those present were Clarence Melvin, grand old man of Bangor, Me.; H. G. Bennett; Ernest H. Paterling, Wurlitzer's assistant general sales manager; J. A. McIlhenny, New England district manager for Wurlitzer; Henry Broecker, Alvin Michaud, R. Letellier, Louis Marquis and others. Guests were feted with dinner, dancing and entertainment.

"At Your Service"; The Modern Jobber

By H. F. REVES

The coin machine jobber is the business servant of the operator. Not in the old-fashioned sense of a personal servant who is responsible for catering to every whim, but in the modern business sense of a man whose function is to stock equipment and supplies to meet the needs of his customers for purchases, service and sound, friendly advice.

Terms overlap and are used rather vaguely in this field, and distributors or jobbers may use both terms indiscriminately. This article refers specifically to the proprietor of an establishment carrying new machines, usually of several lines, and giving general service to operators.

Sometimes these places are a veritable junk pile in which order is absent, and the owner spends precious hours in his stock bins looking for some wanted part. Some "jobbers" carry so small a stock that they scarcely deserve the name. In a small town this may be justified, but today most operators tend to buy from the jobbers in large cities. They travel fairly long distances to make their sizable purchases.

What's Needed

It requires a fair-sized investment to go into the jobbing business. Stock will be the principal requirement in expenditure of money, and it should not be too difficult to finance the carrying of an adequate stock thru banks or other adequate financial agencies, the same as may be done by almost any responsible type of business.

An adequate location is necessary, too. Strictly downtown sites are not best—traffic congestion and rents alike are too great. A central location is necessary, however, and this should usually be somewhere near the business heart of the city, on a business street, but not necessarily a main highway nor a retail shopping center. As much distance as convenient from other business houses may help in providing street parking space for customers. However, it is usually better to provide private parking space by lease of a near-by vacant lot or perhaps a space at the rear of a building. Customers are entitled to expect that they will not be in danger of having their cars tagged by police while they are buying.

The building is next—and it should be modern in two respects—appearance and utility. A shabby old frame store structure can make a business look shabby. Even old places, however, can be inexpensively modernized and made to appear modern and neat. Ultra-modern architectural and decorative styles are not necessary, but something that does not look antiquated is.

Display is a questionable item. Ordinarily a display window seems an absolute necessity to successful business—but one of the finest and most modern jobbing houses has blank windows. After all, the jobber's customers are usually known to him and are not likely to be passers-by on the street, attracted into the store by the wares displayed. They come there for a purchase, and there is little more reason for window display than there would be for similar displays in a factory, except to popularize the product—coin machines—with the general public.

There must be interior display, however. A light salesroom is necessary, and the commercial interior decorator can be profitably called in to take care of it. Adequate electric fixtures to show off the qualities of today's attractive machines are necessary. And it is too much to suggest that air-conditioning is a wise investment in the salesroom, giving the last word in up-to-date service for customer comfort—as well as its improved effect upon health and morale of the working force. Frequent electrical outlets for connecting up machines for demonstration are obviously necessary.

So much for basic physical plant. If the organization is small the owner may almost be all departments in one. Usually he will need salesmen, service men, repair men in the shop and office help. It is to the service department that the operator's interest will turn, for the sales staff will naturally do their best to impress him.

The Service Dept.

Every legitimate need that an operator can have for service should be answered by the jobbing house. If he wants parts for his machine he should be able to buy them. If he wants them installed or wants some broken part repaired the shop should be able to do it. That is the ideal for adequate jobber service.

Equipment is required to do this. Coin machines are of a thousand different kinds and therefore the shop must be prepared to handle many different kinds of work. It should be a machine shop complete in itself.

That sounds like a big order, and it is—because the requirements of the industry are big—and very varied. Processes of machine manufacture differ considerably, and all the different methods must be met in the repair shop. No matter how a game is put together the service manager must be able to take it apart, perform the necessary repairs, and put it together in working order again.

Woodworking equipment is required—practically a complete carpentry and cabinet shop, in fact. Damage to machine housings may require replacement of a side, which should usually be as much like the original as possible. Or the operator may have some reasons for a change in design to fit a particular location, and some part of the machine must be altered to fit. The frame parts must be carefully fitted and then finished—and the finishing or painting department requires special care in itself. Adequate stock of quality lumber in suitable sizes is required to meet the varied demands for framing. Much of this, of course, will be flat lumber for panel work.

The metal parts that must be stocked are many—and the metal working equipment should include drills, lathes, and all the many types of tools that are used in an up-to-date machine shop, in a size sufficient to handle the coin machine work. Facilities for soldering and welding are not out of place, tho these may perhaps be done by an outside concern if the volume of work does not justify special equipment.

The jobber must be prepared to handle any type of service work. It is possible that he does not have every kind of tool in his shop, but he must be able to provide such tools or such service promptly by calling on a conveniently accessible shop that can do such work for him or his customers.

A glass shop is another requirement the jobber may easily forget. A look at the glass stock in some jobbing houses is a glimpse of a scrap heap—cracked, irregular panes in odd sizes heaped together—and always dirty. The jobber can learn by a little study what are the most economical sizes to keep in stock and buy accordingly. Demands for sizes are for many varying dimensions—and even shapes in some cases, and the stock sizes that will allow the least waste in cutting are preferable. Stock should, of course, be of a substantial thickness to match the original glass construction of the machines.

Facilities for cutting the glass and mounting it and fastening into the assembled machine must be provided. A good glazier is a necessity in the larger

shops, because glass service is one of the most frequent demands from operators.

Shop service equipment is important, too—special hand trucks to handle both stock and machines are useful, for instance. Some are available on which a machine can be mounted at the proper working height and moved right down a line, if the work requires a series of operations. The rollers can be held stationary while the work is being done at each bench, and the machine need not be moved off the truck until it is ready to be shipped out of the shop.

Minor essentials, such as first-aid equipment, sanitary facilities and shop lighting, are important, too. These aid in maintenance of shop efficiency and make for safer and more economical operation.

Cleanliness in the shop cannot be too strongly stressed. Aside from the health and safety factors involved there is a definite two-way psychological advantage. The workman feels more like working when he is in a clean place. Of course this can be carried to the ridiculous extreme where he is more fearful of dropping shavings or metal scrap than of not getting the job done properly, but such old-maidish fussiness is not much of a danger in most shops—rather the contrary. Then, the owner or manager can take more pride in his operation. And finally, the customer is likely to come into the shop at any time, and the neat appearance of the workroom is a good advertisement of the careful service he can expect.

Stock Dept.

Each section of the work can usually be departmentalized if the work is in considerable volume, and all stock should be carefully classified. This makes any item in stock instantly accessible. A file of the smaller parts is most useful—classified probably by manufacturers, models and part designation. Or some places will prefer to keep all screws, for instance, together, designating them secondarily by models. In the case of interchangeable parts adaptable to different makes of machines the general grouping is often preferable, but individual cataloging methods to meet the stock carried by each jobber must be adopted.

Small drawers to handle the parts. Several hundred can conveniently be used. Some parts can be stocked loose in the drawers, others should be kept in boxes. One part may sometimes require two or three drawers, while rarely used pieces, perhaps for old machines, may be grouped together. Interchangeable drawers, or even boxes, with adequate reserve space provide a system that, with proper labeling on the fronts, automatically serves as an index to small parts as well. For other equipment in stock adequate racks and shelving may readily be designed. Parts likely to be affected by dust or moisture, particularly if they remain in stock for a long period, should be suitably protected.

Delivery Service

Delivery service should be adequate for the needs of the trade—one or several trucks, usually of the lighter pick-up type, but big enough to handle the larger games such as the music and popcorn vending machines, are necessary.

This about completes the inventory of physical plant which the operator should expect to find. The jobber must give more service than is dependent solely upon this equipment, however, to deserve and maintain the respect of his trade.

The prompt answering of all service calls is important. Every operator and jobber has probably a different idea upon what should be expected in these

cases, but the wisest move is to err on the side of giving too generously of time and service. Night calls should reach the jobber in some way. In many cities an all-night telephone service is available so that emergency calls can be received by a central service bureau. These calls can be answered as their urgency warrants—by an immediate trip that night or the first thing in the morning. At least, contact with an agent of the jobber can be established, and the operator is not tempted to call up another jobber to handle his immediate needs.

Delivery service on machines and parts is expected, within reason, and that is an important reason for the large fleet of cars which a jobbing house should maintain. Gratis service, such as transporting machines between locations for their operator-customers is a thing that many jobbers also do, when it is not carried to excess. Such efforts are part of the free services that come to be expected in a business and go far to build good will for the company that makes them a policy.

Credit Facilities

The jobber is, further, the man who must provide credit for the operator in his purchases. Many of the larger manufacturers now assist in financing in much the same way as the manufacturers of automobiles provide a financing corporation or service to sell their cars. In such cases the jobber, acting as distributor, has his plan ready and worked out for him. In other cases credit must be financed thru the various installment houses—or finance companies, as they usually prefer to be known. In some cases he may even feel justified in extending the credit to his customers out of his own funds.

But whatever method the jobber chooses he must provide some form of financing service for a large number of operators. The common practice of credit buying—the English quaintly still call it "hire purchasing"—extends so widely into the coin machine field that the jobber must be prepared to meet the demand for it.

Advice and active assistance on selection of machines and locations is a service the jobber should provide gratis. He will be in a good position to know the comparative qualities of various machines and should be able to point them out to the buyer.

In his relations with the public comes the final test of the jobber's service to his operator-customers. Few jobbing houses escape calls from the ultimate consumer—the general public. Store owners, for instance, want to buy a single machine for their own stores. Following the accepted practice of the great majority of manufacturers and distributors in the industry, this is in direct opposition to the usual method of route operation, and it is clearly the duty of the jobber to discourage the merchant from buying. He can readily show the problems of replacement and servicing that make it unwise for him to buy, and even to refuse to sell if necessary.

A live jobber, however, anxious to look out for the best interests of his customers, can go further than this. He can invite public interest in his machines. For instance, he can display them at fairs and expositions, in hotel lobbies, and elsewhere. One house has made a specialty of showing machines at conventions such as tavern owners. The man who uses these display methods is not trying to sell to location owners. He is building up a list of good location prospects, and he turns those names over to his own customers, preferably in proportion to their purchases from him.

Finally, the jobber who is genuinely interested in his business is not going to be an operator as well on the side. The small man, just doing a little service work for the few customers he gets, can easily operate a route on the side. The large jobber, however, becomes a competitor of his own customers when he starts to operate a route. Jobbers have complained about operators who try to get jobber's prices on new machine purchases direct from manufacturers under one subterfuge or another—but the jobber who also tries to be an operator is a worse offender because he offends all of his own customers.

This has been an outline of the more important aspects of modern jobbing. For the jobber it is a statement of aims in practice, with modification to suit individual and local conditions; and for the operator, a resume of the things he can reasonably expect in the way of equipment and service from the jobbing houses with which he does business.



FOUR BIG TEXANS get together for a little chinning. Left to right: C. W. Post, of Midland; C. W. Percy, of Dallas; Earl E. Reynolds, Texas district manager for the Rudolph Warlitzer Co., and Marvin McLarty, of Lubbock.



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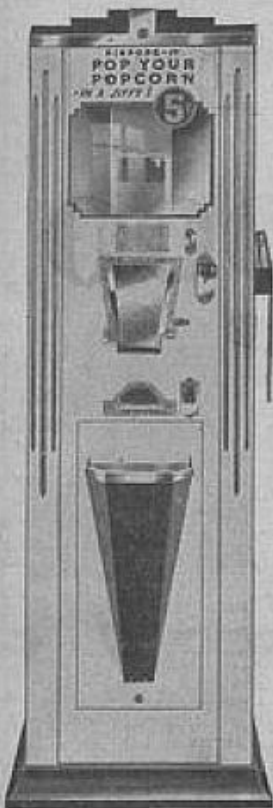
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Phone — Delaware 4044.

MERCHANDISE MACHINES

Rock-Ola Scales In Foreign Lands

CHICAGO, March 26.—The brown-skinned natives of the Malay Peninsula and their brothers in India are just as "weight-conscious" as people in this country, according to an analysis of the year's sales on Rock-Ola's LoBoys, popular personal weight scales. While the United States showed a preponderance in sale of these scales, the foreign market made a good showing for the year 1937, the firm reports. Besides the Eurasian countries mentioned, a substantial number of LoBoys are now in operation in England, Ireland, Scotland and Wales. France, particularly Paris, showed a sales volume. Nearer home, Canada made a splendid sales quota on scales, standing right behind the United States in volume. South America was also included in the scales sales analysis, it is reported.

N. L. Nelson, head of Rock-Ola's games division, which also handles LoBoy scales, says: "While we've been out after foreign business in scales, we've really made no concerted sales drive to get it. However, since we've made such progress in this field we're not overlooking a chance to expand along this line. Scales the world over, we've found, have universal appeal. Everyone wants to know his weight, because it's nearly always the index to health. LoBoys are good, constant money makers whether they're on location in Timbuctoo or Dubuque."

Nelson added that many Rock-Ola operators invest in scales as insurance on their other high-profit equipment. Yet he says other operators concentrate only on scales and by organizing several routes earn a comfortable, secure living. "As a matter of fact," he says, "after an operator has had LoBoys on location six months he's making more than when he started, because people become accustomed to stepping on their nearest scale and it becomes a habit."

Bingo Ball Gum Rushed, Says Exec

NEW YORK, March 26.—"We're too busy to have any time for a dose of spring fever," reports H. Kaufmann, secretary of the Bingo Ball Gum Mfg. Co. "The way orders are pouring in for our product makes it imperative for all of us here at the plant to be on our toes all day long."

"Many operators report," Kaufmann continued, "that the advent of Bingo ball gum at the Coin Machine Show saved them from heavy losses on equipment that was not getting any play. Since this fascinating product has appeared on the market the pennies have been easy to get into the coin chutes and ops are out buying many more gum

vending machines. New accounts are demanding large shipments daily. At the rate recorders from old customers keep pouring in it looks like a busy season ahead of us."

Dearth of Used Venders on Market

NEW YORK, March 26.—Column here are pointing to the present lack of good used merchandising machines on the market as the reason for the sudden leveling off of the boom in machines of this type. These men point out that many ops have been buying venders of all types and converting them to the type of merchandise they intend to feature.

One leading merchandise machine distributor stated, "Once these old used machines are off the market the sales of new equipment will get under way again. I believe that this present slack is due to the fact many of the amusement operators who have entered the vending field have been starting out with used equipment. As soon as these men have their routes well established demands for new equipment are bound to come in. A survey of the market right now reveals that replacements will have to be in the form of new machines, since there isn't much good used equipment available."

The boom in bulk merchandisers began last fall when many amusement game operators went over into the vending field to establish their operations on a firm basis. At one time sales were the heaviest on record as ops fought to get their machines on locations. Since then demand has been somewhat slower.

Robbins Has Gum Machine

BROOKLYN, March 26.—Dave Robbins, of D. Robbins & Co., Brooklyn, has just purchased 500 1-cent stick-gum machines at a good price and is passing the bargain along to the operators. The machine is chromium plated and contains a double column. Capacity is 200 sticks. Robbins also will supply additional gum for refills at a low price. The machines are suitable to vend the regular 1-cent stick of Wrigley, Beech-Nut and Adams gum.

Disney Charms for Venders

LANSDOWNE, Pa., March 26.—Walt Disney assortment of charms being featured by Candy Crafters, Inc., include Mickey Mouse, Minnie Mouse, Eimer the Elephant, Donald Duck and Pluto. Firm also offers operators 30 varieties of hard-shell candies and candy-coated nuts made especially for selling thru vending machines on indoor or outdoor locations.



BANQUET AT THE FIRST ANNUAL CELEBRATION of the Cigaret Merchandisers' Assn. of New Jersey, Newark. Registrations revealed that 475 attended the exhibit and banquet. An exhibit of the evolution of cigaret vending machines was held in connection with the meeting.

U-POP-IT

EQUIPPED WITH A. B. T. SLAG REJECTOR

GUARANTEED FOR A SOLID YEAR - A PRODUCT OF DAVAL

ELIMINATES ALL SLAG EVILS

The ONLY thoroughly perfected automatic corn popper and vender

RANEL, INCORPORATED

325 N. HOYNE AVE. • CHICAGO, ILL.

LOOK ONLY FOR OPERATORS THROUGHOUT THE COUNTRY

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World's Finest Vender

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WANTED

4-in-1 Operators to be Distributors, Operate and Sell

The World's Finest Vender Under the New 4-in-1 Sales Plan. Exclusive Territory Given.

Must qualify as to character and ability and must be financially able to purchase minimum quantity of machines for own route. Your territory may be open for this exceptional business opportunity. Write

FOUR-IN-ONE MFG. CO.

3338 JOY ROAD
DETROIT, MICH.

CHARMS

Not the Ordinary But an Extraordinary Assortment.

Gross Assorted **\$1.00**
As Low as 75c Gross.
Write for Quantity Prices.

IDEAL SALES, INC.
1516 Market St. St. Louis, Mo.

BINGO BALL GUM

5c JAR DEAL

A LEGAL JAR DEAL! Jar Filled With Beautiful Foil Wrapped Ball Gum, Winning Tickets Inside. Golden Like Waffles. Takes in \$30.00; Pays Out \$19.00; Profit \$17.00. Sample, \$4.75; Lots of 10, \$4.50.

BINGO BALL GUM MFG. CORP.
1123 Broadway • New York.

1c STICK GUM VENDOR

Double column. Holds 100 sticks of Spearmint and 100 sticks of Peppermint Gum. Chromium steel cabinet.

PRICE—only \$6.00 with 600 sticks of gum free. Wall bracket with lock. 50c. Additional gum supplied at \$3.00 per 1000 sticks. Remit Full Amount With Order.

D. ROBBINS & CO.
1141-B DeKalb Ave.
BROOKLYN, N. Y.

New Jersey Cigaret Ops

Stage big annual affair and show old and new cigaret venders

NEWARK, N. J., March 26.—An exhibit of the evolution of Cigaret Vending Machines was an important feature of the first annual celebration of the Cigarette Merchants' Association of New Jersey held here several days ago. A crowd of 475 people registered, including representatives of the cigaret field from several States. Manager LeRoy B. Stein of the CMA was toastmaster for the banquet program and introduced the visitors present.

Officials of the association introduced include Samuel M. Malkin, president; Milton H. Lewis, vice-president; John Sharenow, secretary; Leonard Ziegler, treasurer; Nat Silverstein, sergeant at arms; Sol L. Kesselman, counsel; Charles W. Stange was introduced as former president of the group to give a history of the development of the organization.

Other people introduced included Murray Weiner, U-Need-a-Pak; Chris Gabrielson, Rowe Mfg.; Henry Wertheimer, National Vendors; Mr. Horenstein, Maryland Match Co.; Sully Cohen, Resolute Paper Co.; Harry Greenberg, Lou Lipset and Jesse Markel, of Universal Match Corp.; Edward J. Dingley, president Automatic Cigarette Merchants' Association of Pennsylvania; Messrs. Mason, Nasti and Zimmerman, of CMA of Conn.; and Will Golden and Manager Matthew Forbes, CMA of New York City.

Telegraphic congratulations were received from R. Z. Greene, Rowe Mfg. Co.; James Stewart, Stewart & McGuire, and Al Sharenow, president CMA of Massachusetts. The celebration wound up with a breakfast session at which was passed a resolution to hold an Interstate Industry Conference in June for the purpose of cementing closer relationships

among the cigaret organizations, many of which were represented at this meeting.

The exhibit of cigaret vending machines as they have developed thru the years included a cigar vender 30 years old and still in good working order. The first round U-Need-a-Pak cigaret machine, sometimes called the "bird cage," was shown, also oldtimers by Rowe and other manufacturers. An old Smoke-teria, Master and Nick-o-Time venders attracted a lot of attention. On the other side of the room from these oldtimers were the very latest cigaret venders as made by manufacturers today. The New Jersey organization was highly complimented for collecting these historic old cigaret machines to display during the celebration.

The program for the evening of the banquet included the Hall of Fame Orchestra, Del's Musical Vendors Orchestra and a big floor show. The show included Leugho, emcee; Willis and Walker, dancers de luxe; Pair of Aces, dancers of the future trend; Thomas La Rue, songs that touch the heartstrings; Eleanor Powell Jr., tapping her way to fame; Dixon Brothers, the long and short of it; Dolly Blues, swinging the Blues away; Lewis and McKenna, provokers of merriment; Three Aces, and other acts.

A highlight of the meeting was the public acknowledgment of the very creditable work done by LeRoy B. Stein in managing the annual celebration and also in directing the work of the association. He challenged the other associations represented to help add a second year's progress to organization in the cigaret field.

Vending Firm Will Extend Sales Plan

DETROIT, March 26.—Four-in-One Mfg. Co., producer of a four-unit vender, announced a new sales plan this week to reach localities where it does not have a general distributor. Under the new plan operator-distributors will be established. This has been tried out for some time and is now proving a very successful plan. Saul E. Gordon, of the company, said.

"These men will not only act as distributors but themselves operate a route of venders," Gordon said. "The number of such operator-distributors is constantly increasing. Each such operator-distributor has exclusive selling rights for the Four-in-One in his locality, and the company co-operates closely by sending him leads, sales helps and other aids. He is thus enabled to put in his spare time between servicing his own route to very good advantage, by hustling up prospects and following sales leads from the factory, thereby considerably improving his earnings.

"The prospective purchaser also benefits, as the operator-distributor is able to take him around his own route, show what the venders are doing for him, enable the prospect to follow up a working route and get a very clear idea of what he can expect from the machines. The operator-distributor can also give him the benefit of his own experience and help in getting locations.

"Only men of proven good character, experience and ability are considered for O.-D.'s (operator-distributors). The operator must be a first-class operator, a salesman and financially able to himself own a route of venders.

"This sales plan is meeting with great success. The industry as a whole is benefited, as the operator is in a better position to protect his own business, sizing up his prospects and selling only to the earnest type of purchaser, who will take his business seriously. Thus the irresponsible type who try everything and stick to nothing and whose machines would soon be thrown on the used machine market are weeded out. The operator can control the number of machines in his territory and can control the amount of commission paid to the location and thus prevent bribes of excessive commission in order to put out rival operators.

"The plan of combining selling with operating gives the full-time operator a broader scope of activity, enlarges his interests and gives him the opportunity to increase his income. The close co-operation between operator and manufacturer tends to stabilize the business and each is benefited by the close association with the other," Gordon emphasized.

Pop-Corn Operations

By BILL CORCORAN

San Francisco and Northern California Distributor for Popmatic Mfg. Co.

As I write this story I feel that the pop-corn business has been unjustly criticized by a good many people, mainly thru hearsay. I have contacted several boys who have not even had pop-corn machine experience—yet they told me the business is "no good" and that pop-corn operating will never be a profitable thing.

I disagree with them. The first 15 units we purchased and put out on location were checked by one man alone, employed for that special purpose. Naturally in a bunch of new machines going out on the market you will always find a few bugs, and our experience has been that a company wishing to stay in business is ready to improve such conditions. In a very short time our pop-corn machines were giving us satisfaction and we are glad to report that we now operate about 38 or 40 machines with very satisfactory results. We have a certain method of operation which we worked out, as follows:

Our man who services these machines is required to call on the customers twice a week and keep the machine locking clean and instructing the location owner to assist him in keeping it so. A container holding foodstuff should at all times have a sanitary appearance. We expect each location to take in \$9 or \$10 per week. If a machine does not take in this amount of money after being on location for two weeks we move it. We do not wait until the location builds itself up. The reason for that is the field is new and there are so many good locations to be had—we intend to comb the territory thoroly.

Possibly a year or so from now we will not be so particular; but we know that out of every five new accounts an average of two will run about \$9 or \$10 per week. Therefore, after deducting the cost of the corn and oil and the commission given to the location we have a gross profit of around \$5. We consider this a good return on our investment.

The person who starts the operation of pop-corn machines has to make up his mind to apply himself to work in order to make money. Most operators nowadays have the habit of operating slot machines and other equipment—looking for good fat "cans of nickels." This is one reason why they do not agree with me as to the returns of the pop-corn business.

We are satisfied with the returns on our investment and are not afraid to work for it. We'll be pleased to hear from you boys thruout the country regarding this business and will furnish information as to the benefits of our experience.

Gambling in France

PARIS, March 26.—The continued prohibition of the operation of any form of payout coin-operated machine in France seems rather paradoxical when gambling casinos, betting on races, lotteries and other forms of gambling are not only tolerated but sponsored by the government.

Reports from 25 of the government-supervised casinos for the 1936-'37 season reveal that all but one of these casinos registered a substantial increase in profits from gambling. The only exception was the Casino of Avian-Jes-Bains, which reported profits of \$116,900 for 1935-'36, while profits during the 1936-'37 season dropped to \$169,333.

Profits registered at the other big casinos were:

Three casinos at Nice.....	\$1,200,000	\$262,000
Three casinos at Cannes.....	752,333	415,400
Casino at Biarritz.....	327,833	
Casino at Dinard.....	62,666	12,333
Casino at Jean-Jes-Pins.....	62,666	42,600
Casino at La Baule.....	39,733	24,200
Casino at Trouville.....	94,450	70,123
Casino at Vichy.....	250,300	177,565
Casino at Vittel.....	86,000	71,233

All of the casinos pay a large percentage of their profits to the government and to the municipalities in which they are located. Until recently many of these casinos operated payout machines in addition to their regular forms of gambling.

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POPOMATIC

The Automatic Popcorn Vending Machine

Write or Wire Today for Details and Prices



POPOMATIC MANUFACTURING CO.
5042 NATURAL BRIDGE AVENUE
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STOP & SHOP

World's Lowest Priced Quality Triple Vender.

CHIEF and UNIVERSAL

Outstanding Single Unit Bulk Venders of This Era.

Write for Prices and Complete Description.

VICTOR VENDING CORP.
4203 FULLERTON AVE., CHICAGO.

CALVERT

The ARISTOCRAT of all Bulk Venders

The machine you can use 5 different ways and many exclusive features.

Write for illustrated circular, price and terms.

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PERFECT PAC ASSORTMENT

FOR VENDING \$125 MACHINES....

New! Exclusive! PERFECT-PAC contains 250 Charms, Novelties, includes Ribbons, Jewelry Charms, Rings of Nations, All Birds, Eggs, Gramma, Novelties Bracelets, Beaded Charms.

Order TODAY!

COLONIAL SALES & NOVELTY CO.
3901 Wayne, Kansas City, Mo.

FLASHY RINGS - CROSSES

CHARM BRACELETS

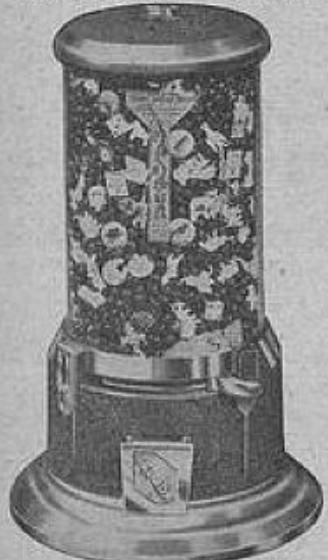
Send \$2.00 for 18 samples

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Transportation Building
122 E-7th St. - Los Angeles, Calif.



SEL-MOR

Had 'Em Blocking The Aisles At the 1938 Show!



Enthusiastic operators are buying Streamlined SEL-MORs by thousands! DE LUXE Model in dignified maduro brown and chrome. Combination TOY and Candy Shop that pulls MORE PENNIES! Perfect selection of TOYS, CHARMS, Tamper-proof, durable. Five-pound capacity, 15 inches high. A pleasure to own and operate!

Sample \$8.50
Cheaper in Quantities.

GREAT STATES MFG. CO.
1601-9 East 39th St., Kansas City, Mo.

Inventor Looking For Manufacturer

To the Editor: "Would you give me the names of a few manufacturers of vending machines that are very reliable? I have an idea for a vending machine to vend a small item, smaller than chewing gum, and these could be made to sell at a very low price. It ought to go good with fellows who already have routes of vending machines.

"The profit would be a great many times that on candy bars, and while not so fast a seller it is something sold by the thousands every day. It ought to go in vending machines very well.

"I want an honest company that will do as they say, if they agree to pay me a royalty on the idea. That is, if they accept it. So many concerns say they don't have any use for an article or idea—and then use it, claiming they had the idea all the time."—W. M. J., Iowa.

Editor's Note: To which it can be said that the average of reliability among vending machine manufacturers is as high as the reliability among manufacturers in any field.

It is well known that much unfairness exists in the whole field of inventions and patents. The matter has been brought before Congress in a bill, but the pressure of other matters is delaying the bringing of the whole patent situation out into the limelight for a much-needed airing.

Practices in all lines of business, not

It's Coffee and—

MOOSIC, Pa., March 26.—Mr. and Mrs. Adam Coffee are celebrating the arrival of a son, Adam Jr., born this week. Father is associated with Sterling Service, of Rocky Glen Park here, operator of Wurlitzer phonographs in Northeastern Pennsylvania. Oh, year, Coffee passed the havanas.

alone in the coin machine field, are very much against the independent fellow who may hatch an idea. If he shows a sketch, written description or even by word of mouth tells about his idea, the engineers in any factory or plant can go to work and reproduce the idea without infringing on any patents the inventor may have had. If the inventor has patents, he usually has spent all his money in developing his idea and hence cannot defend it in an expensive court fight. This is true in all lines of business.

Hence the independent fellow might as well keep his ideas to himself if he cannot finance the manufacture of his device or its promotion locally. Most of the men who invent devices ought to be able to interest local business men in at least putting the thing on the market.

The American Inventors' Congress is an attempt to organize independent inventors and thus by organization protect the rights of members. Just what this organization has done, or will be able to do, I am not in position to say. In any case the whole field of inventions and patents is known to be in a sorry

mess and probably one day will be aired in Congress. Perhaps the best that can be said to small, independent inventors is either to get the help of local business men or see what some organization for inventors can do.

Big Picture Helps Candy Bar Machine

DENVER, March 26.—During the three-week run of Snow White at the Orpheum Theater the candy bar machines doubled any previous record. They did likewise during the one-week stay of Tom Sawyer at the Denver.

During the run of Snow White at the Orpheum the film played to more than 150,000 people, about half the population of Denver. Play of the candy machines was so steady that Vincent S. Heiny, manager of the Confection Cabinet Corp., operator of the machines, kept a young lady at the Orpheum most of the time to keep the machines filled. He found that by so doing it created interest, and many who had no intention apparently of buying a candy bar previously did so after watching the machine serviced. The young lady, one of Mr. Heiny's attractive daughters, also made change for anyone wishing same.

The machines at the Denver were serviced in the usual manner. The crowds waiting to see the film at the Orpheum made the unusual procedure of keeping an attendant there to service them quickly.



J. F. CRAWLEY, formerly wholesaler sales manager of Wahl Co. (Eversharp pencils), is now a member of the Dixie Popmatic Co.

other East Texas points which he visited, The Four States Amusement Co., of Texarkana, has been appointed distributor for the Kidd Sales Co. products in East Texas territory.

Jar Deals Start To Appear in East

NEW YORK, March 26.—At last the jar deals are being seen on the Eastern seaboard. For some time these deals have been making great strides in the West and Midwest States, but due to stringent legal restrictions it has taken them some time to gain a foothold in the East. In most of the small towns near here jar deals are beginning to appear and are reported to be attracting a lot of attention.

Sooner or later it is expected that these deals will make an appearance here. Just as soon, in fact, as manufacturers of these deals perfect one that will conform to the regulations of the police department they are bound to appear on the counters of stores and bars.

Some local ops are already purchasing the deals and using them in locations on the outskirts of town. These men report that the play is heavy enough to guarantee that the deals will be a hit in city locations just as soon as the official okay is put upon them.

Dallas

DALLAS, March 26.—H. E. (Herb) Wedewen, traveling representative for the credit department of Rudolph Wurlitzer Co., paid Dallas a flying visit last week. Wedewen landed at Love Field by plane and was met at the airport by Mrs. Earl Reynolds, of the Simplex Distributing Corp., local representative of the Wurlitzer company. Wedewen took the next plane for South Texas, where he is to visit Houston, Beaumont, Galveston and other cities.

The Kidd Sales Co., manufacturer of jar deals, sales and push boards, is developing three new jar deals. One is a 1200 ticket, seal pullboard called "Baseball" and is beautifully done in four colors. This jar deal is already on the market and is doing a nice business. Two other new products of the Kidd Sales Co. are "Seven-Eleven," a 600-ticket deal done in colors, and "Pay Day," a four-color combination board with 1140 tickets. Both these jar deals are brand new and first shipments are being made to operators this week. Speed and service seems to be the motto of the Kidd Sales Co. This concern has introduced and placed on the market five new jar deals in the past three months.

J. L. Freeman, Southwestern sales representative for Superior Products Co., of Chicago, manufacturer of sales boards, spent several days in Dallas and the Southwestern territory recently. Freeman reported business good and said that several of the old-time operators were returning to jar deals and punch boards.

G. G. Kidd, president of Kidd Sales Co., has just returned from a business trip to East Texas and Louisiana. He found business good with operators in Shreveport, Marshall, Texarkana and



HAWKEYE ASSURES 95% SLUG PROTECTION

- Self Cleaning
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The Free Portion Hawkeye is taking double the money in same locations as old type merchandisers. One free portion in every ten. Free portion mechanism absolutely fool proof. Beautiful design plus increased sales gets you best locations. Ejects and returns slugs through scavenger slot. Rapid turnover eliminates stale merchandise.

Get started now with Hawkeye and double your business and profits. Write or wire for circular and quantity prices.

HAWKEYE NOVELTY CO.
Dept. 8-11, 712 Park St., Des Moines, Ia.

EXTRA SPECIAL 120 TICKET NATIONAL AND AMERICAN LEAGUE BASEBALL BOOKS \$13.20 a Gross

This is an especially attractive price and is made for a very limited time only. We want a few more customers and make this exceptional offer to get them. Tickets are attractively printed and are standard size. First quality in every respect. Slugs and book by express, free. We also manufacture 3 and 4 way Baseball Tickets, Tips, Jacket Cards, Jar Deals, etc. 25% of amount in cash must accompany C. O. D. orders. Express prepaid if check. In full accompanying order.

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NEW SPRING FASHIONS AT PONSER'S

★ BANC-A-DEER Tru-Shot Corp. ★ EASY STEPS Rock-Ola ★ SNAPPY Chicago Coin ★ RECORDER Cenco ★ PHONOGRAPHS Rock-Ola ★ RUNNING WILD, Jr. Cenco ★ U-POP-IT Ramel, Inc. ★ MAGIC BOLL Cenco ★ WAR ADMIRAL David ★ CRIP TESTER D. Gottlieb ★ FREE RACES E. H. Keeney ★ SLUGGER D. Gottlieb

WE ALSO REPRESENT A. B. T., MILLS
"Ponservice" Helps Operators Help Themselves!

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McGALL'S SPECIALS IN AUTOMATICS

All in A-1 Condition—Ready To Put on Locations.

As-Sat-Ban (Whst.)	\$35.00	Fair Grounds	\$35.00	Racing Club	\$22.50
Air Tickets	17.50	Fish Finish	35.00	Rover	45.00
Air Machine (Ticket)	17.50	Printer	12.00	Waltin, Jr.	75.00
Banquet	35.00	Garbling Bomb	27.50	Shoot the Moon	15.00
Bazaar	19.00	new	12.00	Sweet - 21	22.50
Bank Tills	25.00	Deluxe Wheel	75.00	Springtime	75.00
Casino	25.00	Hit Parade	15.00	Saloppe	35.00
Classic Football	65.00	Jockey Club	5.00	Turf Champ	125.00
Clock (Clock)	27.50	Parade Palooka	5.00	Track Odds	125.00
Chocolate	27.50	Pop 'n' Take	45.00	Track Time	125.00
Barry Day	27.50	Praknack	45.00		

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WIN A RADIO

THE SENSATIONAL BOARD THAT IS MAKING REAL MONEY FOR SMART OPERATORS. TRY A SAMPLE BOARD.

2425 Nolan St.

Takes In \$121.25
Last 525 Free Punches 26.25

Total Take In \$108.00
Pays Out in Cash:

1—\$3.00, 2—\$1.00, 4—\$0.10—25c. 19.70
85—10c. Total Payout 19.70

AND ONE RADIO.

JACK POT contains 100 Holes, with 40 Open Numbers. Balance of 60 Holes remain for Last Sale on Board, giving the Radio a chance to stay for the Last Sale on Board.

PRICE \$5.54 Plus 10% U. S. Tax

AJAX MFG. CORP.

110-125 No. 4th Street, Philadelphia, Pa.

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AJAX MFG. CORP.

110-125 No. 4th Street, Philadelphia, Pa.

New Distrib Firm Opens in Chicago

CHICAGO, March 26—After months of careful planning the B & O Sales Co. has announced its entry into the coin machine distributing field, with headquarters in an attractive suite at 188 West Randolph street. The location has been chosen with the idea of convenience to operators who visit Chicago and who usually come to the Loop district. The new organization announces that an invitation is always open to operators who may wish to pay a visit to their comfortable quarters, see their display room, and maybe partake of some refreshments. The quarters have a private bar with all the enticing refreshments that a tired operator might enjoy.

Principals of the new organization are Frank Oakes, who gained a wide reputation especially among Michigan operators in selling phonographs. He has built his personal sales reputation on the idea of extending a service to the customer that the contract may not call for. E. George Bennett, with a wide reputation in the cigaret vending machine field, is also a principal, and in the cigaret vending field particularly his knowledge and experience are widely known. He is also district manager for the Great States Mfg. Co., of Kansas City, at the present time. While Bennett and Oakes expect to be in the field soon to visit operators within the radius of 200 miles of Chicago, Mr. Kush will be on the job all the time to entertain callers at the home office.

With their experience in the phonograph and cigaret vending fields, Oakes and Bennett will handle machines and services that appeal especially to music and cigaret men. While their complete line is now in the making, they already have some attractive devices for phonograph operators and complete details will soon be announced. Special announcement to cigaret operators will be made in the near future also. The firm will also be open to consider territorial representation, from manufacturers who have proven machines or supplies to offer the trade.

The firm announces that it will specialize in strictly legitimate machines, such as appeal to the music and vending machine fields, and that special services offered to the operator in addition to selling them machines will be a feature. The firm has already secured district representation for the new line of Charm venders and will begin contacting vending machine operators at once.

According to the two principals, their idea is "that a great opportunity exists to establish a high-class distributing service in Chicago for strictly legitimate and high-grade machines, particularly in the music and vending fields. We have had the experience in that field and feel qualified to give both the manufacturer and the operator the service desired."

Fort Worth

FORT WORTH, Tex., March 26.—Jacob King, a former railroad and circus man of Houston, has announced in Fort Worth that he will be in the race for governor of Texas. King has already filed his application with the State executive board and posted the necessary \$100. He says that he has \$10,000 of his own which he intends to spend on his race



THAT'S REALLY a map in the background on which Lou Wolcher, head of Advance Automatic Sales Co., San Francisco, is pointing out some key points covered in his recent 10,000-mile trip to I. F. Webb, Rock-Ola's vice-president in charge of phonograph sales.

and that he expects to be elected. King has in his platform a plan to license pari-mutuel betting, slot machines and marble tables, using the revenue to pay old-age pensions. Former Governor James Ferguson said that he liked King's platform and ideas. Fort Worth operators are planning to organize a "King for governor club."

Frankrich Distributing Co. is now located in the offices of the Electro Ball Co. at 1018 Jennings avenue, having purchased Electro Ball's Fort Worth interests. Harvey Mize, former manager of the Electro Ball office, is now in Dallas, working out of the home office of the firm there. Harvey travels the West Texas territory and makes frequent visits among his old friends here. By absorbing the Fort Worth interests of Electro Ball the Frankrich Distributing Co. moves up into leadership as a Southwest distributing and operating organization.

The Y. M. C. A. of this city has installed one of the latest pop-corn venders and, according to reports, the machine is doing a big business. Pop-corn venders are showing up on location in all parts of the city and the general public is beginning to use these new automatic venders as a daily topic of conversation.

The Harper Brothers, operators of Brownwood, Tex., were strolling on coin machine row a few days ago. The boys report business fair in their section.

With spring wool clipping season in evidence again, operators in the San Angelo section who visit Fort Worth regularly state that their business should almost double as soon as the clippings start hitting the market. San Angelo is one of the largest wool-growing sections in the world.

Morris Pinto, lively op of this cowtown, has closed his 10th street headquarters for the time being. Morris has extensive operating interests in and around Fort Worth.

Everyone misses the offices of the Automatic Amusement Co., which moved to Dallas recently. Especially do they miss the happy smile and cheerful greetings of Miss Helen Savage, who managed the Fort Worth branch. Everyone agrees that Fort Worth's loss was Dallas's gain, however. One sees Fort Worth operators heading for Dallas every day. We'll be seen' you, Helen.

The recent Southwest Pat Stock Exposition and Rodeo, which has just closed, created some interesting business for

operators here. Especially did the receipts on machines on the Northside increase during the period of the exposition.

Pete Kerr, former vending-machine operator of Fort Worth, who has been active the past two years in the construction business, will re-enter the automatic coin machine industry as a distributor and operator. Pete has, during the past two years, built some lovely homes in and around Fort Worth. He constructed the country home of former District Attorney Jesse Martin. Martin also serves as the Texas Operators' Association attorney. Pete will open his offices in Fort Worth within the next two weeks. He will also roast and job various nut meats as well as machines and supplies.

Victor Cornelius, operator of Eastland, was a Fort Worth visitor a few days ago. Vic has invented an advertising novelty that is going like wildfire thruout the Southwest. He also has installed a printing plant in his shop and says there is nothing an operator needs more than a nice little printing shop.

State tax collectors have been busy here during the past week. A number of the operators are paying the tax on their best numbers but are pulling in their old pieces of equipment. Very few machines were sealed by the collectors. Thus far the State tax boys have been very liberal with the operators. We might remind The Billboard readers that the State of Texas does not molest coin machines at all. The trouble we have comes from county and city authorities. If the tax has been paid on a machine the State does not bother it.

W. C. Dillon, coin machine advertising man of Chicago, has been visiting friends in Fort Worth the past two weeks. He will return to Chicago on April 1.

Harold Hood, C. W. Smith, Jack Durham, Sam Anderson and J. Blacett are keeping vending machines going around this cowtown. The boys feature bulk merchandisers and ball gum venders.

Marcus Reiners, Buckley Mfg. Sales, is sporting daily that new car he drove back from Michigan after attending the coin machine show last January.

J. W. (Dad) Johnson, dean of Fort Worth operators, keeps busy with his Ideal Novelty Co. and continues to do business from the same old stand at 802 West Belknap. Dad is one of the old pioneer operators but he amazes some of the younger fellows with the way he gets around his spots. No grass grows under his feet.

B. S. Traynham, local op, has been down in South Texas scouting for some open territory. . . . Jack Maloney, Panther Novelty Co., continues to increase all his routes with more new equipment. . . . Arthur Blake, Dallas distributor, was in Fort Worth shuffling along coin-machine row last week. Arthur says that the sales on phonographs are still running high. . . . Jimmy Troutt, Gainesville operator, was a Fort Worth visitor recently. Jimmy now operates in the North Texas and Southern Oklahoma territory.

With many outdoor spots opening next month, many operators are preparing to buy a number of new pieces of equipment to take care of outdoor locations. Lake Worth Casino, Eagle Mountain Lake Amusement Center, City Parks and the old pioneer Billy Rose amusement center will all be open and going shortly and all of these places afford locations for hundreds of machines of various types.

G-MAN GRIPPER

NOW WITH
BUTTON RELEASE

The Only 3-Way Gripper with Theft-Proof Lock and Improved Coin Head. All metal throughout. Orange Color—Crackle Finish Cabinet—Nickel Finish Handles. Legal everywhere.



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F. O. B. Chicago. Stand—\$1.50 Extra.

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ONE BALLS

WINNERS	\$18.50
PREVIOUS	18.50
AIR DERBYS	18.50
MAZUMA	18.50
DAILY RACES	18.50
POST TIME	22.50
CLASSICS	22.50
CAROM	22.50
GOLDEN WHEEL	27.50
FOTO FINISH	29.50
RACING FORM	29.50
ARLINGTON	47.50
PREAKNESS	44.50
SPORTSMEN'S DE LUXE	39.50

SLOTS

READY TO OPERATE	
BLUE FRONT, S.	10c.....\$17.50
BLUE FRONT, S.	25c.....49.50
BLUE FRONT, D.	10c.....42.50
BLUE FRONT, D.	25c.....44.50
CHIEFS, D.	15c.....39.50
CHIEFS, D.	25c.....42.50
CHIEFS, D. J.	50c.....44.50
Q. T.	1c.....27.50
Q. T.	5c.....32.50
COLUMBIA34.50
RELIANCE, 5c22.50
RELIANCE, 25c27.50
MILLS DICE GAME, 25c37.50

500 Phonographs. Write for close-out price all models and makes.

97 Stewart-McGaire Cigarette Machines, 7-Col. De Luxe, \$49.50

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1 HOT TIP	50.00	2 WESTERN GRAND	
1 RAILROAD	25.00	PRIZES. Each	30.00

Several Other Machines

1/3 Deposit—F. O. B. Olympia

K. & R. AMUSEMENT CO., 216 E. 4th St., Olympia, Wash.



ARCHIE BERGER (right) explains advantages of Billy Mfg. Co.'s Sport Page multiple one shot to Ben Sterling, of Sterling Service, at the latter's headquarters in Scranton, Pa.

McCormick Has Big Music Supply Line

GREENVILLE, N. C., March 26.—"The music operator who comes to us for the things that he needs," states L. B. (Mac) McCormick, of McCormick Machine Co., "will find that we are in a position to supply him with everything he needs. First we can show him the advantages of using our well-known 60-record carrying cases. We also help protect his machines while in transit from one spot to another with our new waterproof phonograph covers.

"With these needs taken care of," he went on, "we then turn to our coin slot guard and show him it will save him money since it prevents the use of pennies and many types of slugs. Finally we show him the newest addition to our line. We have gone one step farther in giving music ops complete service by adopting a new method for repointing old and worn needles so that the operator can get up to 2,000 more plays from the needles at a very nominal cost."

Best Way To Move Phonos in Trucks

"To the Editor: As you will note, we are doing business in Canada. We are desirous of obtaining some information which we believe you are in a position to give.

"The information we desire is in connection with the transportation of phonographs; i. e., for handling transfers and installations of our equipment. At the present time we are handling phonographs with two Ford panel deliveries, and we are able to carry only one phonograph at a time. It must be laid down on its back, due to lack of height in the truck body. We have tried out the Chevrolet and Dodge trucks with the hope of being able to handle at least two phonographs at a time, placing them in an upright position.

"We would greatly appreciate it if you would give us information in this connection, so that we may be able to handle our equipment with ease as well as economically, and with less breaking of backs for the men who handle the machines.—S. S. Co., Ltd., Canada."

Editor's Note: We are publishing this letter with the idea that phonograph operators may want to discuss the subject of transporting machines to locations, etc. While it would involve many expressions of favoritism for a particular make of truck or car, still the subject is a matter that phonograph operators meet in their daily business.

The subject is the most convenient and economical means of conveying phonographs to and from locations.



"Ti-Pi-Tin" Still Leads; "Heigh Ho" Tops "Memory"

NEW YORK, March 26.—The four leaders all held up strongly again this week, with *Heigh Ho* switching places with *Thanks for the Memory* to cop third prize. *Ti-Pi-Tin* still leads the parade and gives every indication of staying on top for at least another couple of weeks. These novelty numbers are always good for a long run, as witness *Vieni Vieni* and innumerable others like it. Popularity of the *Snow White* pic is keeping *Whistle While You Work* and *Heigh Ho* in the fore as sheet music sellers. *Whistle* will probably start on its way down soon, however, since it's had a nice play, while *Heigh Ho* may continue up further due to a late start.

Gold Mine in the Sky defies prediction, for altho it's been a best seller for some time, it shows no signs of slowing down. Chances are it may be well up on the list for weeks to come. Several casualties

were recorded this week, the biggest of which was *Sweet as a Song* dropping out of sight from ninth place. *I Can Dream, Can't I?*, *Dippy Doodle* and *One Song* also fell off the list. Of the replacements *Let's Sail to Dreamland* and *Please Be Kind* seem to have the most chance to go places. Both are the type of number that sells and each has been getting its share of radio plugs.

The *Old Apple Tree* is beginning to rise, but it is doubtful if it will ever find its way into the big money class. Confusion with *In the Shade of the New Apple Tree*, from the Ed Wynn show, *Hooley for What*, will probably hurt its chances. By all the laws of music sales *I Double Dare You* should have started to slip badly this week, but it seems to be clinging tenaciously to its middle position and evidently isn't going to give up without a struggle.

Phono Men Visit Rock-Ola Plant

CHICAGO, March 26.—Coinmen have been dropping in at the Rock-Ola factory here from all over the nation during the past few weeks, reports Jack Nelson, vice-president and general sales manager of the firm. "It looks like we've got one continuous convention here," he stated. "Several men have come in to supervise the shipping of their own orders for our new 1938 streamline phonographs, and others have been burning up the wires getting shipping confirmation on their rush orders.

"B. J. Marshall, of B. J. Marshall, Inc., Detroit, spent a few days at the factory last week." Nelson went on. "B. J. is always an enthusiastic booster of Rock-Ola equipment, but he just bubbled over this time with words of praise of our new 1938 Monarch-20 and Windsor-20. He reports operators in Detroit maintain they've never seen a phono get the business like these new Rock-Ola models.

"Jake Baker, Danville Ill. operator, dropped in to tell us that the new Monarch-20s are getting a big play on his locations, and that he's preparing for a

mighty big summer season," he continued. "J. V. Fitzpatrick, of Boston and Bridgeport, telephoned in a rush order for a cartload of Monarchs. Formerly known as Westrock, Inc., Fitzpatrick's company is now known as the J. V. Fitzpatrick Co. Ira T. Byram Jr., head of the Silent Sales System of Washington, D. C., has sent in a daily order for a phono for the past several weeks. J. A. Weisand of our phonograph department, who visited Byram recently, says he is doing a great job of aggressive selling in the Capital City, where business is reported to be flourishing. Another visitor during the past week was George H. Pickett, of P & H Coin Machine Exchange, of Toronto. Pickett spent several days at the Rock-Ola plant supervising the shipment of his phonos. Upon his return he wired I. P. Webb that all machines had been placed and already were taking in the money.

"We haven't just been waiting for the men to come in and see us, however," Nelson concluded, "our representatives have been going right out into the field contacting ops and distribute all day long. Frank Wixcel has returned from a tour of Central Illinois, and Frank E. Sturmgel just completed his first swing thru Indiana since being appointed our district manager for the State."

Color and Light

J. P. Seeburg Corp.

It would be interesting for one to sit down and make a list of the many lines of endeavor using those two most powerful merchandising forces, color and light, as a basis for attracting people—for selling them a product or an idea perhaps. Example after example could easily be found demonstrating this thought. One could go back many, many years, hundreds perhaps, and find the use of color and light as a source of attraction. One of the most notable examples of the extreme power of these two forces was the recent Century of Progress in Chicago. People were "sold" on the Century of Progress or attracted to it because it was gay and colorful and full of life. Each night it was a spectacular blaze of color and light that attracted people from all over the world—25 million in 1933 and slightly fewer in 1934.

The new Seeburg Symphonolas, Concert Grand, Regal, and Gem, are taking advantage of these two powerful forces of attraction—color and light. With the complete colored cabinet illumination built into the new Symphonolas, they are attracting people on the finest locations everywhere. And it's the sheer beauty of this color and light that is helping operators to open many new locations and by the same token these two merchandising factors are in a large part responsible for the sale of more music on locations—music that means greater earnings for operators. The J. P. Seeburg Corp. realizes, of course, that in addition to the complete colored cabinet illumination of its symphonolas, the mechanical construction that has made possible more realistic reproduction has also contributed its part to the success of Symphonolas and operators who use them. It is a combination of all these factors that has gained for Symphonolas and Seeburg operators the enviable position they now occupy in the music industry.

Detroit

DETROIT, March 26.—Maurice Caldwell is the new general manager of Gaille Brothers Co. Appointment was announced recently. Caldwell has been with the firm for the past 16 years. H. G. Strayer, formerly manager of the coin machine division, has been transferred to Chicago, where he is associated with American Electric Co.

Frank Healey, head of American Coin Machine Co., is one local operator who is optimistic about the future of the industry. He reports the addition of several new locations during the past month.

W. J. Langdon, president of Automatic Canteen Co., has been spending a vacation in Phoenix, Ariz. He is expected home by the end of this week.

Michigan Vending Machine Service is perfecting a new model and expects to put it on the market soon, according to Ralph Radner, member of the firm.

"A few vacancies in apartment houses have hurt the revenue realized from coin-controlled washing machines, but I look forward to a pick-up soon," reports W. R. Polecheck, operator of the Coin-Meter Co. The company is one of the few in the city specializing exclusively in this type of service machine.

"Coin machine business is picking up in different parts of the city," E. C. Starr, veteran operator, said this week. "The poorer class neighborhoods have yet to show any appreciable gains, but coin boxes in the better residential districts are getting more buffaloes."

Ben J. Marshall, of the B. J. Marshall Co., spent part of last week in Chicago. Before leaving he stated that he planned to spend a good part of his time at the plant of the Rock-Ola Manufacturing Co.

Charles Crombez has developed a new type of coin-controlled pool table, it is reported, which he is testing on various locations in the city. He is not planning to manufacture these tables right now, save for producing those for his own use. He is operating all existing models himself and thus is able to check closely on various operating problems that arise. Crombez is a former night club operator. (See DETROIT on opposite page)

Sheet-Music Leaders

(Week Ending March 26)

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

Position Last Wk. This Wk.

- | | |
|----|--|
| 1 | 1. <i>Ti-Pi-Tin</i> |
| 2 | 2. <i>Whistle While You Work</i> |
| 3 | 3. <i>Heigh Ho</i> |
| 4 | 4. <i>Thanks for the Memory</i> |
| 5 | 5. <i>There's a Gold Mine in the Sky</i> |
| 6 | 6. <i>Goodnight, Angel</i> |
| 7 | 7. <i>A Gypsy Told Me So</i> |
| 8 | 8. <i>I Double Dare You</i> |
| 9 | 9. <i>Moon of Manakoora</i> |
| 10 | 10. <i>Please Be Kind</i> |
| 11 | 11. <i>Ten Pretty Girls</i> |
| 12 | 12. <i>Love Walked In</i> |
| 13 | 13. <i>Let's Sail to Dreamland</i> |
| 14 | 14. <i>The New Apple Tree</i> |
| 15 | 15. <i>It's Wonderful</i> |



WHEN SWINGMASTER BENNY GOODMAN and Wurlitzer's vice-president, Homer E. Capchart, get together, you can bet the talk is about things musical. Here they are at a party Capchart tossed for Goodman at Bugalo's Hotel Statler when the maestro played a recent dance date there.

Music Therapy Opens Field for Music Men To Aid Many Hospitals

Music therapy, or healing by music, is a new term that is coming into prominence in the medical world. Rotogravure sections of Sunday newspapers almost a year ago carried pictures and reports of the new idea. It was reported then as an idea originating in Europe and was called psychophony. Pictures showed groups and individuals listening to phonograph records chosen carefully to produce certain mental reactions upon patients.

Heart beats may be increased by listening to phonograph records, the reports said. Cigaret smokers were being aided in breaking the habit by listening to records. Also records were chosen to produce sound sleep and an "inner healing" at the same time. Other records were for use on arising or to quiet the nerves, and so on.

The New York Times, March 20, 1938, gives a rather complete report of new tests of music therapy in which 6,500 patients have been treated monthly under a federal project. It is giving scientific and practical importance to the value of music in treating patients in all kinds of hospitals and institutions.

Field for Charity

As the new use of music progresses it will open a vast field of charity for the music division of the coin-operated machine trade. An important factor in the new use of music for healing is the fact that a program of records must be carefully arranged to suit the needs of the group or the individual. Here the automatic phonograph that has become obsolete for location use would have its record-changing mechanism, which would be ideal for record programs. The earlier automatic phonographs had mechanisms for handling 10 or 12 records, and the programs used in hospitals and institutions would come within this number in practically all cases.

New types of illuminated cabinets have made many of these earlier models obsolete, but their mechanisms are still in good condition and such instruments would most likely fit ideally into the plans of hospitals that wish to make use of music in healing the sick in mind and body.

Where phonograph operators are organized they could quickly arrange to donate automatic phonographs to many hospitals and institutions. Or individual operators who have quantities of machines might donate one or a few instruments to hospitals that would make good use of them.

If the idea of using phonograph music in hospitals and institutions grows, as it seems to be doing, the automatic phonograph section may find one of the greatest fields of charity opening up to it that has ever been offered any division of the coin machine industry. It may prove one of the leading charitable objectives for which the Coin Chute League urges support.

Recording Music

At present the experiments in this field are using various types of musical instruments to find that which is best suited to different cases. But it is already apparent that recorded music will come to fill the greatest use. Selected musical programs will have to be built up and then a phonograph with record-changing mechanism will prove most efficient in reproducing the recorded program.

Operators of automatic phonographs could also donate many records to these charitable purposes but for the fact that records used in coin-operated machines are selected for popular appeal and hence would not be adaptable to specific music therapy in hospitals.

That the phonograph section may keep posted on the advances in this possible field of charity, the recent report in The New York Times is reprinted, in part, herewith. The report emphasizes the tests being made of various types of instruments, but it has already been demonstrated in many institutions that recorded music will meet widest use and that machines with record-changing mechanisms are adaptable to many programs.

The New York Times report follows: "Music has a therapeutic charm to heal as well as soothe the maladjusted and the ill, according to a report of the Federal Music Project in New York, which for three years has been conducting classes in seven city hospitals and

two women's prisons. More than 6,500 patients are 'treated' monthly, either as listeners or thru active participation.

"At the present time an experiment is being conducted based on the theory that by classifying song material under the headings of stimulants, tonics, sedatives and narcotics, music may be administered as a 'specific' to relieve various types of diseases.

Such various rhythms and melodies as are found in symphonic music may affect respiration or the pulse beat. Thus Mrs. Harriet Ayer Seymour, chairman of the Hospital Music Committee, State Charities Aid Association, believes that just listening to Beethoven helps relieve mental tension, anaemia and paralysis.

"But it must be simple, carefully selected Beethoven," she said, "like part of a slow movement from a sonata or a symphony, say the Fifth. For the tubercular, out-of-door music is good. For cripples, marches are good."

"At the psychiatric children's ward of Bellevue Hospital it has been found that the concentration time of a child listening to music is about two or three minutes. The concentration of a child learning a song, in which his interest has been quickened, will endure for about 15 minutes.

Crippled Children

Music making has been extended even to crippled children. One little girl, born without hands or legs, told the nurse she wanted to play the trombone. An instrument manufacturer agreed to help and fashioned a trombone, equipped with leather cuffs, rings, hooks and even a zipper. Today the child is first trombone player of her school orchestra.

"In orthopedic wards crippled children with arms and legs immobilized delight in playing rhythm band instruments, said Miss Parkman. One little chap, his arm in a sling, was seen recently with a triangle in his free hand beating it lustily against the metal of the bed in accompaniment to a rousing song.

"Dr. Lauretta Bender, head of the Bellevue psychiatric ward, cited cases where music therapy had resulted in marked improvement in attitudes and behavior patterns of children between the ages of 2 and 15 years.

"Choice of song material is held of the utmost importance in dealing with various age groups. Folk songs are used almost exclusively in dealing with children. For example, the Irish folk song, St. Patrick Was a Gentleman, started a discussion among the children and the project worker of the way various churches are built, how many kinds of snakes there are and the present government in Eire. Following another song, The Keeper, the children wanted to know all about 16th century England with its serfs and lords and the hunting season.

Rhythm Bands Aid

"Children with a low I. Q., who cannot be approached in this manner, participate in a rhythm band since it has been found that such youngsters often have a strong sense of rhythm and can be taught to follow a conductor's beat.

"Interest in opera and operettas has been aroused in adolescents thru drawing them into actual performances. This procedure has been found successful in dealing with reformatory inmates.

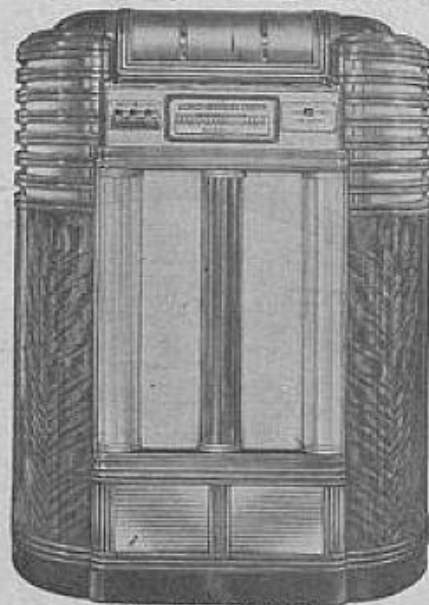
"With adults 'thought association' is reported to be the strongest link between mind and emotion. In general, old familiar airs gain the most enthusiastic response. Torn a Sorrento sung by a native Italian is a 'pleasant dose of medicine' for grown-ups who still remember the land of their origin.

"Miss Ruth Collins, superintendent of the House of Detention, where piano instruction and courses in musical appreciation are given, said:

"We definitely observe that as the better taste in music is developed, a general improvement in personal appearance, courtesy and morale takes place. Time after time a complete change in both manner of conduct and purpose in life is evinced, proving beyond a doubt the therapeutic value of music in adult personality adjustment."

"Other participating institutions include Creedmor, Brooklyn State, Kings County, Montefiore, New York Orthopedic and St. Giles Hospitals and Brooklyn Training School for Girls."

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Attract attention and sell more of your music with COLOR and LIGHT—the most powerful merchandising force in automatic phonograph history!

20 RECORD MULTI-SELECTOR SEEBURG SYMPHONOLAS
CONCERT GRAND—REGAL—GEM



J. P. SEEBURG CORP.

1500 DAYTON STREET

CHICAGO, ILLINOIS

DETROIT

(Continued from opposite page)

having run the Louis Bar on Harper Avenue until a few months ago.

Walter W. Thomas, northwest Detroit op, is another specialist in the washing machine field. This particular field has become increasingly popular in the past year. Thomas has headquarters on Choyenne avenue.

Louis Berman, of Champion Automatic Music, left Tuesday to spend a few days in New York. . . . Gussie Levin has entered the local coin machine business.

Joseph Reich, head of the Reich Coin Machine Exchange, is one up who isn't complaining about the recession. He states his business has been going along at an even keel for the past few months and he is looking forward to a nice increase with warmer weather coming on.

Detroit locations are reporting unusual success with Bang-a-Deer, says Paul Marienthal, head of the Tru Shot Corp. "Ops who have these machines are well pleased with them," he reports, "and we are being kept plenty busy supplying the demands for more machines which are coming in daily."

F & W Products Co., one of the larger local operating organizations, has moved to 15140 Waverly avenue, in the extreme eastern part of the city. Earl Poppenger is local manager. The firm is really a branch of the company headed by Fowler & Wood, of Westery, R. I. Company has special kinds of vending machines, including gum, nut and candy, which it operates primarily in industrial locations.

Fred Gersabeck, head of the City Music Co., reported this week that the increased business his firm is enjoying has necessitated the addition of four men to the sales staff. Firm is adding a number of National's new combination cigarette and candy vending machines. Their original order was for 25 of these machines, they stated. Gersabeck reports the best business in 10 years—100 per cent over last year.

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PERMO POINT

THE WORLD'S MOST PERFECT
LONG PLAY PHONOGRAPH
NEEDLE

MORE THAN 2000 PERFECT PLAYS

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PERMO-POINT

The Only Needle
for Dependable Performance

IT'S ALL IN THE
PATENTED
ELLIPTICAL POINT!



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412 WURLITZERS

\$90 cash

Excellent condition, like new.
FENTRESS COUNTY NEWS
JAMESTOWN, TENN

ILLUMINATED GRILLS

SAMPLE \$9.95

Third With Order, Balance C. O. D.
Write Today for Quantity Prices.

LUMI-CHROME MFG. CO.
25th and Leavenworth Sts., Omaha, Neb.

Let's look at the....

RECORDS!

THE *Only* MODERN
PHONOGRAPH THAT
PROVIDES AUTOMATIC
SELECTIVITY FOR **24**
RECORDS IS THE
WURLITZER!

Is that one of the reasons
why more Wurlitzers are
making money for operators
than all other makes com-
bined?.....

WE THINK SO!



MODERN VENDING COMPANY

656 BROADWAY, NEW YORK CITY, N.Y.
822 FIFTH STREET, MIAMI BEACH, FLA.

THE GREATEST BUY IN THE PHONOGRAPH BUSINESS

Special 10-Day Offer, so rush your order. All machines in perfect working order and first-class condition. This is the most perfect mechanism ever built.
1936 MODEL SEEBURG SELECTOPHONES, 2 FOR \$75.00
1936 MODEL SEEBURG SELECTOPHONES, 2 FOR \$85.00
Waxed — Red or Green.
1/3 Cash with Order, Balance C. O. D.

SOUTHERN AUTOMATIC MUSIC CO.

420 W. 7TH ST.
CINCINNATI, O.

542 S. 2ND ST.
LOUISVILLE, KY.

PHONOGRAPH OPERATORS!

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A POSITIVE CURE FOR SLUGS
AND A PROTECTION AGAINST
PENNIES AND BROKEN COIN
SLOTS

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PHONOGRAPH SLOT GUARD

Write Today for Complete
Details and Prices to...

McCORMICK
MACHINE COMPANY
GREENVILLE, N. C.

Use Wurlitzers To Sell Women's Wear

NEW YORK, March 26.—Using a Wurlitzer phonograph to up the sale of women's dresses is a new streamlined method of merchandising being used by Kaufman & Rubin, Inc., one of the leading women's wear manufacturers of the city. The idea is said to have originated with Nat Cohn, of the Modern Vending Co., and the machine was installed in the store by Sam Berger, prominent music op in these regions.

Kaufman & Rubin are using the machine to promote a new dress combination which they have christened "The Dipsy Doodle." They have about 10 different versions of this tune in the Wurlitzer. While the models parade around displaying the new Dipsy Doodle dresses, the phono keeps playing the tunes. In this way the buyers can better appreciate the mood in which the dresses were created. It is reported that this new merchandising technique has clicked so well with Milton Kaufman, president of the firm, that he intends to keep the Wurlitzer in his showrooms for at least another five weeks. Already it has been there for the last five.

The women's wear trade publications have been giving this idea plenty of space in their columns, it is said. Kaufman is reported to have praised Nat Cohn and the Modern Vending Co. for contributing the idea which has helped so much to increase the sales of their dresses.

"Ti-Pi-Tin" Tops Radio Plugs And "Gold Mine" Strikes Again

NEW YORK, March 26.—The machines have another nickel mine in Ti-Pi-Tin. It's a successor to *Vieni, Vieni*. Good things are in store for this Mexican novelty. It took a decided bound forward and will probably lead the race for a while. Close behind are coming *You're an Education* and two other danceable tunes from *College Swing*, *How'd Ja Like To Love Me?* and *I Fall in Love With You Everyday*. *How'd Ja*, being the cuter song, has already entered the high brackets, but the scheduled plugging for its sister tune should bring *I Fall* along in another week or two.

It's the sweet words that's keeping *Thanks for the Memory*, from *The Big Broadcast*, in the hum. Along with that the picture is doing well for itself. One of the recording companies has put out a neat parody on this billing to lend diversity to the subject. Soon it will become fetish for the ak's as has happened to the *Let's Sail to Dreamland* ballad.

The light springy tune of *Sunday in the Park* should take in the next few spring weeks, tho it is handicapped for its origin in the garment industry's show

Pins and Needles. *I Love To Whistle* shows a lot of promise for machine consumption. It's easy to pick up and whistle and has the support of Deanna Durbin's picture *Mad About Music*.

Tonight We Love looks very appropriate as winner, tho it didn't make the grade this week. From the picture *Romance in the Dark*, it is going to get preference over the sister song entitled after the picture. It has a dance rhythm which ought to sell.

Jezebel, new to the list, may not have a promising future. It doesn't have what it takes to plug a song. List of fade-outs this week includes *Love Is Here To Stay*, *The One I Love*, *Toboo*, *Mama*, *That Moon Is Here Again*, *Rosalie*, *On the Sunny Side of the Rockies* and *Outside of Paradise*.

Next week's line-up might very well run in this order:

- 1—Ti-Pi-Tin.
- 2—You're an Education.
- 3—Love Walked In.
- 4—In My Little Red Book.
- 5—How'd Ja Like To Love Me?
- 6—Sunday in the Park.
- 7—I Fall in Love With You Everyday.
- 8—Romance in the Dark.
- 9—Tonight We Love.
- 10—I Love To Whistle.

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

TOMMY DORSEY
Victor 25083

Good-Night, Sweet Dreams, Good-Night and Moonlight and the *Purple Sage* (two of the sweeter songs played in the smoother style with Jack Leonard doing dandy by Dorsey for the singing).

JAN GARBER
Brunswick 7843

My Wild Irish Rose and *When Irish Eyes Are Smiling* (St. Patty's has past, but the flavor of these two waltzers lasts the year around).

TED WEEMS
Decca 1695

A Gypsy Told Me and *In My Little Red Book* (It's 'bout time they brought this great band on wax, their smart and rhythmic syncopation sure-fire to woo the nickels).

OZZIE NELSON
Bluebird 7465

Joseph, Joseph (this is the follow-upper for *Bei Mir B.D.S.*, and Ozzie makes this Yiddish lullaby a rip-snortin' rhythmic letter).
Happy Ending (another rhythmic interlude, this from Shirley Temple's newest picture).

RUDY VALLEE
Bluebird 7467

Love Is the Sweetest Thing (they've brought back an old favorite that Vallee cut when the gals never dreamed that Robert Taylor would become their vagabond lover).
On the Air (an old English tune that never meant anything on these shores and will hardly mean anything for your phono. Skip this side).

SWING MUSIC

RED NORVO
Brunswick 8089

There's a Boy in Harlem and *How Can You Forget* (the Mr. & Mrs. of Swing make these songs from the forthcoming *Fools for Scandal* flicker a slow strut. And it's sho' ruff the sweet swing babies cry for).

Brunswick 8088

Please Be Kind (more sweet swing for this ballad).
The Week End of a Private Secretary (Miss Bailey falls 'bout the sexy steno who took a week-end cruise to Havana—and had too many bicardis).

HUDSON-DeLANGE
Brunswick 8090

I Know That You Know and *I Never Knew* (two of the oldest dressed up and beat out as stomperoo).

VOCAL

ANDREW SISTERS
Decca 1691

Joseph, Joseph (the same gals that gave you *Bei Mir*, etc. It won't sell as strong, but it's bound to pay big dividends for this Americanized version of the Yiddisher, Yussel, Yussel).
It's Easter Sold Than Done (their sweet harmonies in the swiny-singy style make this ballad a beaut).

BOB HOWARD
Decca 1698

If You're a Viper (It's the song about the reeler smoker whipped up with a smooth coating of hartemose sauce).
Raggedy But Right (more of the Negro race blues in the fox-trot fashion. Howard pipes to this own pianology. And there's some nice guitar pickings on these sides).

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

Revival in Sportlands

Game rooms in Paris move to revive use of skill games—French show in May

PARIS, March 26.—As a result of renewed interest in skill games on the part of the public, operators are becoming more active. As even good locations in cafes and similar spots afford only a rather limited income with the types of machines at present permitted to operate in Paris, there has developed a demand for vacant stores to be transformed into amusement machine arcades.

Several such arcades have recently been opened in divers quarters of the city. Unfortunately, many of them are shoddily equipped and present a decidedly unattractive appearance. In all probability this is due to the operators hesitating to risk too much capital under present conditions.

Reflecting optimism in the future of Sportlands in Paris is the decision of M. Faure, of the J. A. K. firm, to practically triple the floor space of the big indoor amusement resort in the centrally located Palais Berlitz building. The J. A. K. "Kermess"—the French term for an amusement arcade—occupies the entire basement floor of the Palais Berlitz and for several years has been drawing big crowds. Attractions include all types of coin-operated machines legal in Paris, such as skill games, Russian billiard tables, phonographs, merchandise vendors and motion and stereoscope picture machines, as well as an Auto Skooter track, Water Skooter tank, dance hall, bar and small theater.

New project will take in the ground floor and the mezzanine floor, both of which are in the form of spacious balconies overlooking the present "Sportland." The basement space will be devoted to skill games of all types; first floor will be occupied by stands and concessions; and on the second floor will be installed billiard parlor, clubroom, cafe and bar.

Seeking Location

Louis Brown, former outdoor showman of America, who has been operating a demountable amusement park traveling the Mediterranean Coast countries, is at present in Paris looking for locations suitable for installing skill game sportlands. Plan is to launch a chain of amusement machine arcades if a sufficient number of good locations are available. Brown introduced the first digger machine into Paris and states that he is convinced that the time is ripe for crane machines to stage a real comeback in Paris.

Danger spots in the expansion of amusement arcades in Paris are the stereoscope and motion picture machines. Operators of same are in many cases presenting decidedly blue pictures, and, while the French are quite liberal-minded and do not object to the display of nudes, they do have laws prohibiting pornographic pictures and all it requires is a squawk from some reformer to start trouble. Also where these

types of machines are operated there is a tendency for undesirable elements to congregate, such as sellers of smutty cards, shady guides and touts of all kinds. Naturally this is a detriment to the reputation of the arcades and drives away the more respectable class of trade.

The annual exposition of automatic machines in France will be held as usual during the month of May in Paris. The exact dates and the hall selected will be announced shortly.

Brant Manages Seattle Office

SEATTLE, Wash., March 26.—Announcement has been made by the Lou Wolcher organization that Arthur A. Brant has been made manager of the Western Distributors, Inc., office here. Brant was formerly with a prominent distributing organization in San Francisco, and previous to that was a pioneer operator in Portland.

Brant left a host of friends in San Francisco trade circles, where he was known for his dependability and fair dealing. Many of his business acquaintances there developed into close personal friends. He made a trip to Australia some time ago and developed a nice export business to friends and accounts there.

In joining the Wolcher organization, Brant stated that he looks forward to increasing business and anticipates a pleasant association with one of the largest firms on the Coast.

Prefers September For Annual Shows

"To the Editor: I regret that I did not get to attend the last convention in Chicago, but it seemed wiser to remain here.

"I might add that if a contemplated change in dates for the annual convention occurs I would suggest the month of September. Some comment was that April would be good on account of so many persons driving to Chicago.

"September is the safe month, both for weather and road conditions. It is in advance of the fall season which, nationally, is the best season for the coin machine business. It is a time when folks from all sections can be away and wish to be away. Finally Chicago is at its best during September when it comes to weather."—Jack Bechtol, Florida.

Insists Short Pix Would Do the Work

"To the Editor: I can place a short film with every theater in Argentina, Brazil and Uruguay. These three nations would make it amply profitable for the coin machine industry to produce a film short that would spread favorable propaganda for coin-operated machines. It would combat the idea prevalent here that all the machines in America were dumped into Hudson Bay and you don't have any operating any more.

"A film short, either fanciful or true, would do the work as long as all types of coin machines were shown in the film. If you could make a beautiful film short that shows coin machines in the very

best hotels in the States the reaction here would be instantaneously in favor of coin machines. I wonder why those manufacturers that spend so much do not consider how much the press propaganda against coin machines in foreign countries is preventing the expansion of their trade. It is the press, following the example of the American press, that ruins the coin machine business all over the world. And the funny part of it is that our press does not try to injure racing, roulette or lotteries. The sums involved in these forms of gambling have no limit. A man can spend his money to any limit on those things, but with coin machines it means only the loss of a few cents.

"Please send me the names of manufacturers of sanitary machines. If you furnish me the names I would order at once samples so that I could judge which are the best on the market."—G. O. & CO., Argentina.

\$300,000,000 Spent On Canada Visits

TORONTO, Ont., March 26.—The opportunity which coin machine men have to cash in on the free spending crowds which frequent the Dominion during the tourist season was put into statistical form during the past week by C. K. Howard, manager of the tourist and convention bureau, Canadian National Railways, in a review of tourist business. Howard pointed out that the popularity of Canada as a tourist country is shown by the fact that over 20,000,000 visitors came into the Dominion during 1937, spending more than \$300,000,000 here in goods and services.

"Canada continued to enjoy during last year an increase in the number of American tourists visiting the country," stated Howard. "All the provinces from the Atlantic to Pacific report increases in the number of visitors from south of the border and it is estimated that the results obtained throughout the country generally very nearly reach the peak of 1929. The expectation is expressed by many having to do directly with our tourist industry that, notwithstanding the present unsettled conditions in the United States, this year will see a continuance of the favorable conditions that prevailed during 1937."

Sportsmen's traffic continued on the upgrade, the increase being approximately 15 per cent over the previous year, stated Howard. Six thousand non-resident licenses for hunting, with a value of \$34,965, and 66,776 non-resident licenses for fishing, valued at \$489,776, were issued by the various provincial governments during 1937. "Hunting was exceptionally good in the various provinces last year and a large number of anglers visited the splendid fishing waters scattered across the country from coast to coast."



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The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

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- 10 CAROM
- 20 TURF CHAMPS.
- 10 GOLDEN WHEELS.
- 7 HI DE HOS.
- 15 JUMBO.
- 3c-10c BLUE FRONT SLOTS.
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The COUNTER GAME with CONSOLE APPEAL

'TURF TIME' does everything that high-priced Race Horse Console machines do—except pay off automatically. Horses are selected automatically, Odds are automatically set for SHOW—PLACE and WIN pay offs.

If 'Selection' appears on first (SHOW) dial—pay off is made as 'odds dial' indicates. If 'Selection' also appears on second (PLACE) dial—award is increased. If 'Selection' shows up on all three (SHOW—PLACE—

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Never before has there been such lasting appeal built into a low priced mechanically perfect counter game. Perfect payout adjustment quickly and easily made right on location. Takes pennies, nickels, dimes and quarters.

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Order Today!

CENTURY MFG. CO.
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Genco Latest Dead Heat for Appeal

CHICAGO, March 26.—"A dead heat is a common expression used to signify two track stars, horses, autos, etc., in a race that finish that race simultaneously," states Meyer Gensburg, Genco official. "Dead heats are infrequent occurrences. Even less frequent than in physical races is a dead heat in the race for coin game profits. Usually there is one game or one machine that stands out as being far superior to the rest of the field in earning power. But at the moment there is a 'dead heat' in the coin game profit race between our two latest game stars, Magic Roll and Recorder."

"Announced at the same time a few short weeks ago," he went on, "these two games have fast risen to a point where operators' profit records are being shattered one by one. The exceptional

performance of these two games on location has naturally had its effect on sales. Orders are coming in for them each day from coin men everywhere. Operators report that it is because these games offer such strong, fresh appeals that they are so fascinating to players and keep them playing game after game. Although opinions differ as to which appeal is the stronger, there is absolute agreement among ops that both games are real profit makers."

A veil of mystery is reported to have enshrouded the Genco plant this week. Cause is said to be a new Genco game which is going thru the throes of being thoroughly tested. Nothing about the game has been released save that its name is Gay Time. "Another week," says Meyer Gensburg, "and full information will be released. All we will say right now is that Gay Time is entirely new, and if we weren't positive that it will be a hit we would not announce it so soon on the heels of Magic Roll and Recorder."

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FRANK OAKES (right), B & O Sales Co., Chicago, starts Paul Kush, office manager, in at the bar of the attractive suite at the home office of the firm.

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Trackless, Old Heads, Keeney's Kometts, Keeney's New Ball, Keeney's Kubes, Banquets, Gallopings, Doghouse, Rockete Jr., \$110.00; Shoot the Moon, Tairfoms, \$89.50; Ball's Cash House, Battle Club, Exhilar, Lane's Champs, \$125.00; Jennings Liberty Balls and Derby Day, \$79.50; DU Bar's Races, 2nd and 3rd to 3; 50 Jennings and Paes's Curlew Nips, 40 One-Ball Pay Tables, Counter-Games, Novelty Games, Harmony Balls and Phonograph. Guaranteed all in A-1 condition.

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Booster Brigade Leader Says People Trust "Slot Machines" More Than Stocks and Bonds

"Slot machines" have been dragged into the arguments about "Who Caused the Depression of 1937?"

C. F. Hughes, financial writer for *The New York Times*, did it in his column for March 20, 1938. Hughes belongs to that group of financial editors on the newspapers who have been checking the profit figures for 1937 very carefully, and they are raising a stink that may eventually spread to the front pages.

Editor Hughes checked up on the whining about "lack of confidence" which corporation heads have been saying was the cause of it all. Then he makes the startling statement that apparently the public has more confidence in the "bangtails" and "slot machines" than it does in stocks and bonds.

And no wonder, Hughes says. He suggests that if the racing and the coin machine business had been crying "lack of confidence" and whining for the last five years as business has been doing, then the people would turn to some other form of gambling, just as they have turned from stocks and bonds.

The quotations from Mr. Hughes' comments are in part as follows:

"The smelmen, business and finance alike, had cried down their wares loud and long enough to scare away investors. The public would not venture its money; the risks were too great.

"But that same public gambles some \$5,000,000 a year on the bangtails, slot machines and the like! If the book-makers, the policy slip and the slot machine men had been crusading for five years against the risks that their customers were taking, and emphasizing the fears and uncertainties connected with getting their money even if they won, where would that flourishing business be?"

Mr. Hughes apparently refers to *The Chicago Tribune* survey for his figures on national gambling. By "slot machines" he apparently means to include both bells and all the table games, since *The Tribune* listed both types of machines under their survey on gambling.

Whining Doesn't Pay

When Editor Hughes says that the whining of business during the past five years has led the people to have more confidence in gambling than they have in stocks and bonds, he is giving both the business world and the coin machine trade something to think about. It doesn't pay to whine too much or the public may take the idea seriously.

Editor Hughes belongs to an increasing group of business news editors on newspaper staffs who have followed the financial and business news thru the years, have checked on the profits, earnings, taxes, etc., paid by corporations and have compared the financial pages with the whining by business executives on the front page. These financial and business editors are beginning to ask what it is all about. They say that it is poor business, if nothing else, when heads of business firms grab every chance to get into the news with sad predictions about the future, that the country is suffering from lack of confidence, that doomsday is just around the corner, etc.

Among other business editors who have joined Hughes are R. P. Vanderpool, financial editor for the *Hearst* papers in Chicago. *The Cleveland Plain-Dealer* also called attention to the work of Mr. Hughes. *The United States News* staff (Anti-New Deal) has been publishing facts and figures to show that the whining is all uncalculated for and that it hurts business.

May Be Silenced

If these financial and business editors are not silenced they are going to stir up things. They say there is no reason why business should wait until fall, as it has planned to do, to start factories up again. They say that it can be done now, except by deliberate choice on the part of business.

They have checked the figures on business for 1937, and even *The United States News* went so far as to say that if industry has not learned anything else then to lay off 4,300,000 people within three months in the fall of 1937, then the future for the country does look shaky.

Even with all the whining about the undistributed profits tax, *The United States News* warns business (March 21, 1938) that even if all the federal taxes were repealed it will hardly be more than a drop in the bucket. For, said this courageous newspaper, by carefully checking all figures for 1936 on net profits and taxes (net earnings on 2,040 corporations in 1936 reached the excessive average of 47 per cent gain, according to the National City Bank) the taxes reached the "excessive" total of 1.81 per cent on net income. Why all the complaining, these business and financial editors are beginning to ask, when in many States the people in the street pay a higher sales tax on what they eat and wear.

Operators Report

Operators report that general conditions have affected the intake of many types of machines seriously. The entire coin machine trade would like to see the wheels of industry begin to turn now rather than wait until next fall. All the whining and complaining from big business has intensified a bad psychology that is becoming an expensive luxury.

Meanwhile the business and financial editors of many of the newspapers deserve a vote of thanks for their work in turning the spotlight on some facts and figures that "don't make good sense." National City Bank reported that a cross section of 1,028 corporations revealed an average gain of 8.7 per cent in net earnings over 1936, and this after all the so-called obnoxious taxes had been paid. Such figures just don't make good sense when compared with the dumping of 4,300,000 people onto relief within three months.

Editor & Publisher

Even Editor & Publisher, trade journal for daily newspapers, joins the boosters reluctantly on its editorial page (March 19, 1938) by saying:

"Basically, the recession arose from business conditions and not from politics; business will be badly advised to delay its own recovery measures for a move by the government. People have to be clothed and fed, housed and transported, no matter who sits at 1600 Pennsylvania avenue, and no matter how astronomical the figures of the national debt or the tax bill. And the sooner business gets back to normal thinking the sooner we can remove the dead horses of the New Deal and get down to enjoying the genuine asset gains that have accompanied all its extravagance and waste.

"If tightening credit and bulking inventories unbalanced business six months ago no laws that Congress can enact will correct the condition. We have had six months in which to move stored goods. We may need six more. The mission of commerce is to move those goods to the point where they will serve a useful purpose. That can be done by a renewal of the spirit which created

the goods in the first place—the will to finish the job. Nothing less will be effective, and business can save several precious months by starting now. Why wait until November?"

And so another prominent publication joins the small but growing group of papers that want to change the tune and boost instead of whining. Even the people in the last few years have had more confidence in "slot machines" than they have had in stocks and bonds, the coin machine industry would like to see all lines of business begin to boost instead of the smutty record that has been played over and over again for the past several months.

Johnson Says New Games Are Real Hits

CHICAGO, March 26.—"Comparable to the famous stables producing winner after winner on the turf is Western Equipment and Supply Co., producing the thoroughbreds of the coin machine industry," states Jimmy Johnson, president. "The two latest Western winners are Grand Derby and Hey Day, one-ball payout machines.

"Grand Derby is not only a thoroughbred in name but in fact as well," he went on. "It's a horse-race game that is filled with appeal for all coin game players and operators alike. It is a one-ball single-coin-play payout machine, with all types of suspense-arousing action made possible by its roll-over switches, rebound springs, live pockets and the very novel light-up back rack. The cohort of Grand Derby is Hey Day, another one-ball payout table, with six-coin multiple play. Two of Hey Day's most powerful appeals to operators are the fact that it is cheatproof and also that the multiple lights remain on after the payout has been made.

"While both Grand Derby and Hey Day are going so strong and earning greater profits for operators everywhere, we have added another new game to the ever-growing Western list of winners," concluded Johnson. "This newest game is a cigaret counter game. This game will offer operators the opportunity of getting games into many spots that are too small for pin-game operation yet have the room for a counter game."

Chicoin's Snappy Scoring With Ops

CHICAGO, March 26.—"A recent song hit, *Once in a While*, expresses to a certain degree the genuine value of our new five-ball bumper novelty game, Snappy," claims Sam Gensburg and Sam Wolberg, officials of Chicago Coin Machine Mfg. Co. "Those same four words also express the opportunity offered coin game operators, jobbers and distributors with this new sensational profit earner. It is truly only 'once in a while' that such a game is offered to the coin machine industry. Operators report that even the great success Snappy has shown to date is but a part of that which the future holds in store. Naturally we expected big things of Snappy, for it is a novelty game that offers players a fresh new type of appeal, but we didn't anticipate the proportions to which this popularity has grown.

"It won't be long," he concluded, "be-

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A big flashy jack pot that's always full . . . non-bouncing reels . . . heavy duty clock . . . a smooth quiet mechanism that continues to operate day after day. There's a model for every purpose. It's the toughest, biggest profit producer on the market today. Try it on our 10 day trial privilege. Write for general catalogue.

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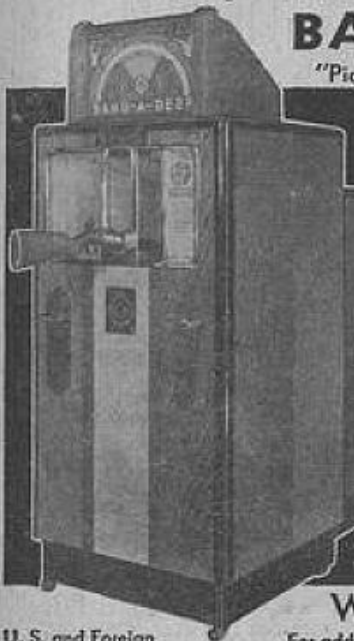


AL SEBRING, leading Chicago operator, and Hyman Budin (right), of Budin Specialties, Inc., Brooklyn, demonstrate how their large orders for Gottlieb Three-Way Strength-Testers give them a big grip on new profits.

fore European players will enjoy the novel action and excitement provided by Snappy, for European shipments in response to orders from coin men there are being rapidly dispatched."

The interest of the coin machine industry is centering around the Chicago Coin plant these days following an announcement by Sam Wolberg this week of a new Chicago Coin game. As loquacious as Gensburg was about Snappy, so mysterious and silent was Wolberg with regard to this newest game. For some reason or other he did not reveal its name and the fact that it incorporates several new unusual high-scoring ideas. "This new game is appropriately named Swing," Wolberg stated, "and is in keeping with up-to-date ideas both in appearance and appeal. It is punch-packed with excitement with its new high-scoring ideas and we are confident that it will swing operators' profits to new highs. I'll be able to give more details about Swing next week."

OPERATORS REPORT Earning as high as \$138⁵⁰ Weekly Receipts by Single BANG-A-DEER



"Pioneer Coin Operated Shooting Range"

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Imperial Table Now in Arcades

BIRMINGHAM, Ala., March 26.—Max and Harry Hurvich, of the Birmingham Vending Co., have been doing a little detective work, according to reports. Their discoveries have revealed that their coin-operated billiard table, the Imperial, is winning the hearts of many arcade operators who are turning their basements into coin-operated billiard rooms.

"In this way," the Hurvich boys revealed, "the management does not have to put on any extra help, yet they realize extra income. What was formerly a non-productive part of his building is turped into a real profit spot. Some of the old-time arcade men who recognize the value of the Imperial for a long-time steady profit pull are installing batteries of them. Our coin-operated tables are going into some of the finest spots in the country. With the arcade men now behind our table and with the outdoor season coming on, which is usually the best for many of these men, we expect demand for our Imperial to soar sky high."

Shoot-a-Gun Offers Brand-New Appeal

LANSING, Mich., March 26.—Shooting nine holes of golf with a rifle is the brand-new novelty sensation Shoot-a-Gun is now offering to the trade, it is reported. Officials of the firm point out that this new innovation in miniature shooting ranges enables the patron to enjoy all the thrill of target practice with the fascination of golf.

"The new target," officials stated, "is 10 by 12 inches in size. It's printed on heavy target paper in colors showing a graphic picture of a nine-hole golf course, clubhouse and all. The better-than-average shot, can make the course in 10 shots. Those who go the round in par, which is nine shots, can take a crack at the challenging 19th hole, which is pictured on the clubhouse veranda. The new game is going like wildfire on location.

"Nothing like it has been seen before," they concluded. "The increase in sales of equipment which we have enjoyed seems to prove the point that manufacturers must keep several paces ahead in order to appeal to the rapidly changing tastes of the public."

tion may cost him several hundred dollars in earnings.

"Take our Kentucky Club console game for example," he continued. "This game is running to around — a day, and that's — a week. No wonder an operator wants a Kentucky Club and wants it when he wants it. The result is that we have put on the largest production force in our history, and while we have more than tripled our daily volume it still isn't enough. But we are spreading out and scheduling shipments to satisfy as many distributors and operators as we can."

THIS WEEK'S SPECIAL

WURLITZER 412 PHONOGRAPH, Late 1928 Model, \$99.50

RECONDITIONED PAY TABLES
ARLINGTON \$49.50
GOLDEN WHEEL 32.50
CARD 24.50
ROVER 45.00

250 Additional Pay Tables—Novelty Games and Counter Games—Write for List.

1/3 DEPOSIT, BALANCE C. O. D.

ATLAS NOVELTY CO.

1901 Fifth Ave., 2200 N. Western Ave., PITTSBURGH, PA., CHICAGO, ILL., 1323 W. Flagler St., MIAMI, FLA.

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 everywhere. The Cabinet's Flash and Color makes it a real Attention Getter that pulls the play. The Player gets a real kick.

70 NAMES 70 PRIZES

BIG VALUES
At 10c a Sale, the Cabinet sells for \$7.00. Last name pulled receives a Very Special Prize.

FREE
1 World's Champ with every order of 10 (single shipment).

Remit 25% Deposit — Balance C. O. D.

JEDRO 134 W. 32nd St., New York City.

Company

STOP!

100 SLOTS FOR SALE OR TRADE!

- Will trade MILLS CHERRY BELLS and BLUE FRONTS; 1937; PACE MYSTERY COMETS, 1c, 5c, 10c and 25c play; JENNINGS CHIEFS, WATLING ROLATOPS and TREASURES; KEENEY'S DARK HORSE, late model 30 payout, brown cabinet; PACES RACES, like new, for late model Novelty Games, MILLS FLASHERS, One-Ball Automatics and Bowling Games.

WRITE US FOR OUR COMPLETE LIST AND STATE WHAT YOU HAVE TO OFFER.

AUTOMATIC SALES CO.

227 SECOND AVE., NORTH NASHVILLE, TENNESSEE

PENNY ARCADES and SPORTLANDS

Installed on percentage basis.

LINDY SALES

Fort Lee, N. J.

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

FREE

Groetchen's

SPARKS

TOKEN PAYOUT HIT

ON 10 DAYS TRIAL WITH UNCONDITIONAL GUARANTEE!

ONLY \$37.50 TAX PAID RUSH YOUR ORDER NOW! Exclusive Eastern Representatives

ROYAL DISTRIBUTORS

54 Elizabeth Ave., Newark, N. J.

No April Fools' Day With Keeney

CHICAGO, March 26.—"April 1 may be a day for fooling people, but what I mean, there's no foolin' with these operators and distributors wanting our games." Such was the rather seriously put statement of J. H. (Jack) Keeney this week.

"Never before has our factory been so taxed with the problem of producing so many games for so many operators, and never before was the trade so insistent that we fill their orders promptly. And I can't blame them," Keeney went on, "when I consider that the operator's inability to get Kentucky Derby, Derby Champ or the 1938 Track Time on loca-



S. SIMONSON, of Milwaukee Coin Machine Co., and Sam London (right), Baltimore, look over Golfmore on a recent inspection trip of some of Western Equipment's latest games.

WANTED USED ROCK-OLA WORLD SERIES

Will pay \$200.00 if late serial numbers and good condition.

MAX BOLES

1229 16th Ave., South, MAYWOOD, ILL.

The Greatest Crowd-Magnet of the Age!

- IT'S A THRILL GAME
- IT'S A SKILL GAME
- IT'S PROFITABLE
- IT'S LEGAL
- IT'S FUN



Snookerette

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 "cue" from SNOOKERETTE . . . write for details TODAY.

AUTOMATIC BILLIARD CORPORATION OF AMERICA

22 West Monroe Street

CHICAGO



IMMEDIATE DELIVERY!

STONER'S ELECTRO AND SKILL DERBY

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 1141-S DEKALB AVE. BROOKLYN, N.Y.



Bally Sport Page In Ticket Model

CHICAGO, March 26. — Announcing that the Sport Page multiple one-shot game is now available in a combination ticket and payout model, Jim Buckley, general sales manager of Bally Mfg. Co., revealed that insistent demands on the part of operators in ticket territory had literally forced Bally to release the ticket model.

"Our famous Pair Grounds multiple," Buckley pointed out, "was never made in a ticket model due to the fact that throughout the entire year 1937 the payout demand alone taxed our production facilities to the utmost. Naturally, operators in ticket territory looked with envious eyes on their payout brethren, who were clearing up the biggest profits in all pin game history. So when our Sport Page started in duplicating and in many cases exceeding Pair Grounds earnings, the ticket boys began to put real pressure on us. It's going to be a problem to meet the demand, as we are already almost a week behind on orders from regular payout territory. But we'll manage somehow to give the ticket territory operators a crack at those profits a la Pair Grounds, which Sport Page is now earning."

Sport Page is said to embody all the play features of Pair Grounds in addition to numerous mechanical refinements, adjustment and anti-cheat features. The game operates on 1, 2, 3 or 4 nickels and multiples the award by the number of coins played.

Oriole Plan Meets Approval of Ops

BALTIMORE, March 26.—Oriole Coin Machine Corp.'s plan of shipping only "pre-conditioned" machines is scoring with its customers, according to Eddie Ross, president of the firm. "There is nothing more aggravating to an operator than to buy a machine, get it on location and then find out that it won't give 100 per cent operating performance. Every minute the op has to fool around with the machine getting it to run properly again represents an actual loss in potential profits.

"To protect our customers from such happenings," he went on, "we have in-

stalled the practice of "preconditioning" every machine that leaves our showrooms. In this manner we are giving our customers the kind of machines that assure them constant service on location. Instead of their having to fix and regulate certain parts of the machines, this is already done for them by our own experts. We are doing everything possible," he concluded, "to make sure that when a machine leaves our headquarters it is ready for long-time trouble-free operation."

B. & B. Novelty Co. Moves

LOUISVILLE, March 26.—B. & B. Novelty Co. reports that it has just finished moving into its new four-story building at 621 West Main street here, where it is now in a position to equip all operators with the newest in coin machine equipment. Increase in business during the past year is said to be the reason for the expansion.



LES PURINGTON, Mill roadman, is not telling about the big fish he caught. He's telling the boys what big Kountier King profits they can make.

Atlas Reports Good March Biz

CHICAGO, March 26.—Reports emanating from Morrie Ginsburg, official of the Atlas Novelty Co., indicate that there has been a noticeable pick-up in business of late. As he puts it: "The month of March has been a very good one for Atlas. Orders for our dependable equipment increased continually throughout the month. These orders are very encouraging signs so far as our business is concerned, for this greater activity indicates a return to normal conditions.

"There has been a renewed activity insofar as shipments are concerned," he went on, "not only from our office here but also from our Pittsburgh and Miami offices, where Phil Greenberg and my brother, Eddie, are in charge, respectively. This renewed activity is not confined to any one type of equipment, but has been especially great in console sales, which are larger now than they have been for some time.

"We are expecting Eddie here from Miami in the near future for a brief visit. He expects to get together with his many Midwest operator friends and renew old acquaintances that have been more or less neglected since he has been in Miami. While he is here Ulysses Lowe will be the manager in charge of the Atlas office in Miami and will continue serving operators throughout Florida, Georgia and Alabama with the same efficiency as is now in effect," Ginsburg concluded.

Bally Reserve Now Offers Free Play

CHICAGO, March 26.—Bally Reserve is now available with free-play coin chute, according to announcement released by Bally Mfg. Co. this week.

"This means," said Ray Moloney, president, "that operators who have been missing out on the big Bally Reserve profits because of local rulings requiring free-play machines are now able to get their share. The free-play coin chute on Bally Reserve meets the requirements of every territory where such equipment is specified. Yet all the appeal of the Bank Night or winner-takes-all system is retained intact, as is the positive protection of the operator's profits.

"Bally Reserve is proving the most sensational hit since Bumper and earnings are far in excess of Bumper at its best. In fact, altho a five-ball novelty game, Bally Reserve is actually competing with payout games in many sections.

"A number of operators are now placing two and three Bally Reserves in one location to take care of the land-office business this great game is getting," Moloney stated. "Maybe that's hard to believe, but it's a positive fact. And it is also a fact that earnings are running high for the operators. Unquestionably Bally Reserve is the game which is going to put this industry back in the money in '38."

Stoner's
ELECTRO
TROT

HEY DAY



**1 BALL 6 COIN
MULTIPLE PLAY
PAYTABLE**

MULTIPLE LIGHTS RE-
MAIN ON AFTER PAY-
OUT — ABSOLUTELY
CHEAT-PROOF—

\$194.⁵⁰

TAX PAID.
F. O. B.
Chicago.
Immediate
Delivery.

NEW,
BEAUTI-
FUL
DELUXE
CABINET.

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 Reels, rugged mechanism which is removable from cabinet. 500 Ball capacity Gum Vender.

Nickel Model Has Cigarette, Beer or Horse Race Reels, Jackpot optional for \$2.00 additional.

Penny play in Cigarette Style only.

SPARKS IS MASTERBUILT BY

GROETCHEN TOOL COMPANY

130 N. Union Street, Chicago, Ill.



PREMIUM DISPLAY PADS FOR SALES BOARD DEALS

CRUSHED PLUSH and METALLIC PAPER		Colors—Red, Blue, Gold, Silver	
Plush	Each	Paper	Each
Size 16 W x 15 H\$0.75	Metallic\$0.45
Size 18 x 2090	Metallic50
Size 20 x 24 1.10	Metallic60

We Will Be Glad To Submit Samples on Request. All Stock Numbers Ready for Immediate Delivery

Tailor-Made Display Pads—Sturdily Constructed—One-Piece Easy—Will Not Warp—Withstands Rough Handling. Write for Literature.

Manufactured By
IDEAL SALES, Inc.

1516 MARKET ST.
ST. LOUIS, MO.

New Orleans

NEW ORLEANS, March 26.—An extensive spring campaign in operations of nut and candy vending machines has opened in the New Orleans area and hundreds of new machines are appearing at all downtown spots. Warmer weather has greatly stimulated demand for pop corn, candy bars and all kinds of nuts at out-of-door spots and operators in these lines intend to leave no stone unturned in grabbing their share of the sales. Attractiveness is the order of the minute and it will be a pretty hard job for would-be buyers of confections to resist the latest ideas in vending machines.

Two weeks ago we promised a surprise marriage in coin machine row in New Orleans. Newspapers of the city this week are carrying the following marriage notice: "Mr. and Mrs. Julius Pace (he the local association president) wish to announce the marriage of their daughter, Claire, to Nicholas G. Carbajal, which took place on the evening of January 8, 1938. They are now at home at 7819 Fig street."

And if we remember right, haven't the boys been looking at someone else as a sure thing? (See March 19 issue of *The Billboard*.)

The old bromide "But don't take any wooden nickels" went out of existence as far as the State of Florida is concerned, effective this week. For the first time in recorded history wooden nickels are being accepted at prominent banks of St. Petersburg and other Florida cities as regular currency. The "splintery" coins, backed by real coin, are being circulated as a promotional feature of the gold jubilee festival of States, and operators are already reporting numer-

ous collections and getting a premium for them.

Newest attraction at the Sport Center on St. Charles street is Genco's Magic Roll, where competition is seen between couples and trios throughout the day. Bob Bosworth, manager when Jack Sheehan is not around, says the game has been drawing best since its installation and a second machine is on its way.

The New Orleans Novelty Co., operator of the East End Sportland, has added two new Mills machines to location, Rio and One, Two, Three, and reports both machines paying dividends. Two more Rios have been ordered for placement there. Louis Hoasberg, head of the firm, announces.

Before leaving early in the week on a business trip F. W. King says that he admits that business is off some from the peak but believes that the drop is very slight and only temporary as the season changes. He looks forward to a big spring season and expects to see a sharp pick-up in sales of new machines shortly.

Vemco of Georgia Opens

ATLANTA, March 26.—Announcement was made this week by M. A. (Dick) Webber that the Vending Machine Co. of Fayetteville, N. C., has closed its Atlanta sales office and that he has taken over the business under the name of the Vending Machine Co. of Georgia. Headquarters will be at the same address formerly occupied by the Vending Machine Co.

Webber stated that where the former company was solely a distributor, his new firm will not only distribute the newest equipment of leading manufacturers but also operate in the State.

WESTERN'S CIGARETTES

High Profit Earning
Counter Game
At the Low-
est Price!

\$12.50

TAX PAID.
F. O. B.
Chicago.
Immediate
Delivery.

JIMMY JOHNSON

WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVE. CHICAGO, ILL.



The PARLAY

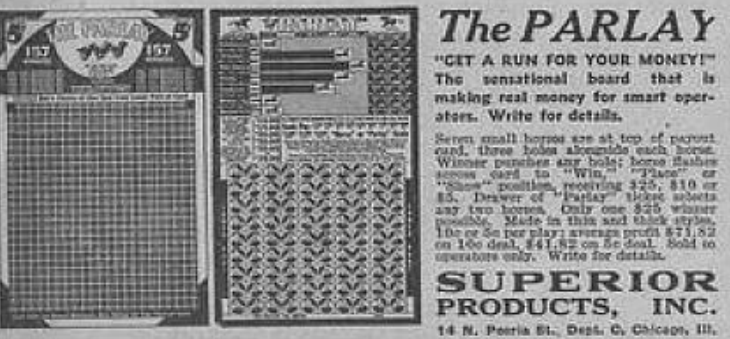
"GET A RUN FOR YOUR MONEY!"

The sensational board that is making real money for smart operators. Write for details.

Seven small horses are at top of payout card, three holes alongside each horse. Winner punches any hole; horse flashes across card to "Win," "Place" or "Show" position, receiving \$25, \$10 or \$5. Dealer of "Parlay" takes bets any two horses. Only one \$25 winner possible. Made in three and three styles, 10¢ or 5¢ per play; average profit \$73.52 on 100 deal, \$41.82 on 5¢ deal. Sold to operators only. Write for details.

SUPERIOR PRODUCTS, INC.

14 N. Peoria St., Dept. G, Chicago, Ill.




FRANK BAKER, of the Baker Novelty Co., **Quinton, Okla.,** listens to **Rock-Ola's** new **Talkie Horoscope** tell **Fisher Brown (right),** **Dallas distributor for Rock-Ola,** all about what the stars have in store for him.

NATIONAL'S BARGAIN COLUMN

— FOREIGN BUYERS

Receive Prompt and Efficient Attention Through Our Export Department.

Cable Address: NATCOINCO.

We recommend the original Grip Machine. Gottlieb's De Luxe 3-Way Strength Tester.

\$19.50

The only grip machine with "Button Indicator" Anti-Tilt Device " Chrome Handles and Trim " Separate Cash Box "Tension" Adjustment " Non-Clasp Slot " Other Features " Quality Build.



FACTORY RECONDITIONED

Stables ... 390.00	Grand Prize ... 225.00
Clocker ... 49.00	Classic ... 24.50
Arlington ... 47.50	Wineo ... 24.50
Photo Finish 45.00	Careem ... 22.00
Peakness ... 45.00	Preview ... 20.00
Ticket ... 45.00	Skipper ... 18.00
Peakness ... 49.00	Blindfold Flicker, Late Model ... 17.00
Miss America, Ticket ... 40.00	Daily Races, Night ... 15.00
Rover Derby Day, Clock ... 39.00	Hilshah (Baby) ... 15.00
Turf Champ ... 37.50	Bally Derby ... 15.00
Lotosia ... 35.00	Flying High ... 10.00
Golden Wheel 25.50	Monopoly ... 10.00
Derby Day, No Clock ... 29.00	Peepless ... 10.00
Ocean Football, No Clock ... 29.00	Multi-Play ... 10.00
Novelty Sticker's Races ... 29.00	Beaut ... 9.00
Dix ... 20.00	Prospector ... 7.00
Forward March ... 23.00	Bally Jumbo ... 6.00
Long Beach ... 24.50	
Genco Football ... 24.50	
Mercury (Baby) early mdl. 20.00	

NOVELTY

Sticker's Races ... 29.00	Home Stretch ... 17.50
Dix ... 20.00	Bally Booter ... 14.00
Forward March ... 23.00	Woodchuck ... 13.00
Long Beach ... 24.50	Bally Bumper ... 10.00
Genco Football ... 24.50	Deval Baseball ... 10.00
Mercury (Baby) early mdl. 20.00	

COUNTER

A. B. T. Terrot Skill ... 118.50	GAMES
Real Sport ... 10.00	Dual "21" ... 65.00
Tri-Pak ... 9.00	Punchette ... 5.00
Groetzchen ... 5.00	Sum Fun ... 5.00
Cig. Mech. 5.00	Tri-Tax-Too ... 4.00
	Tickette ... 4.00

SLOTS

Mills Blue Front, No Gold Award	244.00
Single Jack, 5c, 10c	30.00
Jameson Club, 5c, 10c, 25c	30.00
Mills Blue Front Gold Award	38.00
Wer Keys	35.00
Walding Red-Top, 10c, 25c	34.00
Mills Q. T. 5c	32.00
Mills Q. T. Penny, Late Model	30.00
F. O. K. Escalator	20.00

CONSOLES

Rays Track	\$ 79.00
Liberty Bell	59.00
Paces Races, Black Cab, 20-1 Odds	115.00
Track Time, Early Model	125.00
Evans Rodette, Early Model	95.00
Bang Talle	95.00
Galloping Dominoes	90.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

First With the Latest New Games. Get Your Name On Our Mailing List.

National Coin Machine Exchange
1407 DIVERSEY BLVD., CHICAGO.

Federal Trade Commission Given Power To Stop Unfair Practices

The long hand of federal law seems to be stretching farther and growing stricter in order to reach the chiselers and other types of unfair trade.

It is often said that about 90 per cent of the firms in all lines of business, and individuals as well, would generally observe the rules of the game. But it is that 10 per cent who continually seek to gain a competitive advantage by violating all known rules of fair competition that make necessary extreme laws.

The public has been gouged for years by unscrupulous advertisers, and finally public sentiment reacts in a law that probably will go to extremes in its application.

Congress passed the Wheeler-Lea Bill to strengthen the powers of the Federal Trade Commission. On March 22 it was announced that the President had signed it. The law is aimed specifically at the food, drug and cosmetic trades and advertising.

But says The United States News (March 21, 1938): "Business men now have 60 days (after the President signs the bill) in which to revise any selling practices that may have tended to deceive the buying public or to result in unfair methods of competition."

"Section 5a of the new Act provides: 'Unfair methods of competition in commerce and unfair or deceptive acts or practices in commerce are hereby declared unlawful.' This means that the Federal Trade Commission may issue a complaint against any practice in business that it regards unfair and deceptive. It no longer needs to wait for an interested party to make an objection to a practice but may move on its own motion."

Applies Generally

Notice that this authoritative publication suggests the law will be applied in principle to business generally, altho it may have been aimed at certain trades specifically.

Trade association attorneys in New York and other cities in discussing the new law are said to have suggested that the law may prove useful in securing enforcement of ethical trade practices which trade organizations have worked and hoped for during many years.

This possibility that trade groups may take advantage of the law to promote enforcement of standards of fair competition in various industries recalls the fact that one group of Wisconsin operators has considered the possibility of appealing to its State fair trade laws to compel operators to desist from paying excessive commissions to locations in order to take the location from an operator who pays standard commissions. A test case would have to be carried thru courts, presumably, to establish such authority. But anyone who knows the distress among operators caused by high commissions will appreciate the need for some compelling authority to prevent unfair competition among operators. Fair trade laws now exist in more than 40 States and far-reaching applications of these laws

might be possible in the future.

Time Is Needed

As matters stand now it is not yet plain how much authority the new federal law really gives the FTC, or how far the commission will go in applying the law. Naturally it is expected that the first move will be against deceptive advertising in the food, drug and cosmetic fields, which the law was intended to combat. This is protection for the buying public that ought to have been provided years ago.

But its application to unfair competition? The cry of unfair competition is heard in every line of business and has been heard for years. It is the common topic of discussion whenever members of any business or trade get together.

All that can be expected from such discussion is that more and more laws will be passed to regulate trades and industries. Perhaps that is the only way to reach and to control that group of people in every line of business who insist on violating every known rule of fairness in the business as long as they stay in it.

If there is only about 10 per cent of the membership of the average trade that practices cutthroat competition, it sure is costing plenty to get that small 10 per cent where they can be controlled.

Perhaps the percentage of cutthroats is much larger. Perhaps it is so large in many lines of business that the whole system will have to come to ruin and despair. Then we can start all over again.

Whatever the future, we have a new federal law which supposedly gives the FTC new and extensive powers to go after unfair trade practices. Let's hope that it cleans the cutthroats out and does not disturb the flow of business too much.

Look to Chi Mfrs. For New Products

NEW YORK, March 26.—Operators here are turning their eyes toward Chicago and the big coin machine manufacturers for some new equipment capable of leading them out of the present slump. The men here believe that their plight is well known to leading manufacturers and that to revive interest in coin-operated games equipment of a radically different nature is necessary.

Distributors point out that sales of new equipment have fallen off not due to loss of locations but because take on present machines does not warrant an operator sinking more money into new equipment of the same type. They believe that all that is necessary to start nickels bouncing into coin boxes again is a different type of amusement device such as the pin game was when it was first introduced. One agrees with this observation, stating that the ordinary player has become tired of the same type machines, but he would spend more if some new kind of game were to appear that was sufficiently interesting to rekindle the now dormant interest.

Jobbers and distributors are watching every new product that appears on the coin machine horizon with eager eyes. Anything that is actually different is bound to get a good play. Slow sales and complaints of poor take have convinced them that ops need games that will freshen up locations and stimulate action.

Genco Introduces

GATTY TIME

OUT NEXT WEEK

OPEN CLOSED TERRITORIES WITH
MAGIC ROLL
THE MAGNETIZED BOWLING ALLEY

ENTIRELY LEGAL!
100% SKILL!
Delivered Ready To Move in on Location.
\$169.50
F. O. B. Chicago.

With GENCO'S NEW "FREE GAME" UNIT
RECORDER
PLAYERS PLAY OFF THE REWARDS — THE CASH STAYS IN THE MACHINE!

\$89.50
Without Free Game Unit, **\$74.50**
F. O. B. Chicago.

GENCO, Inc.
2621 N. ASHLAND AVE.
CHICAGO

WURLITZER \$159.50

- 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.

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
A 1,000-hole board with 48 genuine leather hand-sanded pores containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and seasonal papers give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$3.75; Lots of 10 or More, \$3.50. Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.

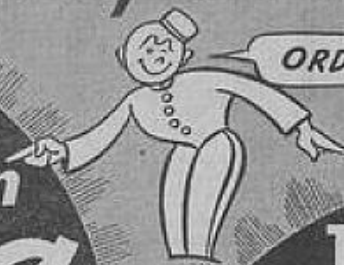


EASTERN OPERATORS watch Stoner's Electro at D. Robbins & Co., Brooklyn.

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

2 SMASH HITS by CHICAGO COIN!

The
**NEW Novelty
Game Sensation**
Swing
INCORPORATING NEW
FEATURES THAT WILL MAKE
IT THE HIGH SCORE
NOVELTY GAME \$ **74.50**
GOLD MINE
Immediate Delivery



ORDER YOURS AT ONCE!

The WORLD'S
FASTEST SELLING
NOVELTY GAME--
Snappy
Top
EARNING POWER IN \$ **74.50**
NOVELTY
GAMES
Immediate Delivery

CHICAGO COIN MACHINE MFG. CO.
1725 DIVERSEY BLVD. CHICAGO

TURN PENNIES INTO DOLLARS
With This Baseball Game and Trade Simulator.
Attractive Cabinet Well Built.
Cylinder Lock.
Check on Awards.
\$15.00
EACH F. O. B.
1 Free With Every Tenth Game.
Terms: 1/3 Cash With Order, Balance C. O. D.
BONUS SALES COMPANY
—COIN MACHINE JOBBERS—
15 Union St. LAWRENCE, MASS.

Rock-Ola's 3-UP "Ups" Earnings
CHICAGO, March 26.—While people today are searching for inexpensive yet stimulating entertainment, operators naturally are canvassing the coin machine industry for the kind of amusement device that will give this sort of entertainment and yet net them a good profit. A number of operators are reporting excellent results from the money-making angle, according to N. L. Nelson, head of the Rock-Ola Games Division, with Rock-Ola's new 1938 one-shot automatic pay table 3-UP and Across the Board.
"What makes this pay table especially popular and profitable is the fact that it is a two-games-in-one proposition," Nelson pointed out. "Simply by chang-

ing the back panels of the table the game can be varied either for freshness or for location requirement. 3-UP is popular because of the hazards of live bumpers, springs and holes on the fast playing field, the flash-up back panel with the familiar fruit and bell symbols and the chance for a payout under skillful manipulation of the ball. Across the Board shares honors with 3-UP in play appeal, according to reports from operators. It carries a light-up back panel with intriguing horse-race symbols. The principle of play with the automatic payout is the same.
"Many operators are writing in to the factory now to get set for the summer business," Nelson concluded. "They're scheduling their orders ahead in order to be ready the minute the warm weather brings the customers outdoors. Many operators are placing orders for Rock-Ola's new payout table because they figure they can get two good games for one price and earn more profits from the one table."

PIN GAMES
Reconditioned—Ready to Operate.
MISS AMERICA (New) \$55.00
ROCKET (New) 50.50
AIRWAY 42.50
AROUND THE WORLD 15.00
AURORA 42.50
BALL FAN 1937 12.50
BEARLIGHT 1938 42.50
BULL'S-EYE 42.50
CHICAGO BASEBALL 42.50
CARGO 42.50
DUX 39.50
HOLD 'EM 7.50
LIGHTS OUT 7.50
MAD CAP 5.00
MARS 42.50
RICKWET 10.00
SHORT SOX 7.50
STADIUM 42.50
STONER'S RACES 40.00
TOPS 42.50
TOUCHDOWN 42.50
AUTOMATICS
CALIENTE \$ 7.50
GOLDEN WHEEL 32.50
RICKWET 17.50
POLICY 12.50
TURF CHAMPS 39.50
WINNER 32.50
Terms: 1/3 Deposit, Balance C. O. D.
Send for our Latest Price List on Coin-Operated Games, Consoles, Slats, Photographs, Etc.
W. B. NOVELTY CO., INC.
3500 N. GRAND BLVD., ST. LOUIS, MO.

The ORIGINAL 3 in 1 Grip Tester

5 WAYS TO TEST GRIP. EACH WAY ANOTHER PENNY. Greater Income for Operators. Legal Everywhere.
\$19.50 PAK **Stand \$2.50**
HERCULES GRIP MACHINE CO.
412 So. Market St., Chicago, Ill.



RUTH HENTSCHEL, secretary of Emile Jacoponelli, head of the Dixie Bell Distributing Co., New Orleans, is the pretty girl posing between four Dixie Bell beauties.

BARGAINS FROM DAVE MARION
WURLITZER SKEE BALL \$57.50
SHOOT-A-LITE, EXHIBIT 37.50
WURLITZER P-12 24.50
WILLS 10¢ EXTRAORDINARY 23.50
JENNINGS LITTLE DUKE, 1c D. J. P. 12.50
JENNINGS 5c CONSOLE 62.50
SKIPPER 14.50
BALLY BOOSTER 15.00
GINGER, Token Payout, Brand New 27.50
WANTED WORLD SERIES AND X-RAY POKER MACHINES.
MARION COMPANY
WICHITA, KAN.

Clean Your Cellars Out
WE BUY ALL KINDS OF RECORDS. WILL PAY 2c PER LB. AND FREIGHT.
NOVELTY RECORD CO.
4014 W. Ormer St., Philadelphia, Pa.

FASTEST!

MILLS KOUNTER KING

Fastest of all counter machines. Its one-out-of-three frequency knocks the players for a row of loops. They never thought a machine so rich in rewards could be possible. It is not a payout; but has free replay feature which saves merchant time in honoring rewards. Player always comes close and falls in love with Kounter King forever. Play is sensational first week, yet improves as time passes. Plays 1c, 5c, 10c, or 25c. Built-in ball gum vender. Requires less than a square foot of counter space.

\$250.00



GREATEST

One-Two-Three

One-Two-Three is greatest of all pay tables. Player's skill turns giant reels, which work like those on a Bell. Phenomenal earnings. Now out-selling all other pay tables combined.

\$179.50

Any coin machine you buy from us is subject to 10 Days' Trial by you. If not satisfied in that time, return shipping charges prepaid, and we'll refund your money in full.

MILLS NOVELTY COMPANY

4100 Fullerton Avenue
Chicago, Illinois

INDIVIDUAL

Rio

Rio is entirely different from every machine, console or table made. Easily earns more than any game so far. Price is so low, Rio should pay for itself in a few days' operation.

\$149.50
PLUS TAX



Trippe and Wilcox Caught in the Act

ST. LOUIS, March 26.—Oldtimers in the novelty, pinball and salesboard business in this city are wondering what caused Carl F. Trippe and his partner, L. C. (Doc) Wilcox, who recently opened the Ideal Sales, Inc., to wear that continued smile, smirk, grin (or call it what you may) that makes them both appear as tho they had just emptied a chicken coop without being caught in the act. In fact, local operators who have known both these "old-time youngsters" for many years are asking each other, "What's happened to them guys?"

Nothing really startling has brought about the joyous, contented look, except that since the day they opened at their new location they have had to work from 8 a.m. (two hours before their usual time to arise) until the wee small hours of the next day in order to accommodate their many old and new customers and fill mail orders.

When these men could be made to stand still long enough to enable one to ask them the simple question, "To what do you attribute this wonderful influx of business?" the running reply was simply, "Well, we have what the operators need, with a complete plan for their successful operation, and it doesn't take long for this knowledge to reach them, with the existing results."

IT'S A HIT! THE SENSATIONAL HARLICH BASEBALL BOARD HIT THE BALL

No. 11071 1000 Holes
Takes in\$50.00
Definite Payout24.50
Gross Profit\$25.50
Tickets Printed With Baseball Terms.

Another Harlich Winner
With an Extra Profit
Wallop.

PRICE EACH **\$2.26**
Plus 10% Tax.

HARLICH MFG. CO., 1413 W. JACKSON BLVD. CHICAGO, ILL.



DEAL WITH CARL - ALWAYS A SQUARE DEAL
BALLY'S LATEST SENSATIONS FOR IMMEDIATE DELIVERY

BALLY RESERVE	\$ 25.50	BALLY'S RACER	\$148.50
BALLY'S NEW ROCKET	50.50	ZEPHYR	70.50
SPORT PAGE	194.50	BULL'S-EYE	74.50

BALLY HOT-VENDER

87 Latest Type—Like New	\$125.00	4 BALLY BASKETS, Floor Sample	\$57.50
WURLITZER SKEE BALLS	87.50	4 SHOOT-A-LITES	50.00
42 WURLITZER P-12	82.50	7 JUNGLE DODGERS	25.50
20 WURLITZER P-412	80.50	TWORORED	68.50

600 SLOTS—All Types in distribution of our new 8-ft. Console Bowling Game "KILL! KILL!"
Plans of territory still open for distribution of our new 8-ft. Console Bowling Game "KILL! KILL!"
Proven to be steady and honest money-maker in the legal field to date.

UNITED AMUSEMENT COMPANY
3410 Main St. KANSAS CITY, MO.



JIMMY PASSANANTE, of J. & J. Novelty Co., Detroit, and Art Garvey (right), Bally Mfg. Co. field man, look over Bally's New Rocket novelty game.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.
Groetchen Mfg. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.



BALLY RESERVE

GREATEST 5-BALL NOVELTY SENSATION SINCE BUMPER!

Revolutionary "WINNER TAKES ALL" idea sweeping country like wild-fire! Steady REPEAT PLAY guaranteed because player sees award get bigger and bigger—just like movie bank-note—never less than \$1.00 up to \$10.000 top. Many operators placing TWO AND THREE BALLY RESERVES PER LOCATION to handle unprecedented play! Get your share—order Bally RESERVE today!

STANDARD
\$99.50
FREE PLAY
Model \$103.50
F. O. B. CHICAGO

FREE PLAY MODEL
NOW AVAILABLE

PAT. NO. 2063108.
PAT. NO. 2062708.

NEW ROCKET

BUMPER and SKILL HOLE NOVELTY SENSATION

Packed with High Score Appeal and Progressive Score Appeal! Competitive Play Appeal! Notation 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.



ONLY \$59.50

F. O. B. CHICAGO

WORLD'S MOST COMPLETE LINE OF MONEY-MAKERS

Write for literature on MAGIC BALL, air-controlled legal game; BALLY'S RACER, legal competitive play skill game; BALLY HOT-VENDER for all types hot of cold confections, including popcorn; LITE-A-PAX counter game; LINCOLN FIELDS 7-coin triple-dial console.

BALLY MFG. COMPANY
2640 Belmont Ave., CHICAGO, ILL.



SPORT PAGE

MULTIPLE ONE-SHOT

Collections 10 to 20 per cent above Fairgrounds at its best! Protect your live spots with SPORT PAGE!

TICKET MODEL NOW READY
Payout \$194.50
Ticket \$206.50
F. O. B. CHICAGO

Becker Tells of Big Profit Games

CHICAGO, March 28.—Ray Becker is sales manager for J. H. Keeney & Co. He is also a farmer—that is, he has a farm some 23 miles from Chicago.

"My dad," says farmer-sales manager Becker, "had plenty of land. He could afford to be satisfied with 20 bushels of wheat to the acre. I don't have one-sixth the acreage my dad had. And yet I am able to equal his yield by making my land produce 120 bushels to the acre.

"Present-day operators," continued Ray, "are in a similar position. There

is not the number of locations available today there was a few years back. Operators if they are to maintain their regular incomes must make the locations they have produce as much as they secured when locations were more plentiful. J. H. Keeney & Co. have seen this more and more serious operating problem and they are helping operators to meet it by designing games which produce five and six times the earnings of games of earlier design.

"Games like Keeney's Kentucky Club, Derby Champ and the 1938 Track Time are 6-to-1 geared games—games which enable the operator to obtain as high earnings from six locations as were formerly secured from 36. In other words, games which make \$6 grow where \$1 grew," he concluded.

EXTRA! EXTRA! EXTRA!

MORE THAN 1000 BARGAINS IN GUARANTEED RECONDITIONED EQUIPMENT OF VARIOUS TYPES, SOME OF WHICH WE LIST BELOW:

- | | |
|--|------------------------------|
| (PHONOGRAPHS) | (PIN GAMES) |
| MILLS DO-RE-MI'S | BALLY ARLINGTON |
| DELUXE DANCE MASTERS | BALLY FAIRGROUNDS |
| REGULAR DANCE MASTERS | BALLY CLASSICS |
| MILLS STUDIOS | BALLY CARONS |
| WURLITZER, Models 616, 716, 316 and 412 | RACING FOIMS |
| MODEL K SEEBORG | BALLY FLEETWOODS |
| ROCK-OLA MULTI-SELECTOR | AMUSEMENT GAMES OF ALL TYPES |
| MILLS SLOT MACHINES OF ALL KINDS, SOME USED ONLY THREE DAYS — OTHERS THREE WEEKS AND UP — ALL IN PERFECT CONDITION AND READY FOR LOCATION. | |
- *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.



JERRY AND WARREN SCOLFELD, who are paying their way thru college with a route of MGIs Modern Scales which their father has purchased for them.

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 ringer in itself, so get yours now and enjoy the fight!

FORM 3810-C—500 Hots \$30.00
Takes In	10.00
Pays Out	10.00
Price	1.10

Plus 10% Federal Tax.

Write for our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

CHAS. A. BREWER & SONS
6320-32 Harvard Ave. Chicago, U. S. A.
Largest Board and Card House in the World.



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 spinner 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

COMING
REGISTER
PENNY
PIN GAME
22" x 44"
\$39.50

DELUXE GRIP SCALE

3-WAY STRENGTH-TESTER

100% LEGAL

THE ONLY TESTER
WITH THESE QUALITY
FEATURES!

New **BUTTON INDICATOR CONTROL** for competitive play! Indicator remains at highest number until player presses button! • **CHROME TRIM, CHROME HANDLES THROUGH!** • The only machine with **ANTI-TILT** to prevent cheating. • **SEPARATE CASH BOX!** • **TENSION ADJUSTMENT** to suit location! • **BELL ADJUSTMENT** to ring at any number! • **NON-CLOG SLOT**, button in rear instantly clears obstruction! • **RUBBER SUCTION CUPS** hold machine securely to counter! Top quality in every detail, built by a manufacturer who knows how! Metal Stand, \$2.50 Extra.



\$19.50

With operators who
know their GRIP
MACHINES it's
Gottlieb

50 TO 1

WRITE FOR CIRCULARS AND QUANTITY PRICES

IMMEDIATE DELIVERY

D. GOTTIEB & CO., 2736-42 N. PAULINA ST., CHICAGO

STILL IN PRODUCTION!
GIANT GRIP SCALE, \$17.50

RECONDITIONED---GUARANTEED

- 3 Mills Big Race ... \$100.00
- 2 Fleet-woods ... \$95.00
- 1 Monking D & F & Y D & Y, slant-top console, skill control ... \$98.00
- Fullgrounds ... \$78.50
- Panama Rosemont, 30-250 play ... \$78.00
- Mills Fisher, with Norris, Separator and Checks ... \$95.00
- 3 Hi-Lite ... \$7.50
- 3 Hi-Do-No ... \$7.50
- 3 Mills Double Headers ... \$7.50
- 3 Artico ... \$39.50
- 100s ... \$39.50
- 1/3 DEPOSIT, BAL. C.O.D., F.O.B. Baltimore.

SAVOY VENDING CO.
406-B W. FRANKLIN ST.
BALTIMORE, MD.

Monarch Biz Good, Says Roy Bazelon

CHICAGO, March 25.—"It looks like our prediction of a busy season is beginning to come true," says Roy Bazelon, head of Monarch Coin Machine Co. "Sales are increasing each day, and with orders coming in from operators everywhere it seems like old times. Reports from these operators indicate that they appreciate the unusual service we give them not only here at our offices but in shipments as well, and their appreciation of this service is well evidenced by the increasing number of orders they placed with us."

"At the present time we have the finest stock of new and reconditioned equipment in Monarch history," he concluded. "The fine mechanical condition of these machines makes operators realize that we can supply them with outstanding values."



ZEPHYR \$18.75 TAX PAID
Two Machines in One—Cigarette Vender or Bell Fruit Vender. Visible Ball Gum Vender, Cigarettes or Fruit Symbols. 4 Reward Cards. Entirely new Mechanism designed for this machine. Resets spin much faster, completely without coins and are brought to a positive stop from which they cannot be shaken.



BALL GUM

15c a Box (100 Pieces)
Case Lot (100 Boxes)
\$12.00

MINTS

100 Rolls, 75c. Case (1000 Rolls)
\$6.50

GINGER TOKEN PAYOUT **\$27.50 TAX PAID**

Lowest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Gingers. Operator inserts tokens in payout tube, thus controlling payout percentage accurately to fit all retail prices of Gingers.

RAY-O-LITES

\$159.50 LOT OF 10
Single Machine ... \$169.50
Consine Seeburg Ray-O-Lites—Serial numbers all above 1500. Machines are almost new—appearance and working condition guaranteed.

RAY-O-LITE SALES COMPANY
Plymouth Bldg., Cleveland, Ohio.

Cranes Classed as Venders by Judge

PARIS, March 25.—A decision rendered by the Court of Appeals in Colmar (Haut Rhin) March 6 delivered a knock-out blow to the law enacted August 31, 1937, which made it illegal to operate or sell machines of the traveling crane type.

In handing down its decision the higher court stated, "machines giving a return are not a gamble, but should be placed in the same category as vending machines." Altho this decision legalizes the operation of cranes only in the department of the Haut Rhin, other appeals based on this case are being brought forward.

On Monday, March 14, the Syndicate of Candy Dealers of Paris met to take action on the decision rendered in Colmar. Report of the meeting will be forthcoming in an early issue.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO



BEI MIR BIST DU SCHOEN

Another one of Globe Creations which outsells any other Board on the market. The beautiful Bathing Beauty design draws the player to your counter.

1000 Holes at 5c Takes In ... \$50.00
Pays Out (Featuring 3-\$5.00) ... 23.25
Price \$1.35 Plus 10% Tax.
BUY NOW WHILE IT IS HOT.

GLOBE PRINTING CO. 1623 RACE ST., PHILADELPHIA, PA.

WANTED

Penny Arcade Mechanic that understands arcade machines. State full particulars in first letter.
NATH NELSON,
Care Royal American Shows, Lafayette Hotel, Tampa, Fla.

Evans' HIALEAH ^{Twin} PIN GAME AND SPINNER-LITE CONSOLE

Special

EVANS' NEW 7-COIN HEAD



PERFECT WHERE AMUSEMENT GAMES ONLY ARE PERMITTED!

TWO GAMES IN ONE with amazing new ideas to meet every location requirement! May be operated for payout, checks, ticket or amusement only — or with Evans' Remote Payout Control for "over the counter" awards. Answers your problem of making top profits everywhere!

HIALEAH SPECIAL gives racing fans **DOUBLE** chances to win! First by pin-ball play, matching selection indicated. If no hole is made, then **FREE PLAY** on Spinner-Lite comes up, and player may still win! Odds 2-1 to 40-1!

EVANS' REMOTE PAYOUT CONTROL Unit (8" wide, 8" long, 3" high) may be placed anywhere. Registers payout due player, so location owner need not leave his work.

EVANS' NEW 7-COIN HEAD—last 3 coins visible—is absolutely gyp-proof. Prevents coin chute grief and increases profits. Acknowledged by experts and big-time operators as the best in the business. Scores of other features plus Evans' famous engineering guarantee perfect performance.

Write for Evans' Franchise Plan—Biggest Money-Maker in the Industry! Get the Dope Quick for Your Territory!

OTHER EVANS' WINNERS!
PROFIT-SHARING PHONOGRAPH
BY-A-BLADE ROLLETO SR.
 WRITE FOR CIRCULARS!

At Your Jobber or Write, Wire or Phone Haymarket 7630.



H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

The Game that will be **NEW** three years from now!

Evans' ROLLETO Jr.



AS PROFITABLE TO-DAY AS WHEN INTRODUCED

EVANS' NEW 7-COIN HEAD GYP-PROOF

OTHER EXCLUSIVE EVANS' FEATURES

OTHER EVANS' HITS!
 GALLOPING DOMINOS
 BANG TAILS SKILLO
 Write for Details.
 At your Jobber, or Write, Wire or Phone Haymarket 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Richards Future Bright, Says Exec

CHICAGO, March 26.—Dick Wiggins, official of Richards Mfg. Co., last week struck a keen note of optimism in a discussion of the well-known R-M coin chutes. "Each day finds operators more enthusiastic about R-M coin chutes," he said. "Their design and beauty enhance the attractiveness of all coin-operated equipment and their excellent construction with the R-M protective features assures operators of bigger collections and bigger profits from the games they are operating."

"The biggest features of these two chutes are the adjustable speed lock, which prevents abuse, and the indestructible easy-operating lever on R-M Sr. Players praise to the skies the R-M Jr.'s ball-tap finger piece, which makes operation so much easier, according to reports. And the possibility of bent slides is prevented by the shipproof seven-coin multiple-play cap. With orders increasing each day for both R-M Sr. and R-M Jr., the future looks very bright indeed," Wiggins concluded.

Ops Inspecting Royal Equipment

CHICAGO, March 26.—According to Reynold Pollard, official of Royal Coin Machine Co., "the past few months have seen many operators inspect the processes which Royal games go thru before they are classified as 'Royal dependable equipment.' They have seen with their own eyes just how much effort is put into these games before they are permitted to leave our doors."

"They are better able," he went on, "with this knowledge to comprehend the many details involved that assure them of long-time, steady, profitable operation with all coin-operated equipment bought from us. They know, too, that operation of these games will be trouble-free. It is a combination of these factors, plus better operating conditions throughout the country, that is helping us increase sales to our many old customers, as well as getting new customers for our dependable equipment."

AUTOMATICS	
ALL GUARANTEED	
READY TO OPERATE	
ACE	5.00
ARLINGTON	52.50
BALLY DERBY (WWS Pat)	75.00
BAZAR (Ticket)	15.00
BELMONT	12.50
BLUE BIRD	15.00
CLASSIC (Ticket)	35.50
CLASSIC (Cash)	29.50
CARDM	22.50
CHALLENGER	10.00
DAILY RACES (Mystery)	21.50
DAILY LIMIT	6.00
ECLIPSE	6.00
EQUITY	97.50
FAIR GROUNDS	97.50
FLEETWOOD	112.50
GIANT	6.00
GOLD AWARD	6.00
GOLD RUSH	6.00
HIALEAH	12.50
HOLLYWOOD	7.50
JUMBO	52.50
LADY LUCK	58.00
PREAKNESS	62.50
PHOTO FINISH	22.50
PARI-MUTUEL (6-Ball Ticket)	6.00
PEARL HARBOR	6.00
PUT 'N TAKE	10.00
PIERLESS	42.50
RACING FORM	6.00
RAPID FIRE	6.00
RED ARROW	6.00
PROSPECTOR	6.00
SKY HIGH (5-Ball Ticket)	7.50
STAMPEDE	6.50
SPORTSMAN (10 Ball)	7.50
TOP 'EM (Ticket)	15.00
TOP ROW (Ticket)	7.50
TRAFFIC (5-Ball Ticket)	6.50
TROJAN	7.50
TURF CHAMPS (Ticket)	37.50
WINNER	22.50
1/3 Deposit, Balance C. O. D. Cash Address "Idealco," Phone: Garland 0072.	

RECONDITIONED — READY TO OPERATE	
ONE-BALL PAYOUTS	
STONERS AIR RACES (Ticket)	515.50
SALLY FAVORITE	75.00
BROADWAY ANGEL (Ticket)	15.00
CARDM	18.50
GOTTLEBS DERBY DAY	28.50
MILLS FLASHER	65.00
FOUR FINISH	32.50
WESTERN GRAND PRIZE	25.00
GOLDEN WHEEL	22.50
HEAVYWEIGHT	18.50
MAJIMA	15.00
PIKES PEAK	25.00
PREAKNESS (Ticket)	39.50
POST TIME	15.50
TURF CHAMPS (Ticket)	37.50
WINNER (Ticket)	22.50
Terms: 1/3 deposit with order, balance C. O. D. or G. B. Baltimore.	
MARYLAND COIN MACHINE	
2010 Marsh Ave. BALTIMORE, MD.	

ROCK-OLA'S MONARCH

mighty

of the Music World!



- ★ Twenty Record—Exactly the right number
- ★ 99% slug-proof, drop-style coin chute—No extra Charge
- ★ Modern streamline cabinet with "Borealis" light-up grill
- ★ "No Stoop" program arrangement attracts more play
- ★ Slant-top visibility of mechanism holds attention
- ★ Matchless Rock-Ola tone quality holds the best spots
- ★ Lightweight crystal pickup saves needles and records
- ★ Simple, flawless mechanism permits continuous earnings

ROCK-OLA

**OFFERS OPERATORS LEADERSHIP
IN MUSIC AND GAMES!**

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO



PRICE
\$79⁵⁰

3-UP with Bell-Fruit Symbols ACROSS THE BOARD

with Horse-Race Symbols
Two Games in One — Both Winners.
Fast winning a reputation as the
most dependable pay table of all
time. Operators say it has cut out
90% of the usual service calls and
has doubled collections.

EASY STEPS

Rock-Ola's answer to a crying
need for better money-making
equipment. Designed for the loca-
tions that want snappy, dependable
games. Take an easy step to better
collections with EASY STEPS.



PRICE
\$174⁵⁰

EASY STEPS 3-UP

"IT'S THE McCOY!" ... say millions who marvel nightly at
WURLITZER'S life-like reproduction of

**CLYDE McCOY
 AND HIS SUGAR-BLUES ORCHESTRA.**

When Clyde McCoy fans want to hear his Sugar Blues Orchestra they are not content to wait until he happens to be broadcasting over the radio.

Through the golden voice of the Wurlitzer Automatic Phonograph his music thrills millions of listeners in thousands of locations the world over. The owners of these locations where automatic music is the logical choice, desire the best—and find that the Wurlitzer Automatic Phonograph gives their patrons the music they want when they want it.

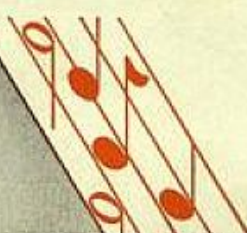
With such exclusive features as 24 records that permit the widest selection of recorded music and illuminated color effects that can be changed without cost by the operator in a few minutes, the Wurlitzer Automatic Phonograph is a sensational profit opportunity for every wide-awake operator in America!

THE RUDOLPH WURLITZER COMPANY
 NORTH TONAWANDA, N. Y.

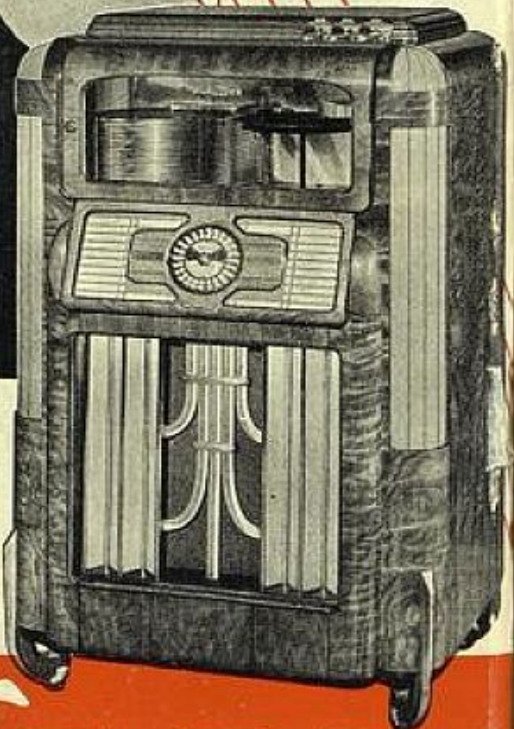
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.



CLYDE McCOY plays sweet trumpet to the Bennett Sisters, lovely song lyrics featured with the Sugar Blues Orchestra, fresh from a recent 3-week engagement at the New York Paramount Theatre. This popular band is almost constantly on tour—drawing capacity crowds in theaters, hotels and ballrooms wherever they play.



**24
 RECORDS**



Here are the most recent DECCA RECORDS by CLYDE McCOY and his Orchestra . . . Look for them to reach hit proportions soon.

361 "Sugar Blues"	758 "Ridin' To Glory On A Trumpet"
"Tear It Down"	"You Gave Me The Run-A-Round"
620 "Basin Street Blues"	1109 "The Goons Goo"
"I'm Goona Play In The Varsity Band"	"When You're Smiling"
1230 "Doodle Doo Doo"	
"I Can't Give You Anything But Love, (Baby)"	

Wurlitzer operators: Change records frequently to maintain peak play appeal.

**MODEL
 24-24-A**
 •
**SOLD
 ONLY TO
 OPERATORS**
 •

WURLITZER

AUTOMATIC PHONOGRAPHS

REG. U. S. PAT. OFF.

Bring the Music of Modern Masters to Millions